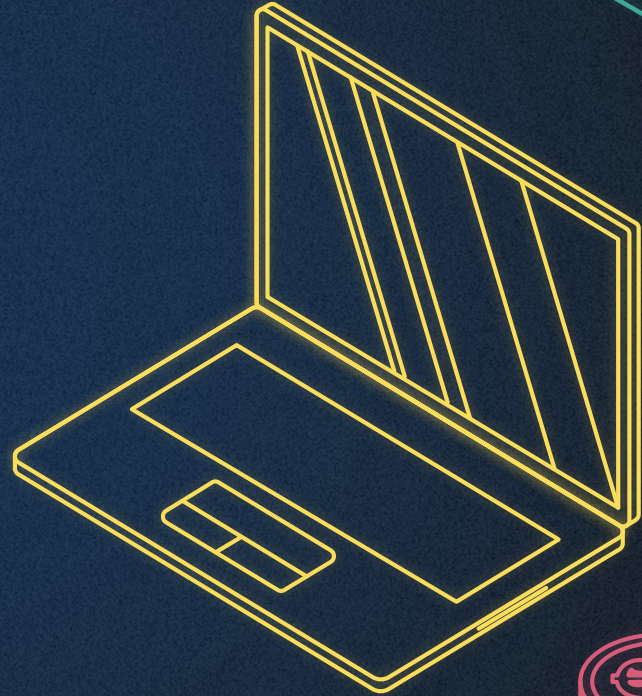


# REV

-Pathway to take your online  
business to next scale


## Team Members :

- Amandeep
- Bhavil Ahuja
- Srijan Pandey
- Ayush Pandey
- Atmika Mishra





# Problem STATEMENT



One of the major step to achieve that perfectly is properly managing your inventory

One of the major problems that small business owners face is how to shift from the small scale sector to medium scale

People generally face issue that they have less stock in case of large demand and more stock in case of small demands





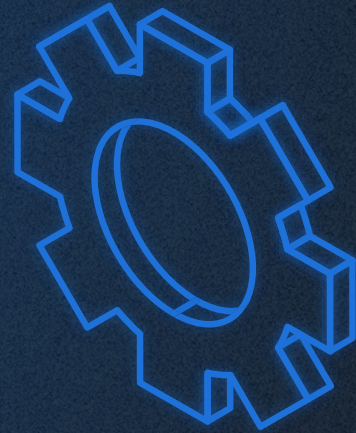


# Solution

We would create a service based company that integrates the following technology to the business domain sites

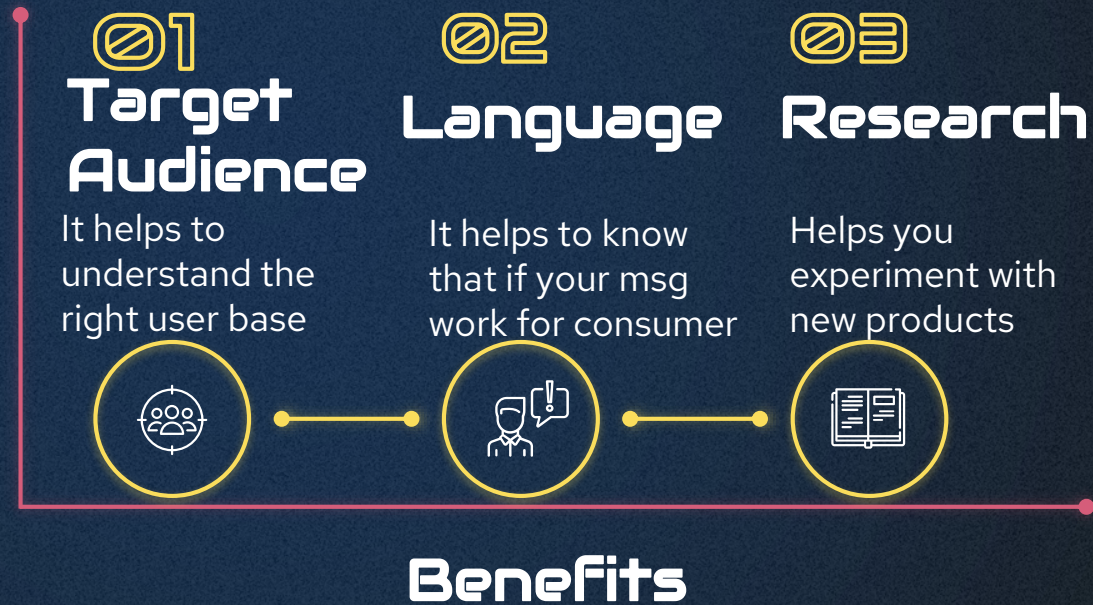
- CTR (Click-Through-Rate)
- ARL (Association Rule Learning)
- SEO based on locality

