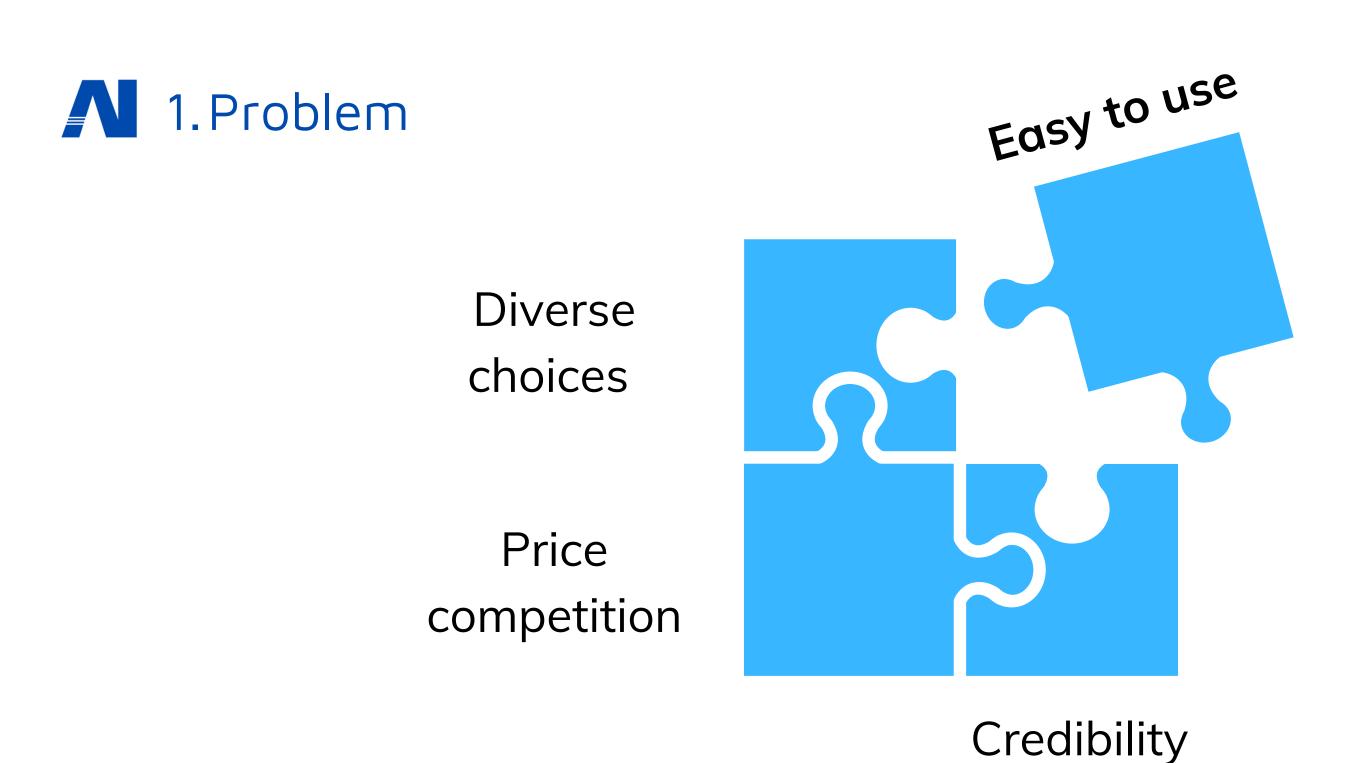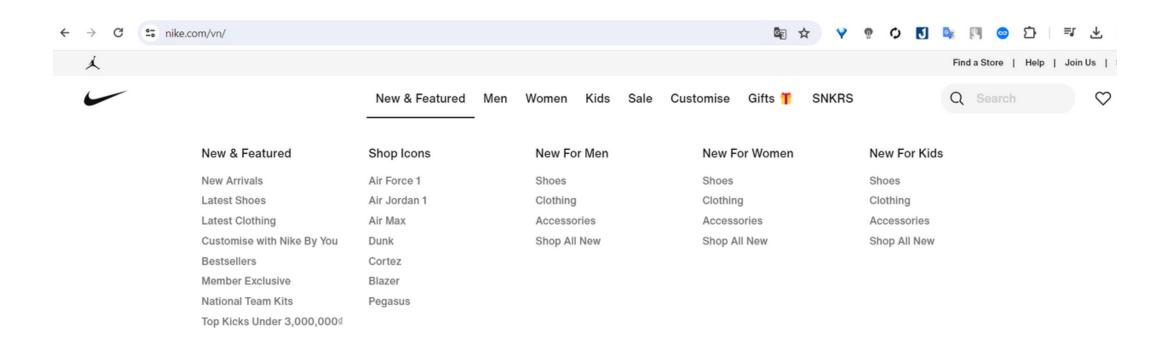Easy to use

