

GENIECART

Empowering Machine
Customers in E-Commerce

AI-Powered Automation for Seamless Product
Discovery, Selection, and Integration

By Team Cognic AI

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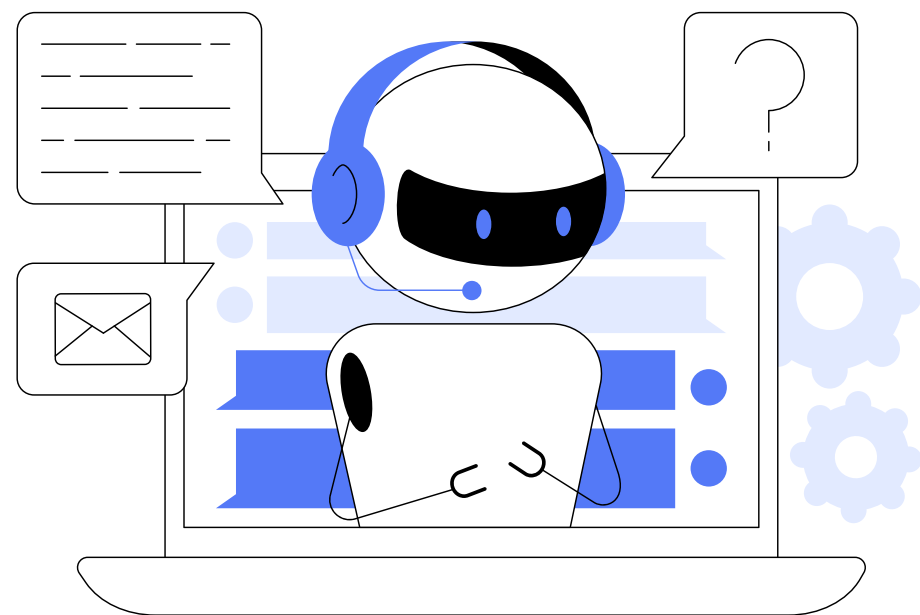
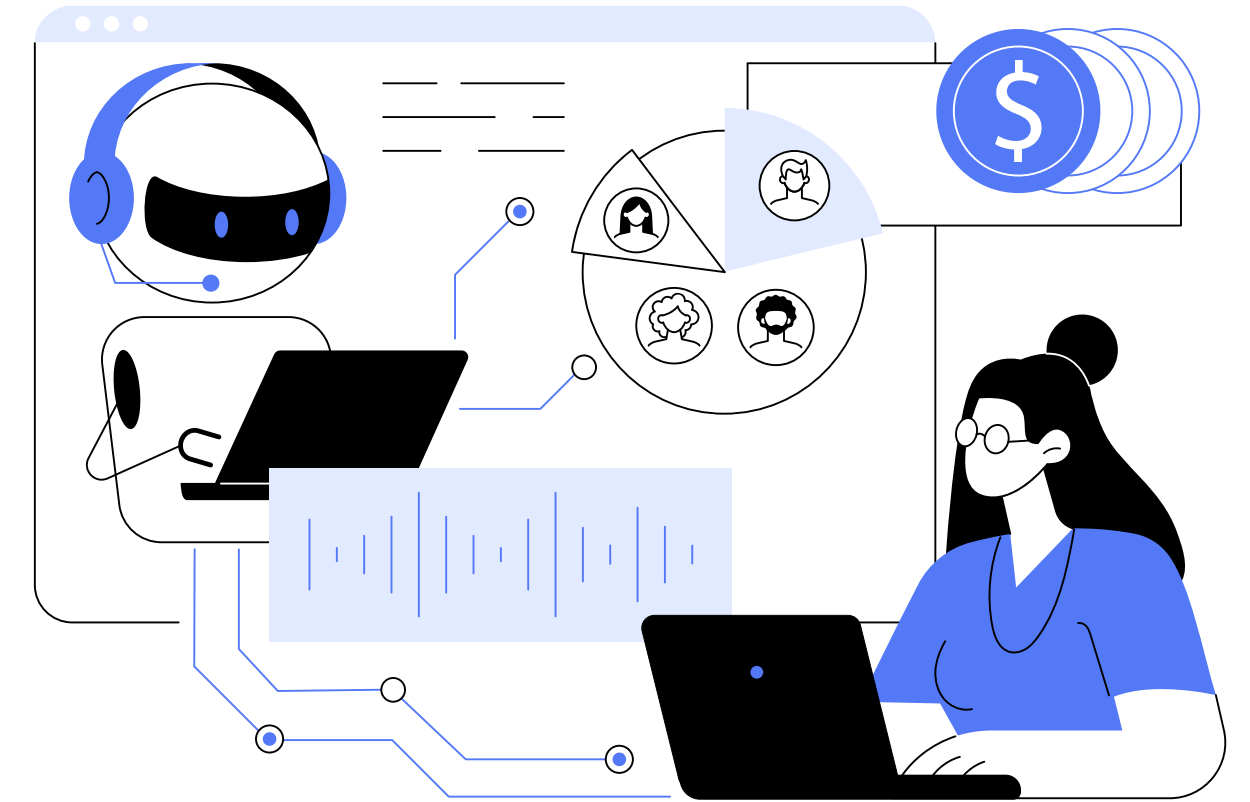
Potential Impact

