

# 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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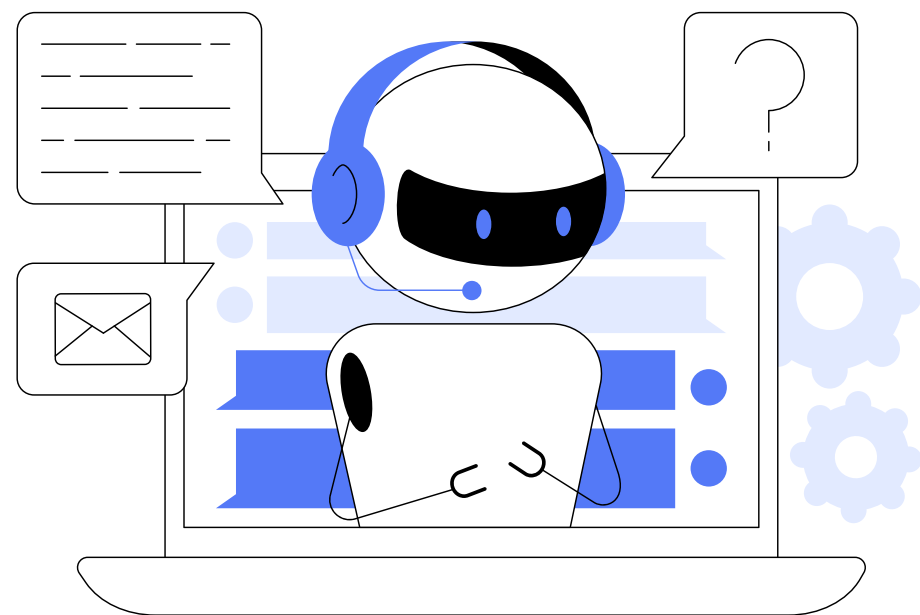
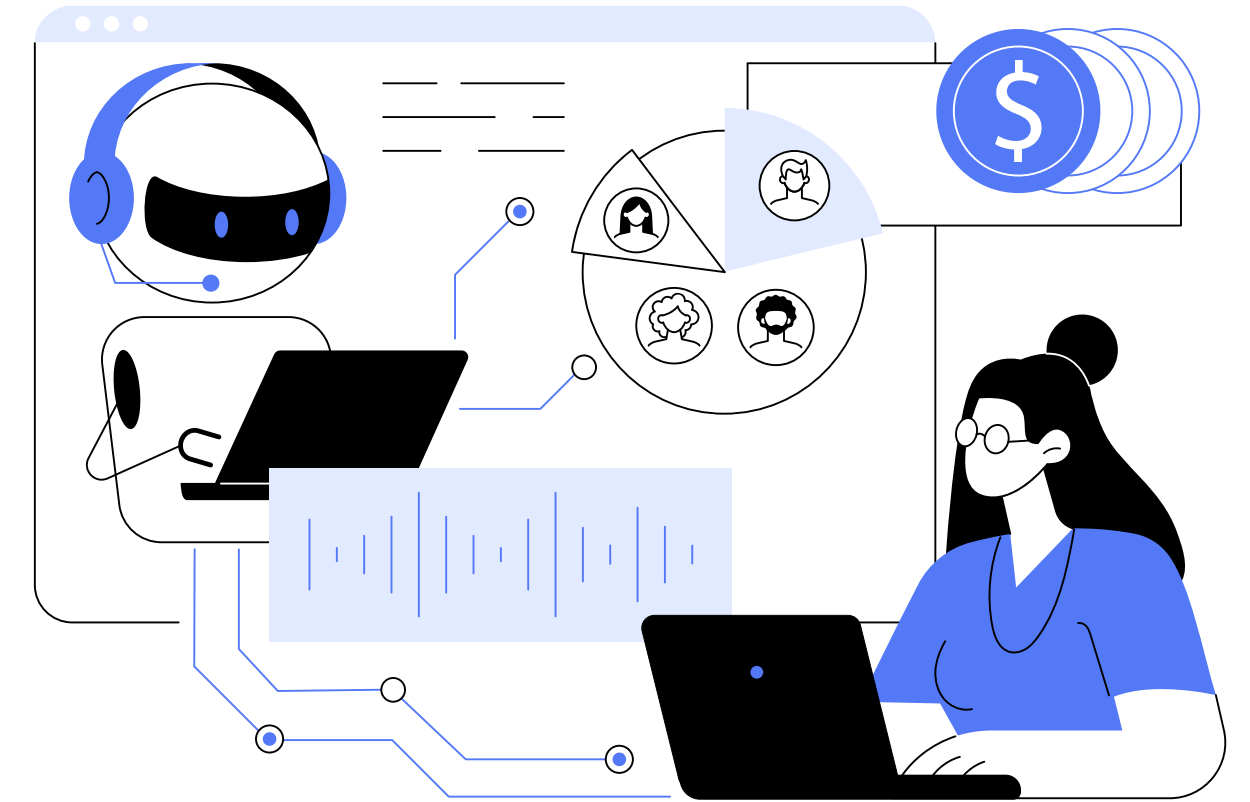
Potential Impact