Diverse choices

Price competition

Credibility

Things that will attract customers to a retail site

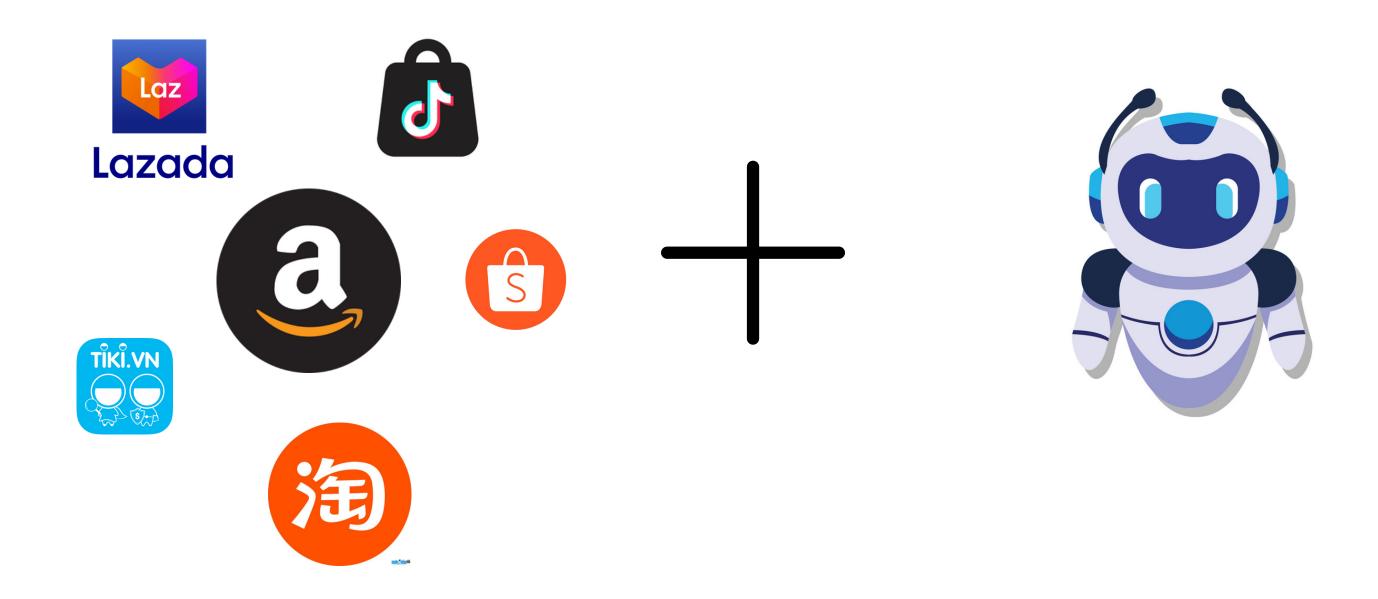# 1. Problem

Nike sales website

Too many buttons, features, and content, making it difficult to use