INTRODUCTION

The Next Frontier in E-Commerce

E-commerce

- More **personalized, efficient, and user-centric.**



Machine Customers – AI agents shopping of users.

- Example: A **smart refrigerator** that tracks groceries and automatically reorders items based on need.

\$1 trillion+

potential market for machine-driven purchases.

PROBLEM STATEMENT

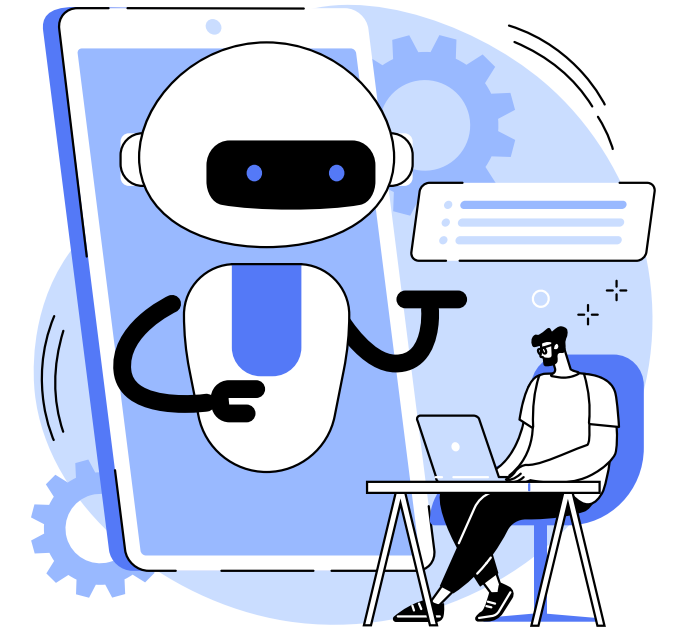
Challenges in Current Online Shopping



Time-Consuming



Overwhelming Choices



Limited AI Use

Shopping needs to be **smarter, faster, and more tailored.**

OUR SOLUTION

AI-Powered support for Machine Customers

What It Does:

- AI agents autonomously navigate platforms, evaluate products, recommend them.
- Operates on **user-defined preferences** like price, quality, and urgency.



Key Features

- 1 Autonomous Navigation:**
AI browses e-commerce sites like a human.
- 2 Data-Driven Decisions:**
Algorithms analyze vast data for optimal choices.
- 3 Personalization:**
Tailored shopping experiences based on user behavior.
- 4 Deal Comparison:**
Finds the best deals to maximize value.