# 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**

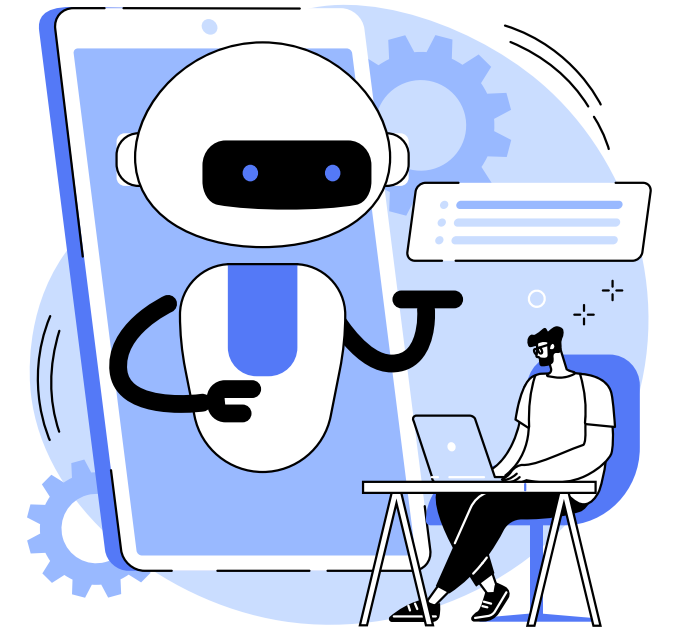
# Challenges in Current Online Shopping



**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.

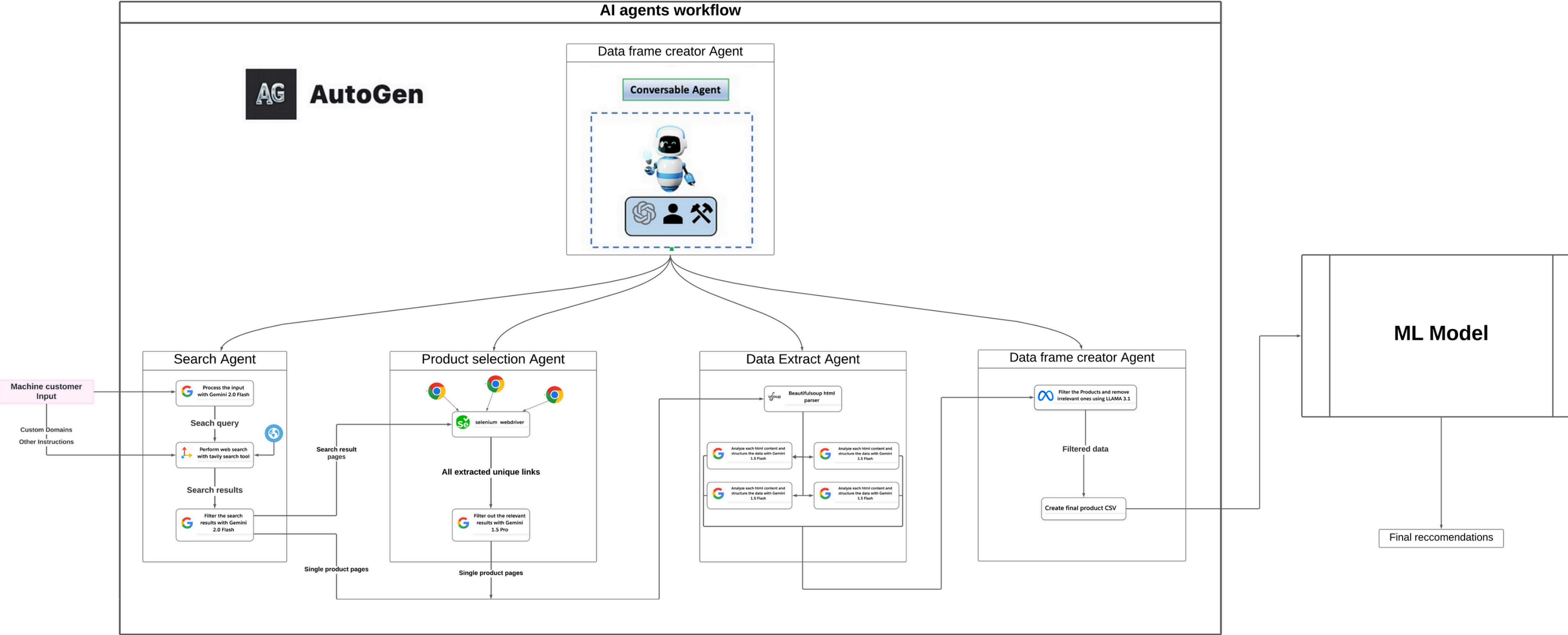