There are too many options and it is impossible to suggest to customers the products they like best that suit their fashion style
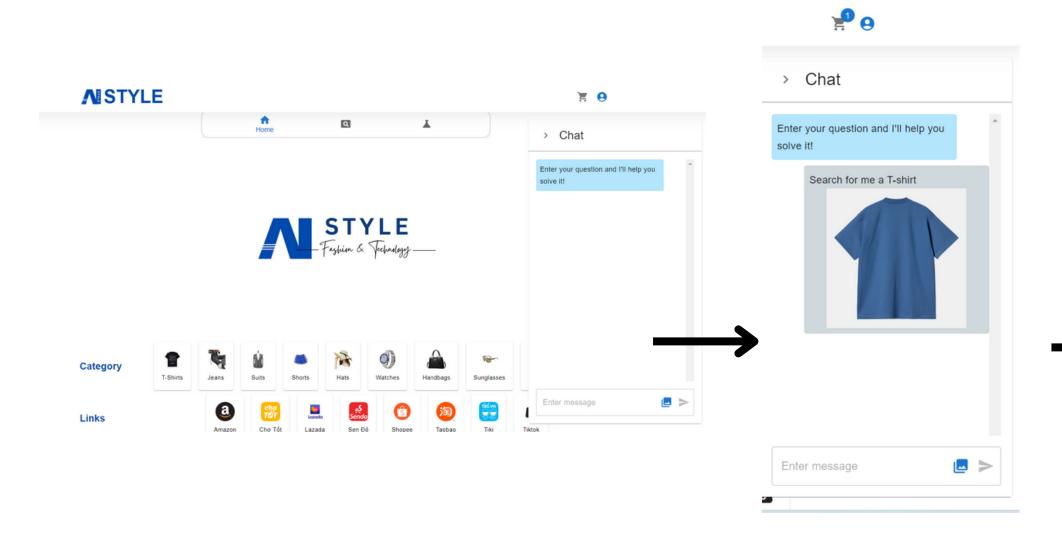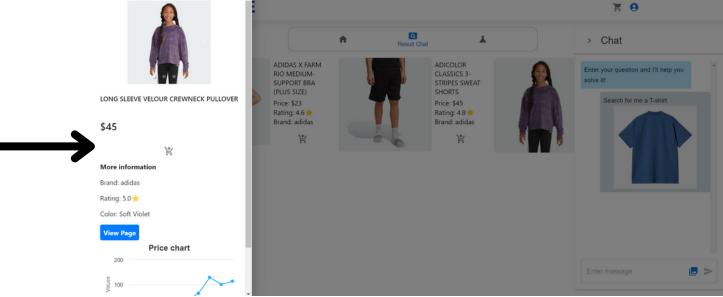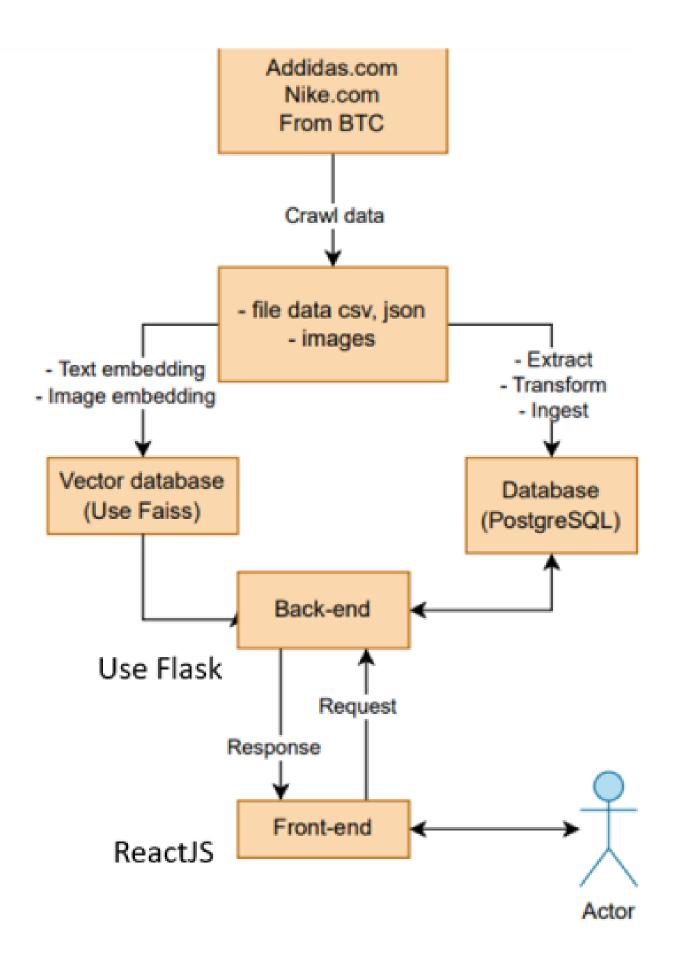
I'M ALL YOU NEED

