# ENRICHING GRAB'S MERCHANT PROMOTION

SERENADE DATA

# FENTI
*Project Lead*

Background as **Consultant**
- ❏ Clearly articulate the problem or opportunity
- ❏ Organize brainstorming sessions

# Abel
*Developer*

Background as **Data Analytics**
- ❏ Define potential AI Ideas
- ❏ Construct methodologies and infrastructure

# In Brief

empowers sellers by **leveraging generative AI** technologies for creating compelling **product descriptions** and **eye-catching images** with high-quality content

# The growth of food ride-hailing transactions is projected to increase at a **CAGR of 34% per year until 2025**, accompanied by an increase in the number of sellers transitioning to online services.

**Gross merchandise value (in billion U.S. dollars)**



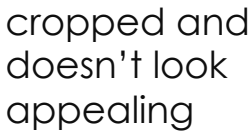| 2021 | 2022 | 2023 | 2025* |
|------|------|------|-------|
| 7 | 8 | 7 | 9 |
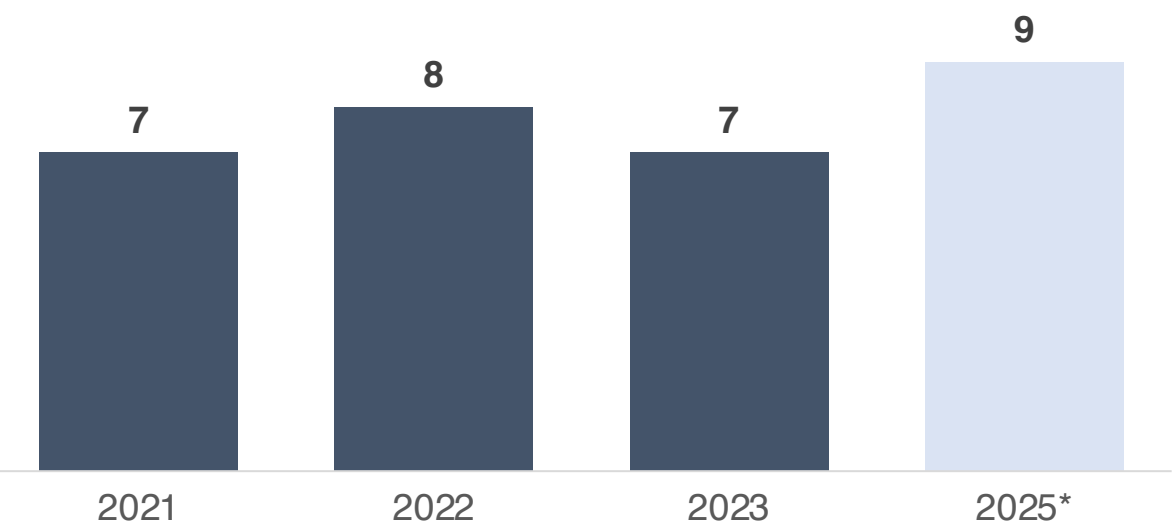
About 63% of consumers say their main reason for ordering food delivery is convenience, followed by 43% who simply don't feel like going out.