## AI Agents

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

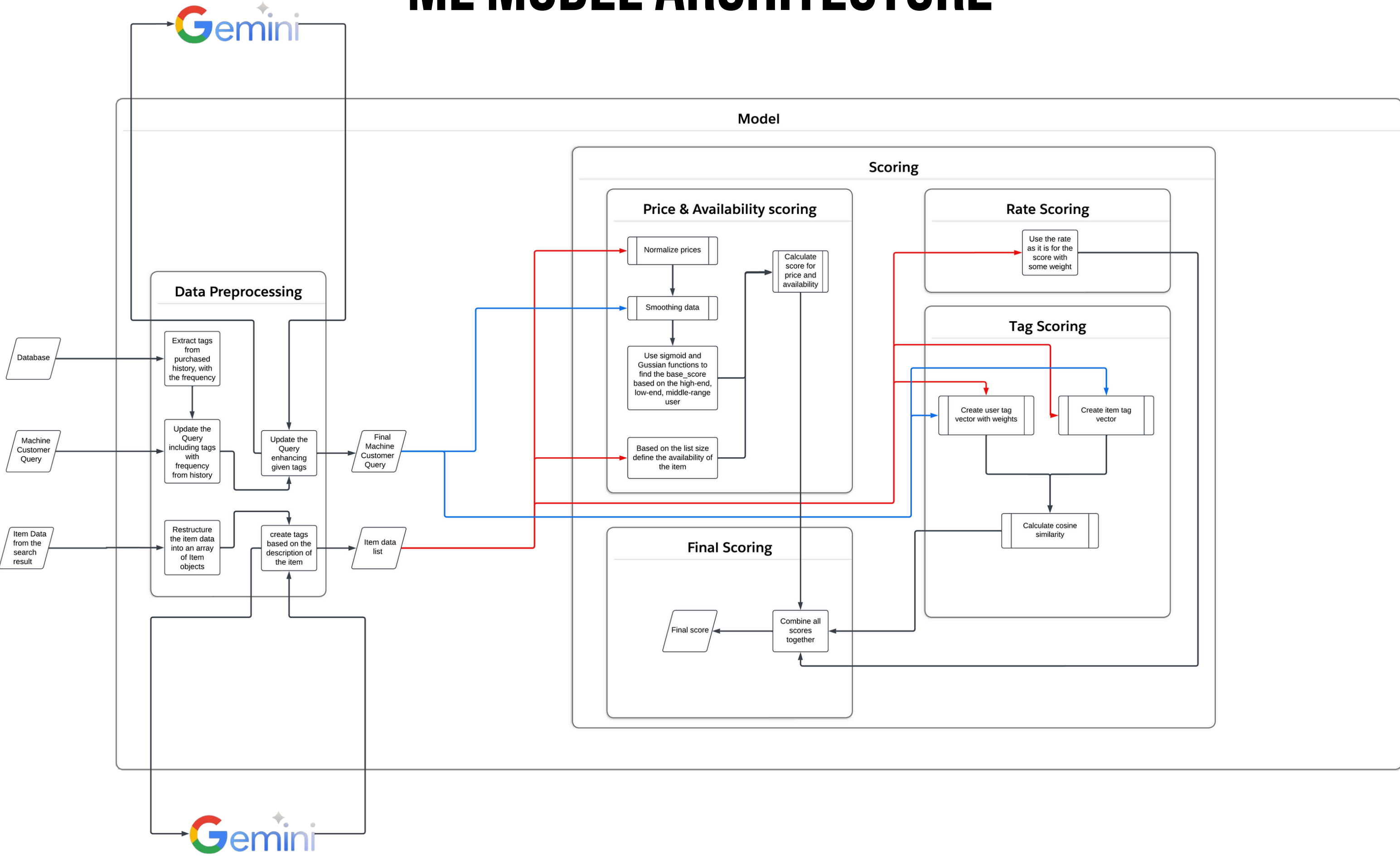
## ML Model

Delivers personalized recommendations by analyzing user preferences and behavioral data.