TECHNICAL IMPLEMENTATION

TECHNICAL OVERVIEW

Web Interface

Enables customer login, profile management, and interaction with personalized recommendations.

API Endpoint

A RESTful API endpoint designed for external systems (machine customers) to request product data.

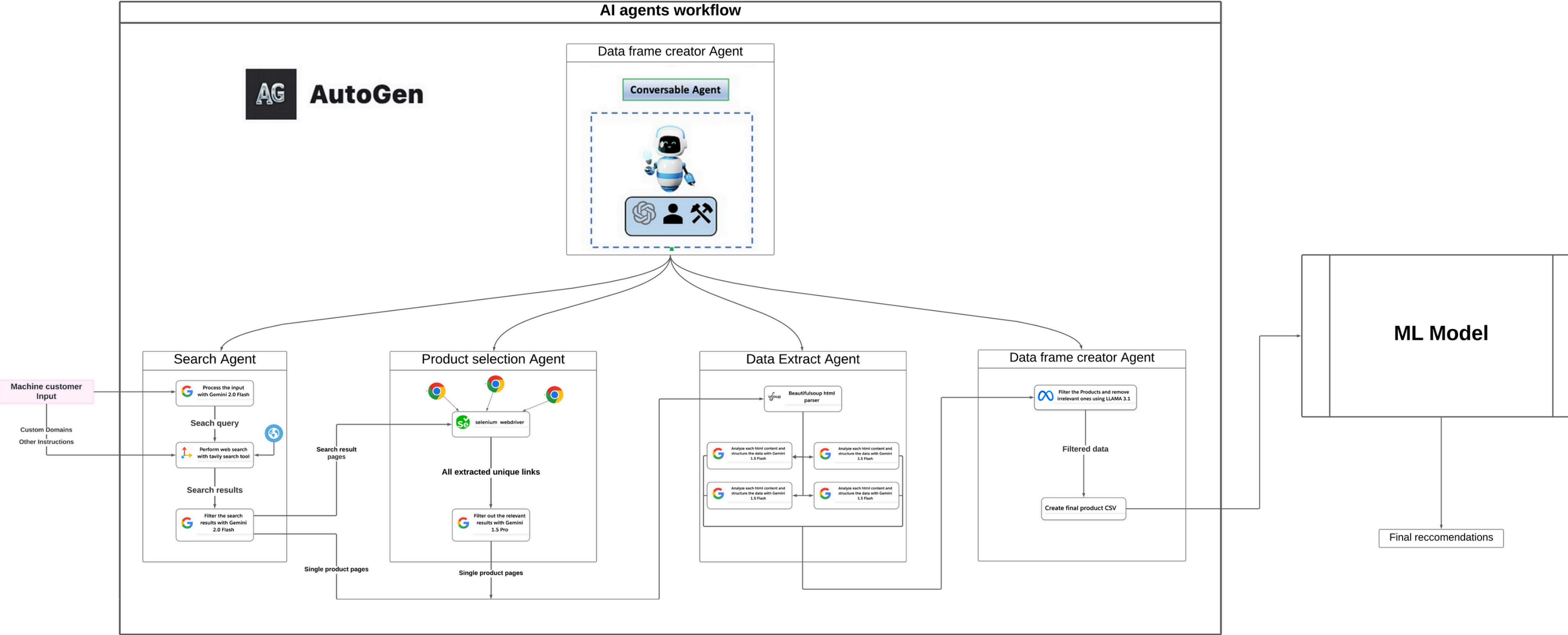
AI Agents

Handle tasks like product search, filtering, and real-time scraping.