**Number of Internet Users (in millions)**



| 2021 | 2022 | 2023 | 2025* |
|--------|--------|--------|--------|
| 213.09 | 224.01 | 233.73 | 250.15 |
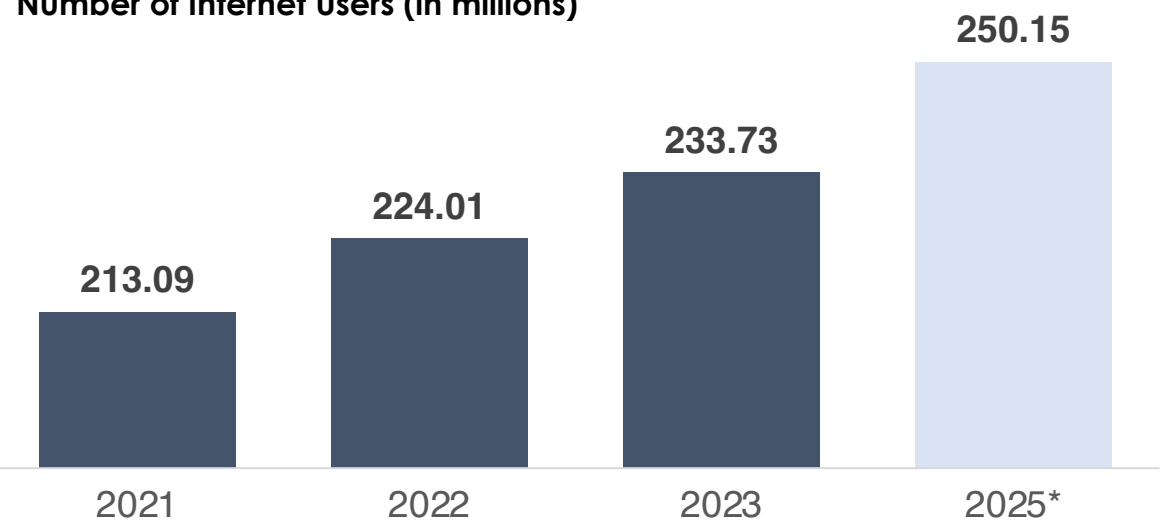
The COVID-19 pandemic and the increasing number of digital users have been key drivers behind the annual shift in user behavior, pushing more people to adopt online services and platforms for various needs.

# Current Situation
Manual creating and editing by merchant



no description

cropped and doesn't look appealing

Creating engaging product descriptions and visuals is time-consuming and often requires specialized skills. Small and medium-sized sellers, in particular, may lack the resources to regularly update and enhance their product listings, resulting in outdated or subpar content.

Many sellers struggle to produce consistent, high-quality product descriptions and images. This inconsistency can undermine the perceived professionalism and reliability of their offerings, leading to lost sales opportunities.

To support the growth in transactions, it's essential to improve the reliability of sellers by enabling them to easily update and replenish their product offerings.

## eye-catching images journey



**Low-res**

**Hi-res and magic expand**

**before**

**after**
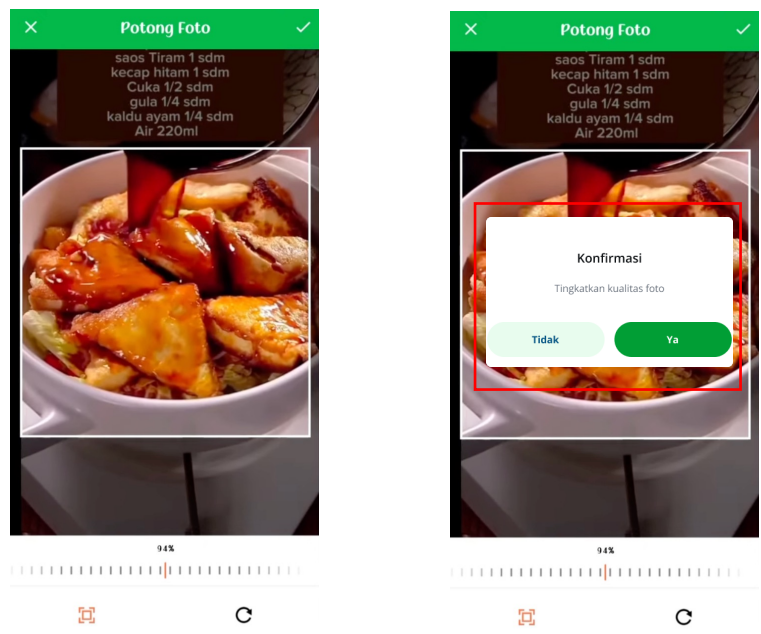
## product descriptions journey



**Buat Otomatis**

Tahu goreng yang renyah disajikan dengan saus lava khas-kombinasi rasa pedas, asam, dan manis yang menggugah selera.