# Benefits & Process

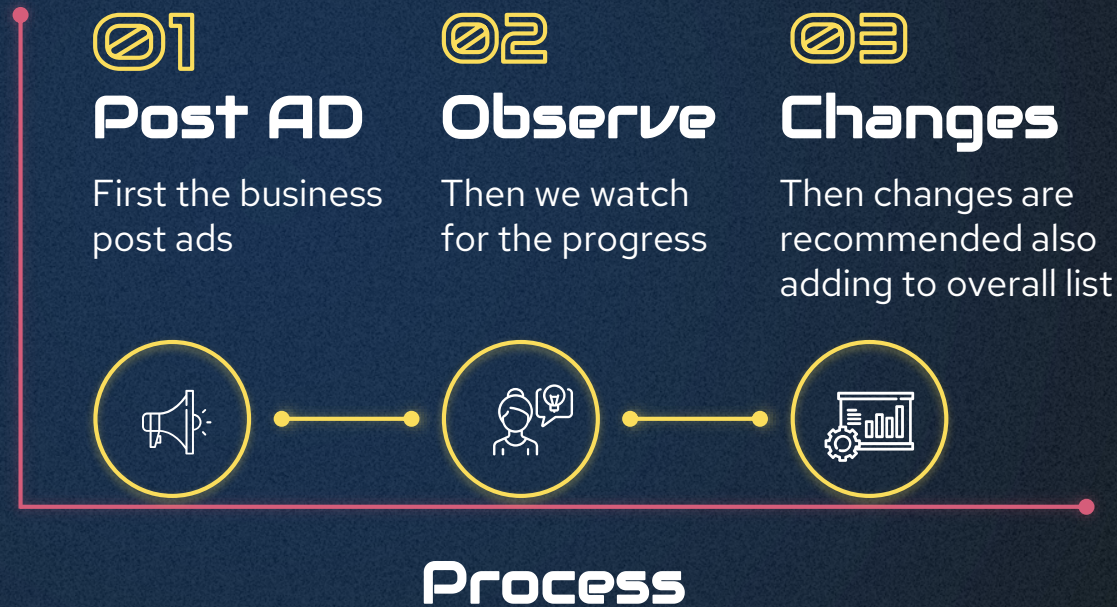




CTR
ARL
SEO based on locality

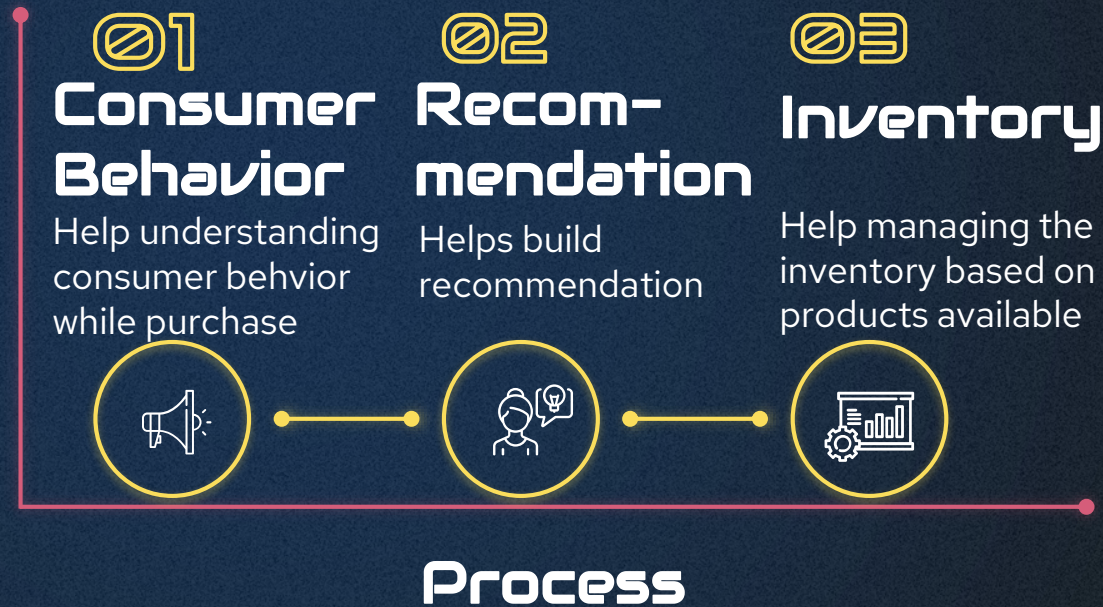


CTR
ARL
SEO based on locality

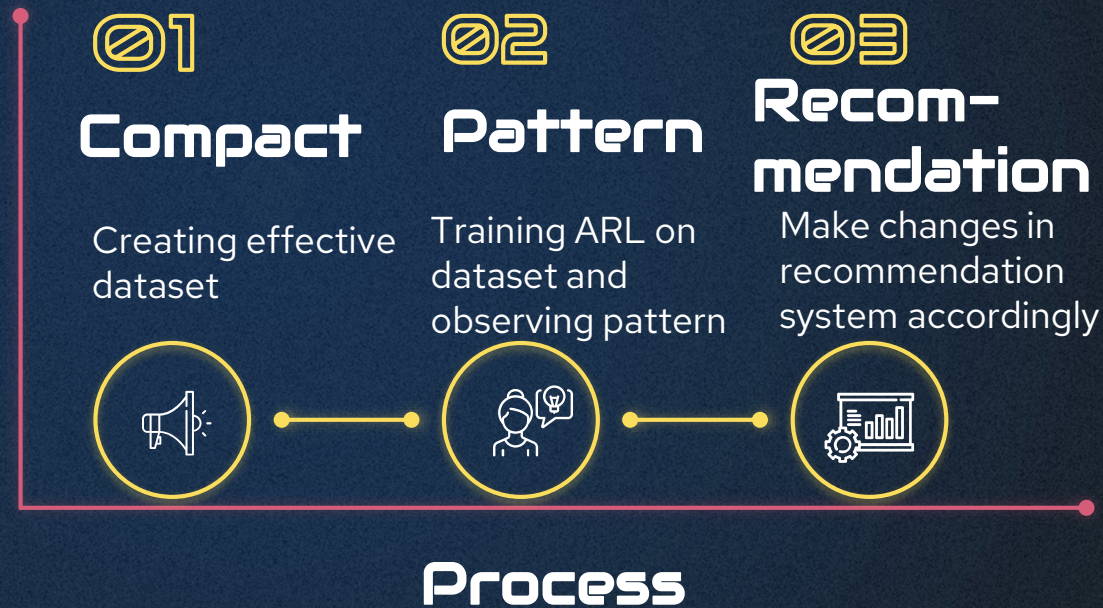




CTR
ARL
SEO based on locality

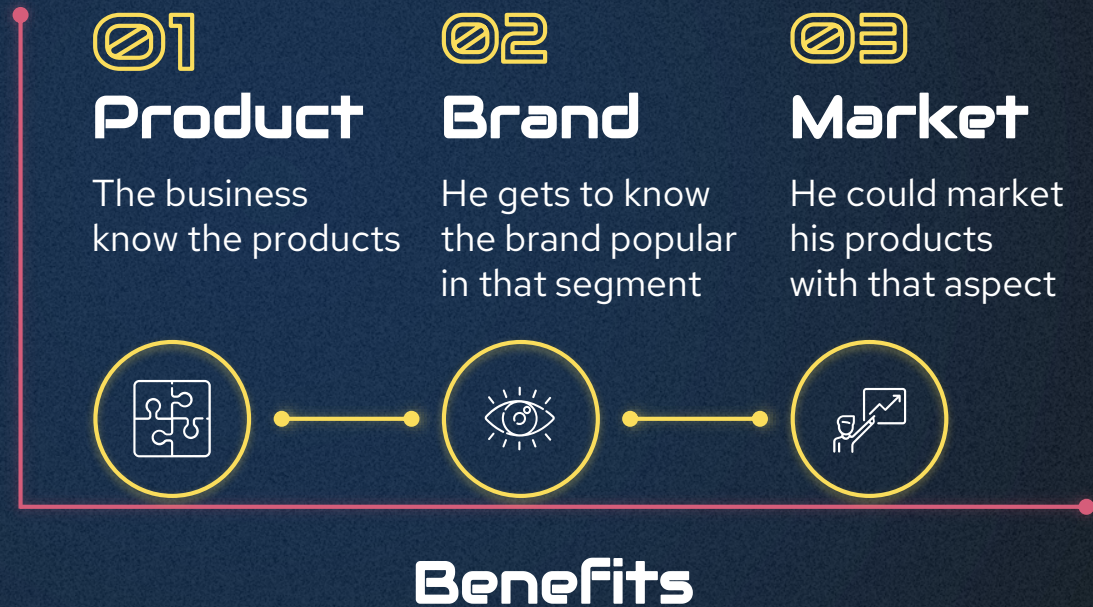


CTR
ARL
SEO based on locality