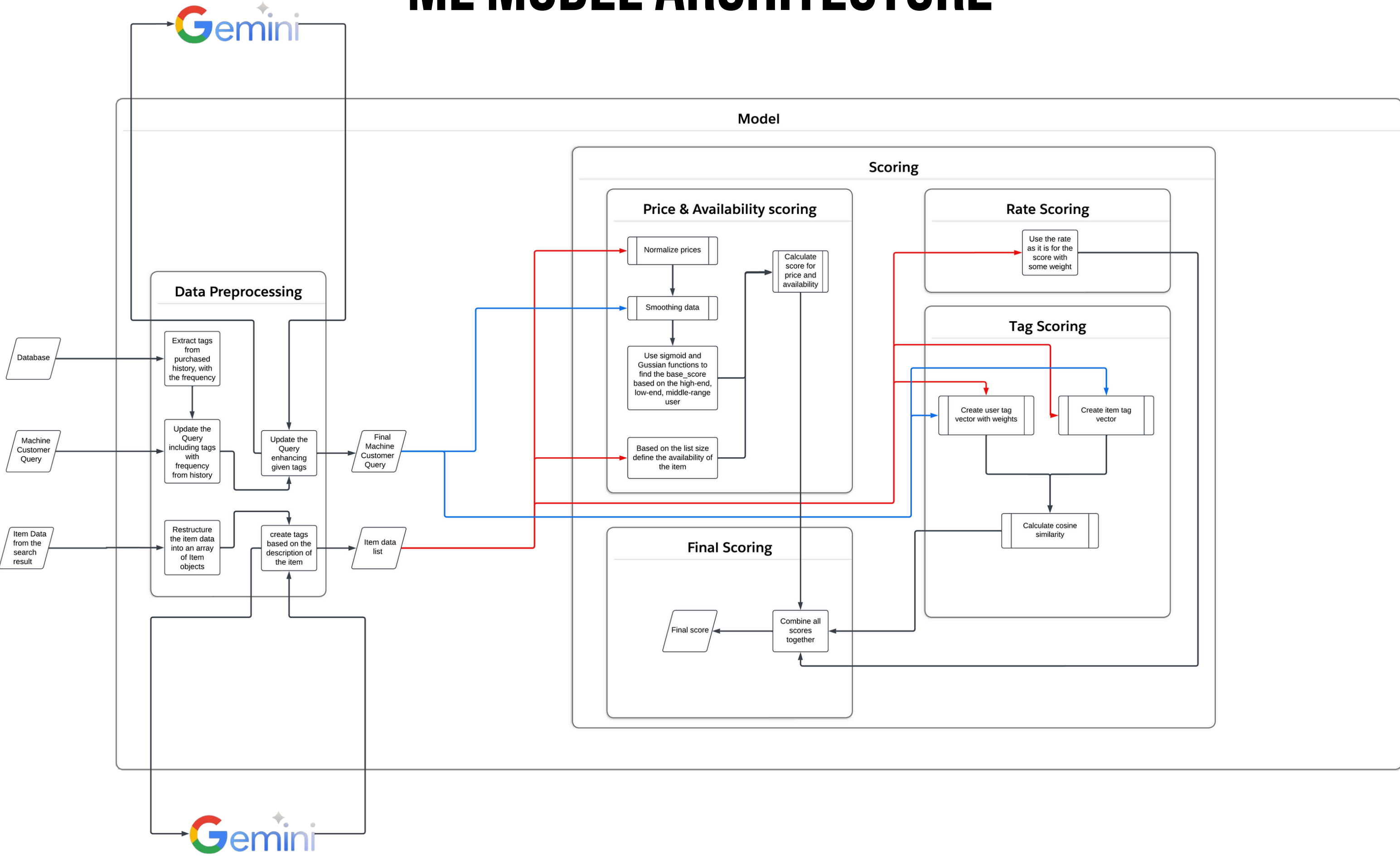
ML Model

Delivers personalized recommendations by analyzing user preferences and behavioral data.