A Chatbot service integrated into retail websites

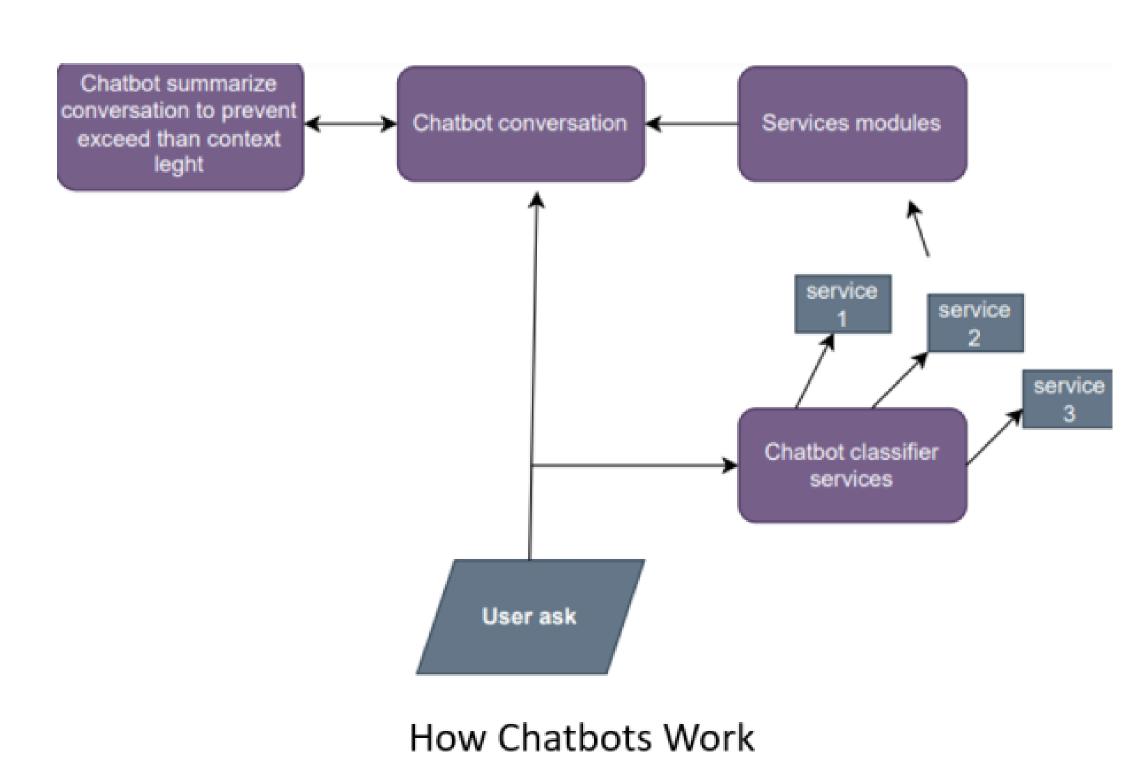# 3. Product

- **Search & recommend product**

- **Proposal to coordinate costume design**

Data pipeline & Technology used

Addidas.com Nike.com From BTC

Crawl data

- file data csv, json - images

- Text embedding
- Image embedding

- Extract
- Transform
- Ingest

Vector database (Use Faiss)

Database (PostgreSQL)

Back-end

Use Flask

Request

Response

Front-end

ReactJS

Actor

How Chatbots Work

Chatbot summarize conversation to prevent exceed than context leght

Chatbot conversation

Services modules

service 1

service 2

service 3

Chatbot classifier services

User ask

4. Market Size

Market Share and Revenue of E-commerce Platforms:

+ Shopee has 69% market share and revenue of 43,713 billion VND.

+ TikTok Shop, had 16%, and revenue reached 10,122 billion VND.

+ Lazada, Tiki, and Sendo are significantly smaller.

+ Vietnam in 2022 has reached 23 billion USD

+ About 59-62 million Vietnamese consumers shop online, spending an average of 300-320 USD/person.

+ Global e-commerce revenue is forecast to reach 6.2 trillion USD by 2023.

THANK YOU!