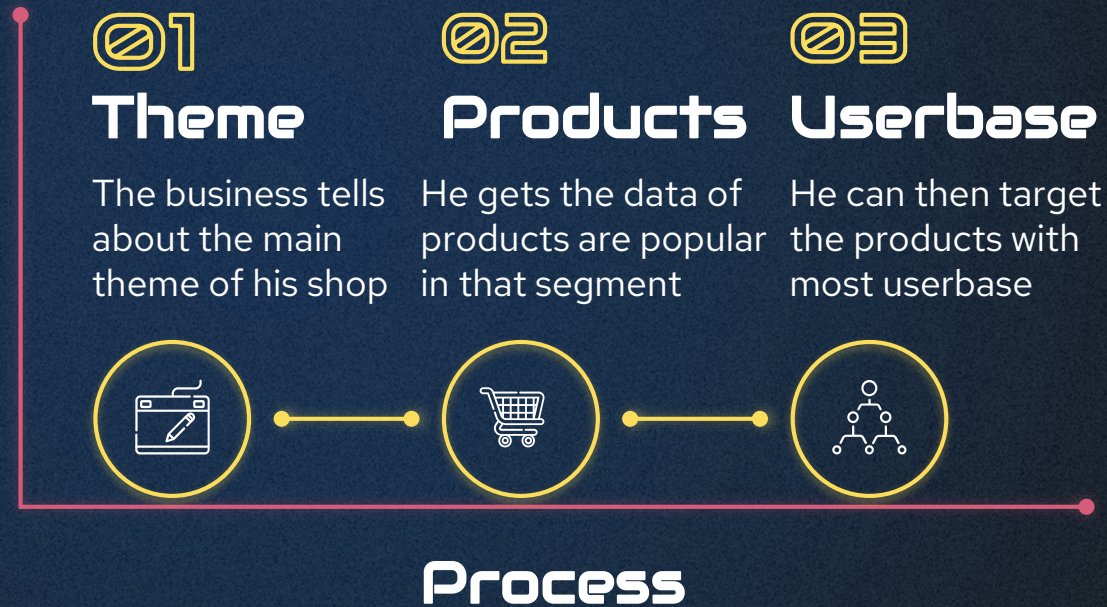


CTR
ARL
SEO based on locality





CTR
ARL
SEO based on locality







Shop Blog ARL

REV



Categories ▾

Filter 🏠 / Search 🔍



Egg Tray  
₹100.00

★ 0



Bread  
₹50.00

★ 0



Milk  
₹40.00

★ 0



# DATASET PROCESS

01 CTR



Click-through rate is a metric that measures the number of advertisers receive on their ads per number of impressions.  
- Logistic Regression is used.

02 ARL



Association Rule Learning is a rule - based machine learning method for discovering interesting relations between variables in large dataset.  
- apriori is used as it works well with large dataset.