AI AGENTS ARCHITECTURE



ML MODEL ARCHITECTURE



TECH STACK OVERVIEW

Python

Google Gemini

OpenAI ChatGPT

Meta LLAMA

Tavily Search



AutoGen

TypeScript

MySQL

FastAPI

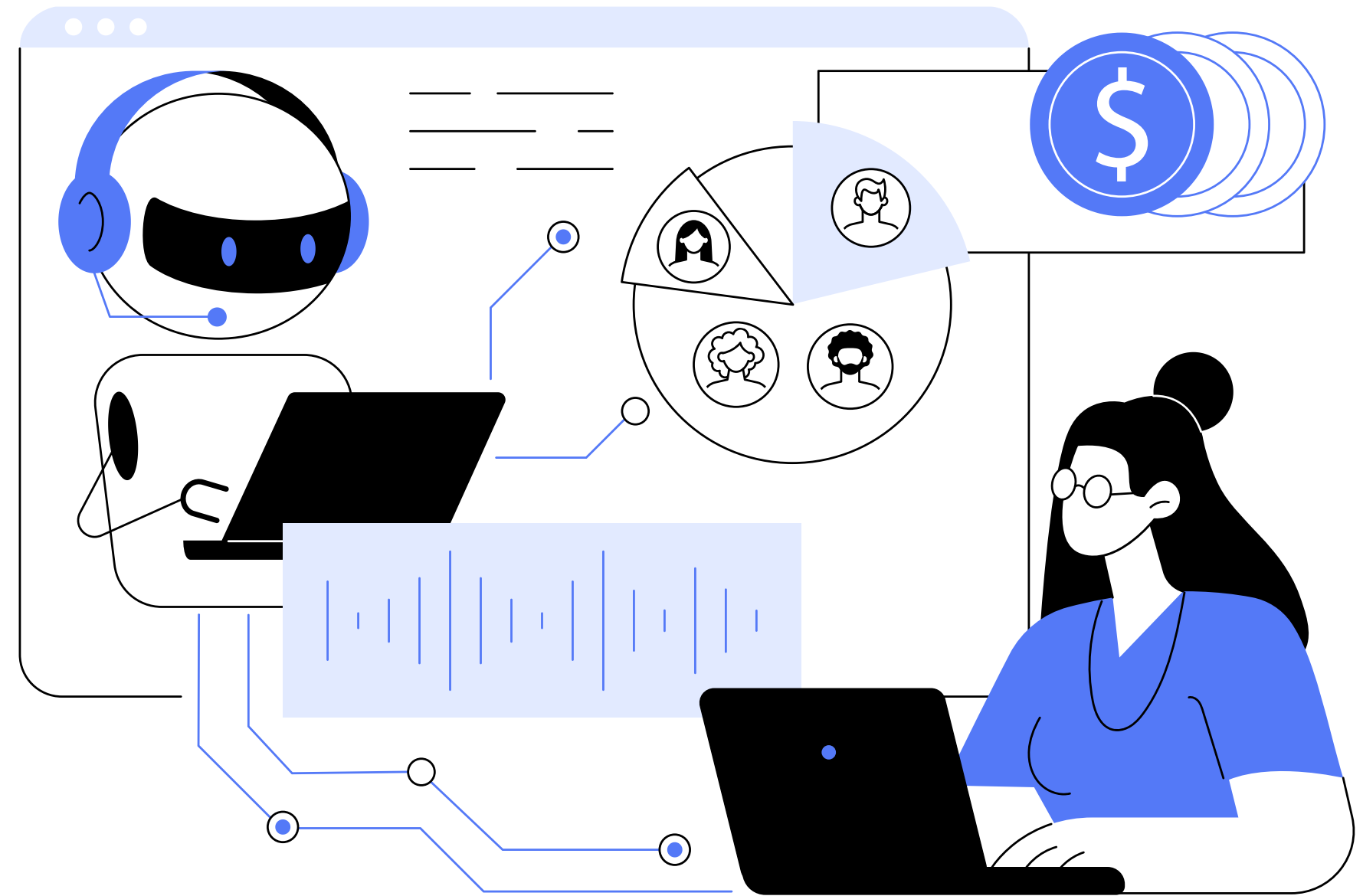
Selenium

POTENTIAL

IMPACT