**Generated by** "nama hidangan" as unique value proposition

It's just a simple innovation, but it can significantly drive seller interaction by encouraging them to add their products and enhance their brand image.

**Main Function**



Deskripsi

Bahan-bahan, cara pembuatan, dll.

Buat Otomatis

Can change tone:
1. Professional
2. Casual
3. Straight forward
4. Confident
5. Friendly

Additionally, persuasive AI-generated descriptions play a significant role in boosting sales. These descriptions are crafted to be highly compelling and informative, providing potential buyers with all the necessary details and benefits of the products.



Low-res

Hi-res and magic expand

before

after
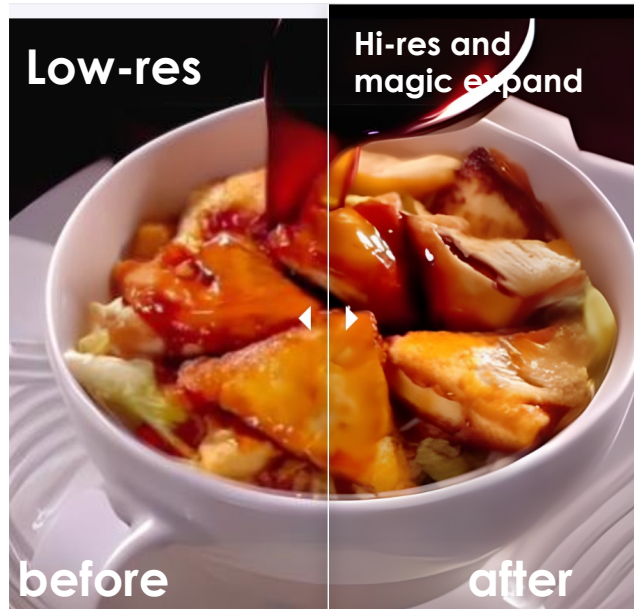
Can do:
1. Resize image to proportional
2. Upscale the image
3. Image unique per USP customers based on "Nama Hidangan"

High-quality and well-crafted product images have a significant impact on attracting a larger number of potential customers. By showcasing the product in an appealing and detailed manner, these improved images can capture the attention of shoppers, leading to increased interest and ultimately boosting sales.

## Conclusion

Our AI tools boost sales by creating persuasive descriptions and enhancing product images. The system improves with feedback, is user-friendly, and scalable, offering tailored recommendations. We need to address inconsistent quality and repetitive language.

**Demo-Apps**

https://youtube.com/shorts/nR2N9wM5XiQ?feature=share

# Future Roadmap
## Leveraging Generative AI in Seller Empowerment

**Phase 1: Optimization and Enhancement (0-3 months)**
Gather user feedback on the initial implementation of generative AI tools for creating product descriptions and images. Improve the AI models based on user feedback, focusing on accuracy, quality, and relevance of generated content.

**Phase 2: Integration and Expansion (4-6 months)**
Integrate AI tools more seamlessly into the seller's platform, ensuring easy access and intuitive use. Introduce advanced features like personalized content recommendations and real-time editing capabilities.

**Phase 3: Data-Driven Insights and Analytics (7-12 months)**
Develop an analytics dashboard to provide sellers with insights into content performance, including engagement rates and sales impact. Implement AI-powered suggestions for product descriptions and images based on trends, seasonal changes, and market demand.

**Phase 4: Automation and Scalability (13-18 months)**
Enable automated updates for product descriptions and images based on inventory changes, new arrivals, and promotions. Ensure the AI tools can scale to accommodate a growing number of sellers and a diverse range of products.

**Phase 5: Continuous Improvement and Innovation (19-24 months and beyond)**
Implement continuous learning algorithms to keep the AI models updated with the latest trends and consumer preferences. Explore new AI applications, such as virtual try-ons for products, interactive 3D models, or voice-generated descriptions.