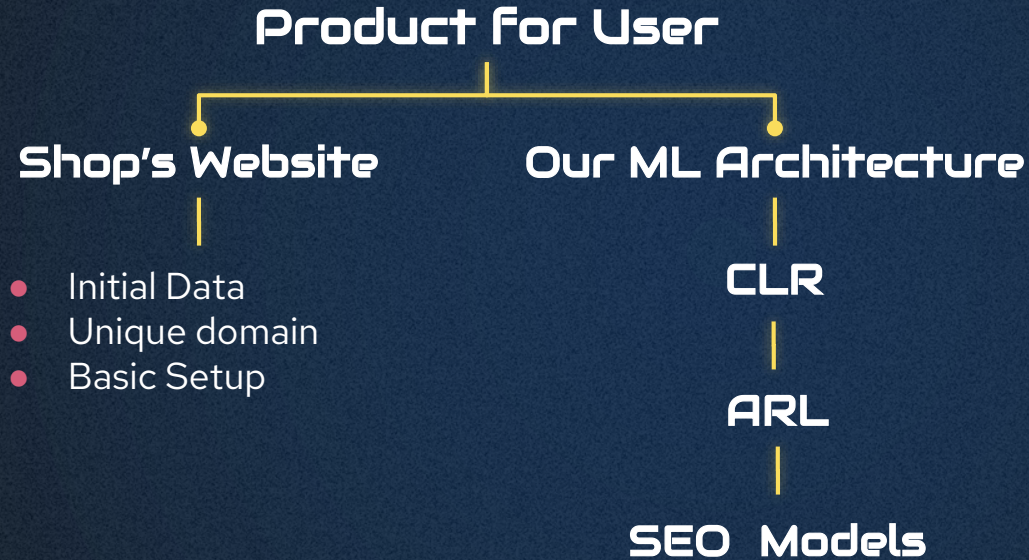
03 SEO in Locality



SEO is the process used to optimize a websites technical configuration , content relevance and link popularity.



# How we Plan to Merge Both

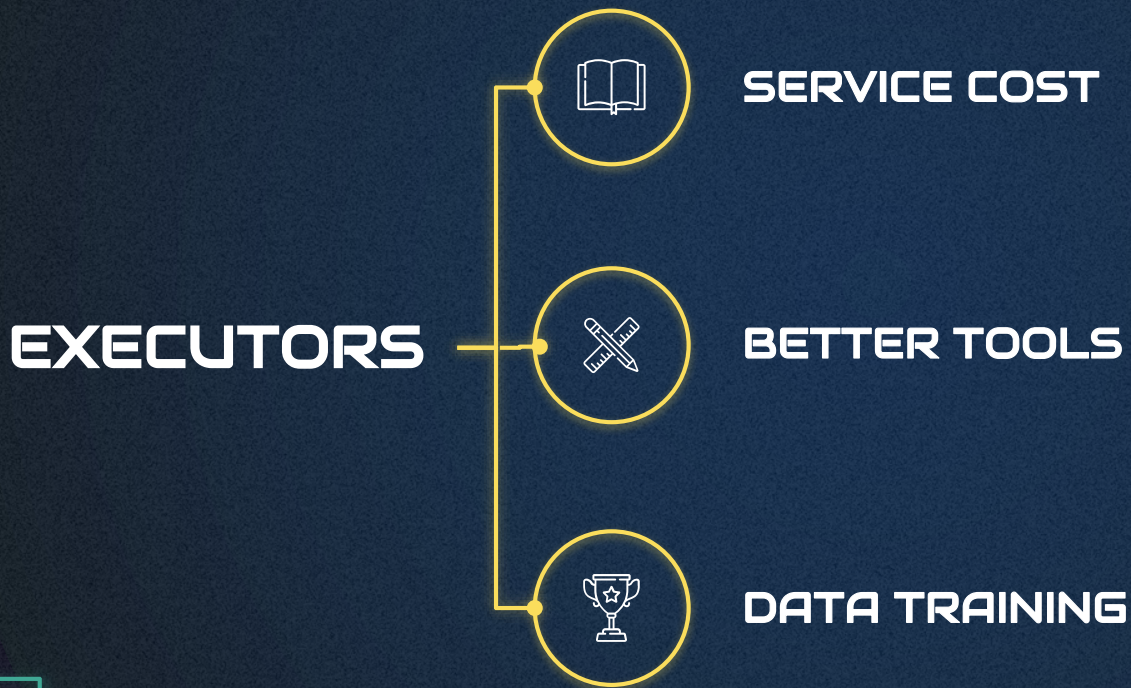


## OUR FRAMEWORK

Using flask, we will integrate ML models with the website  
Pickle is used to save the ML models



# Business Model



There would be a initial cost to get the service

We aim to use better tools with least amount of energy consumption

We could have a surpulous amount of data to work



# Differentiating Factors

## 01 Accessible to everyone

It would be accessible to anyone who has a site pre built in be it the biggest of site or the smallest shops

## 02 Ad Management

Small business owners don't have enough idea as to how to run ads properly this would give them with a proper idea and data with no extra cost

## 03 Extra information

The user would be having access to the data of the products searches around his area which elevates the playing field for them





# Future Goals



## 01 Site UI

We would be aiming to provide the business with already made sites which has our system pre built in

## 02 Digital Marketing

Once they would have the data they would have the option to either work with that themselves or have some expert guide them through us

## 03 SEO

We aim to include the feature in which they would have proper team working for them to expand their business at new heights

"Being properly prepared is one of the biggest assets in business."

—THANK YOU