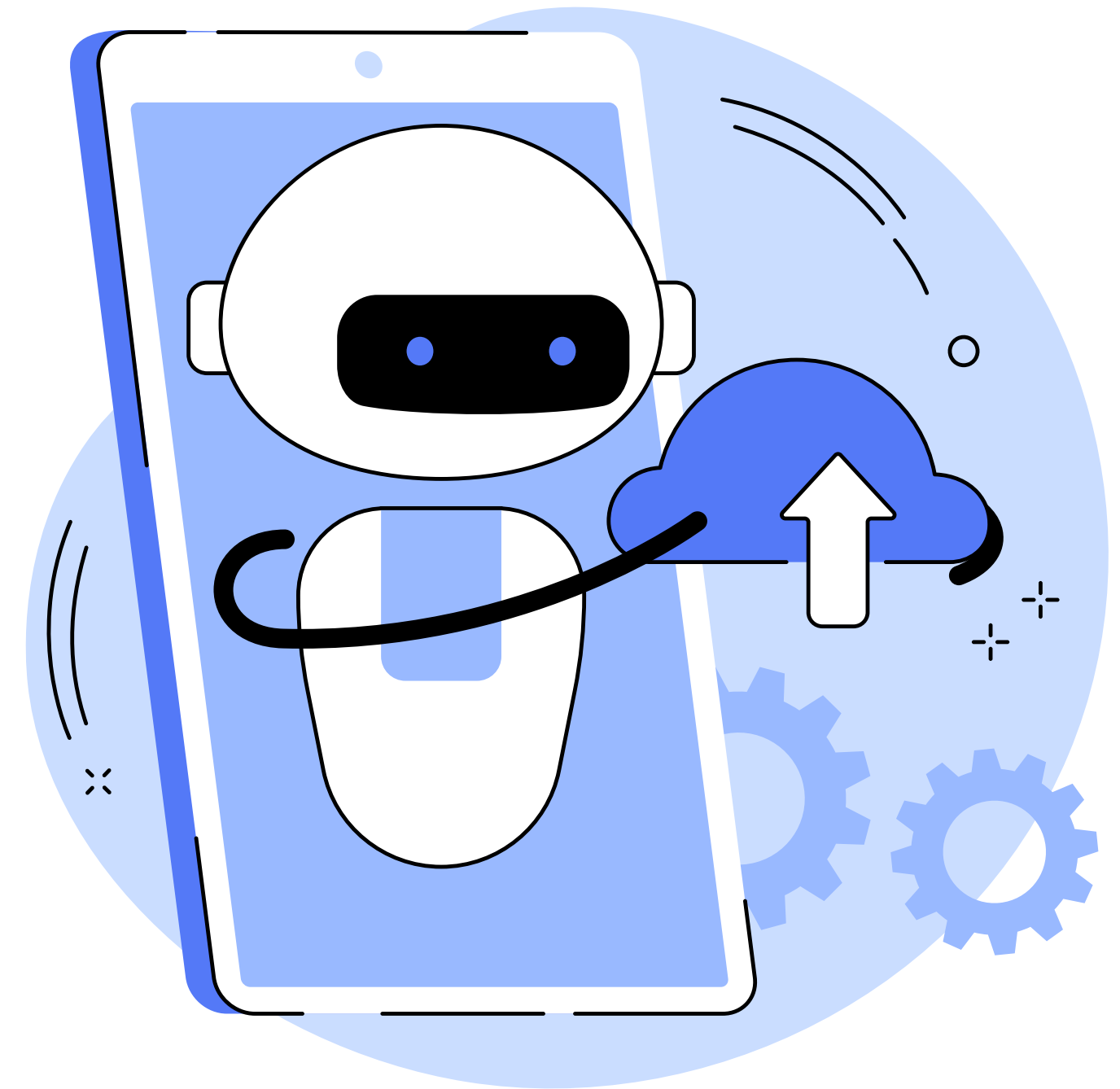
FOR USERS

1. Saves time and effort.
2. Offers personalized, data-driven recommendations.
3. Ensures better value for money.

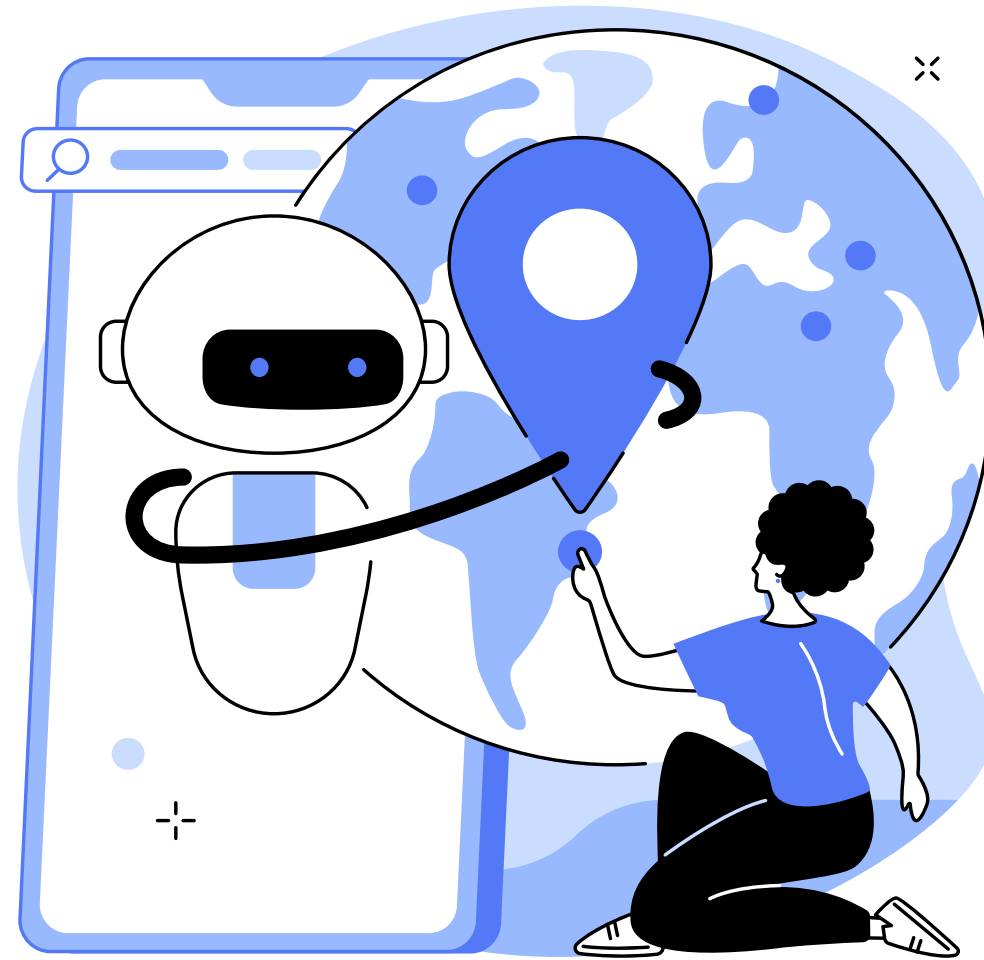


FOR BUSINESSES

1. Boosts customer engagement.
2. Drives increased sales through tailored shopping experiences.
3. Redefines consumer behavior with AI-enhanced impulse buys.



THE FUTURE OF E-COMMERCE IS HERE



Let's build the shopping
experience of tomorrow!



THANK YOU