# AI AGENTS ARCHITECTURE



# ML MODEL ARCHITECTURE



# TECH STACK OVERVIEW

## Web Interface



## AI Agents



## Backend & Infrastructure



git

FastAPI



Firebase



GitHub

## ML Model

TF-IDF



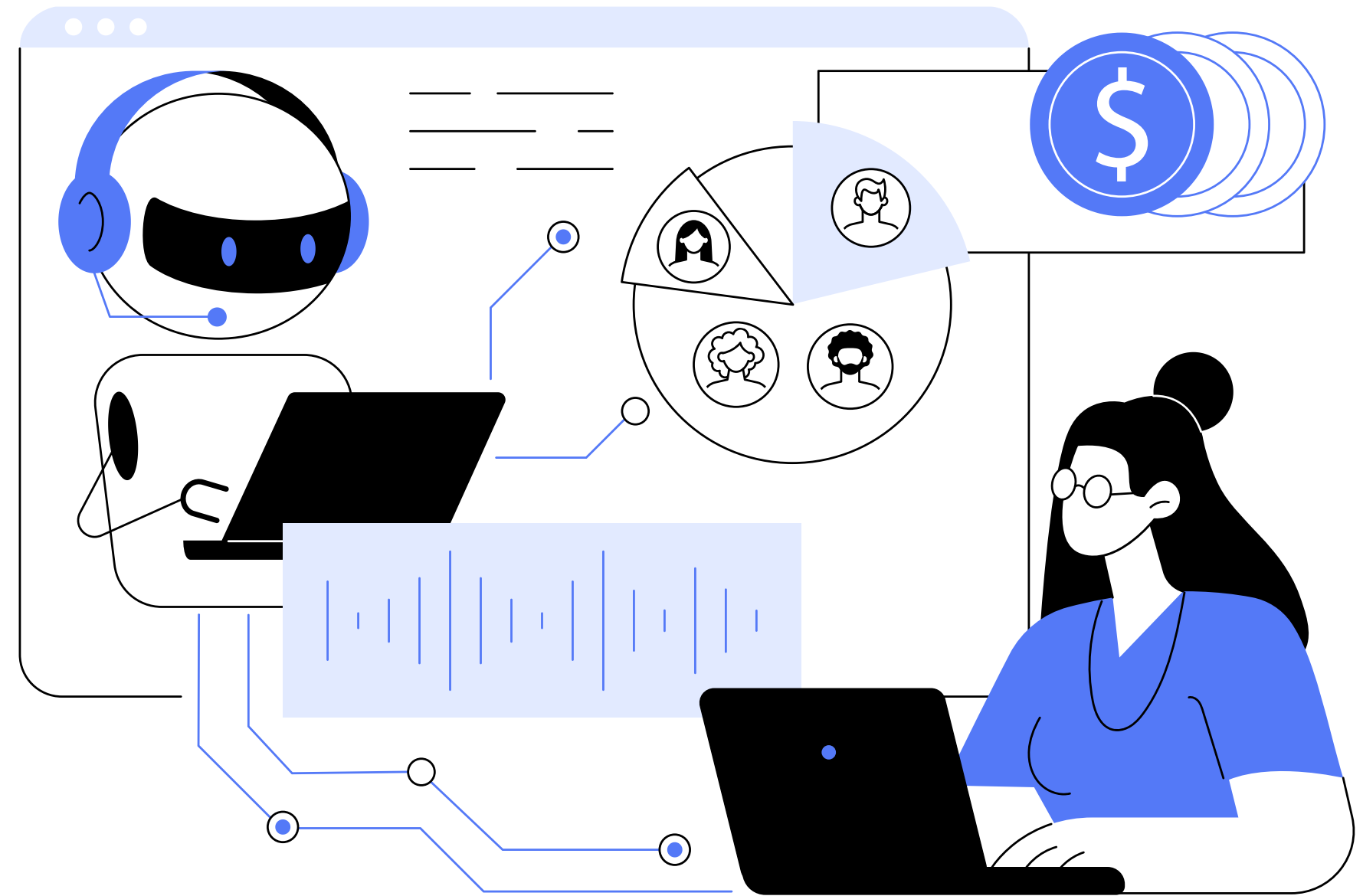
**POTENTIAL**

**IMPACT**



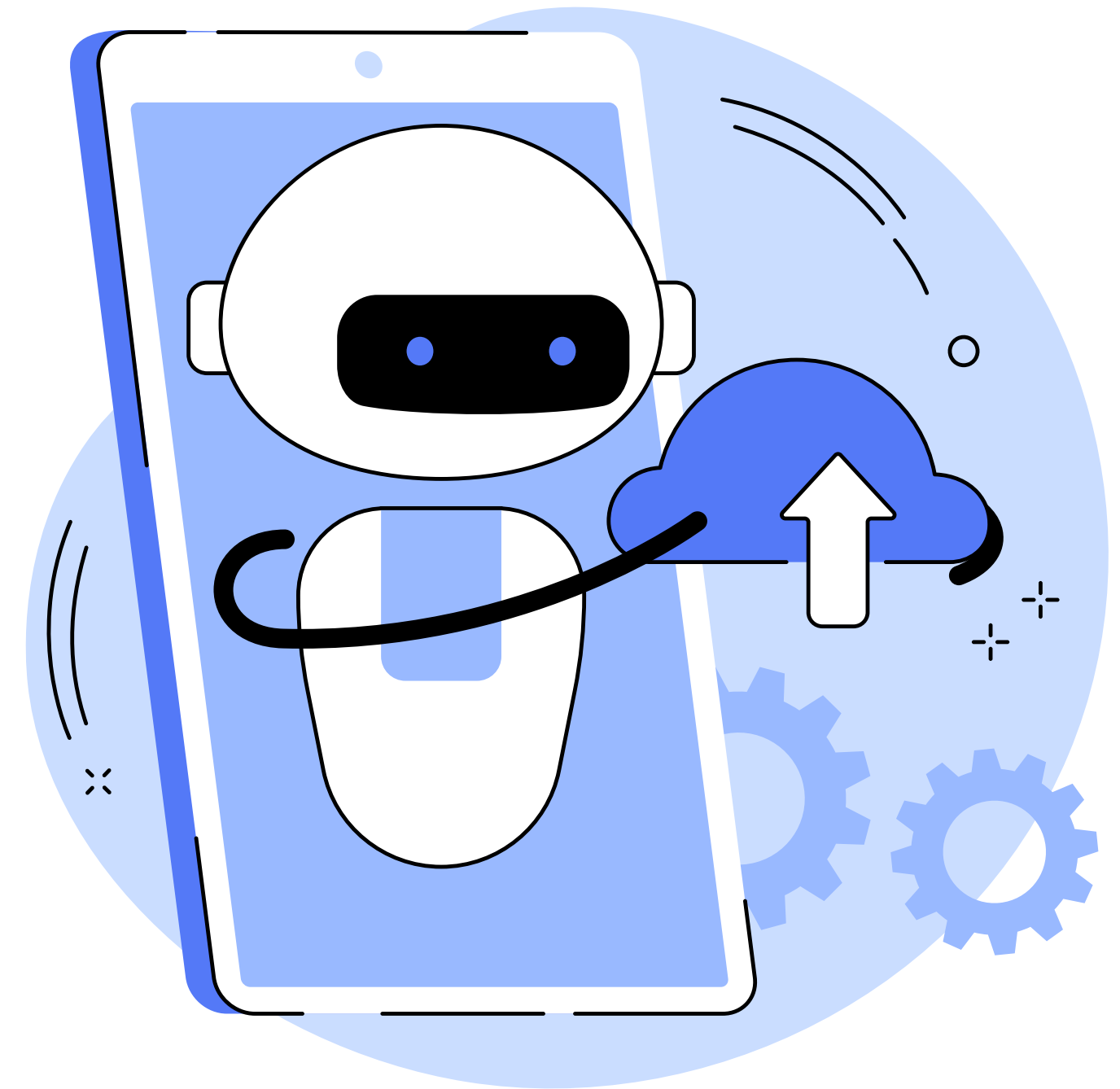
# FOR USERS

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

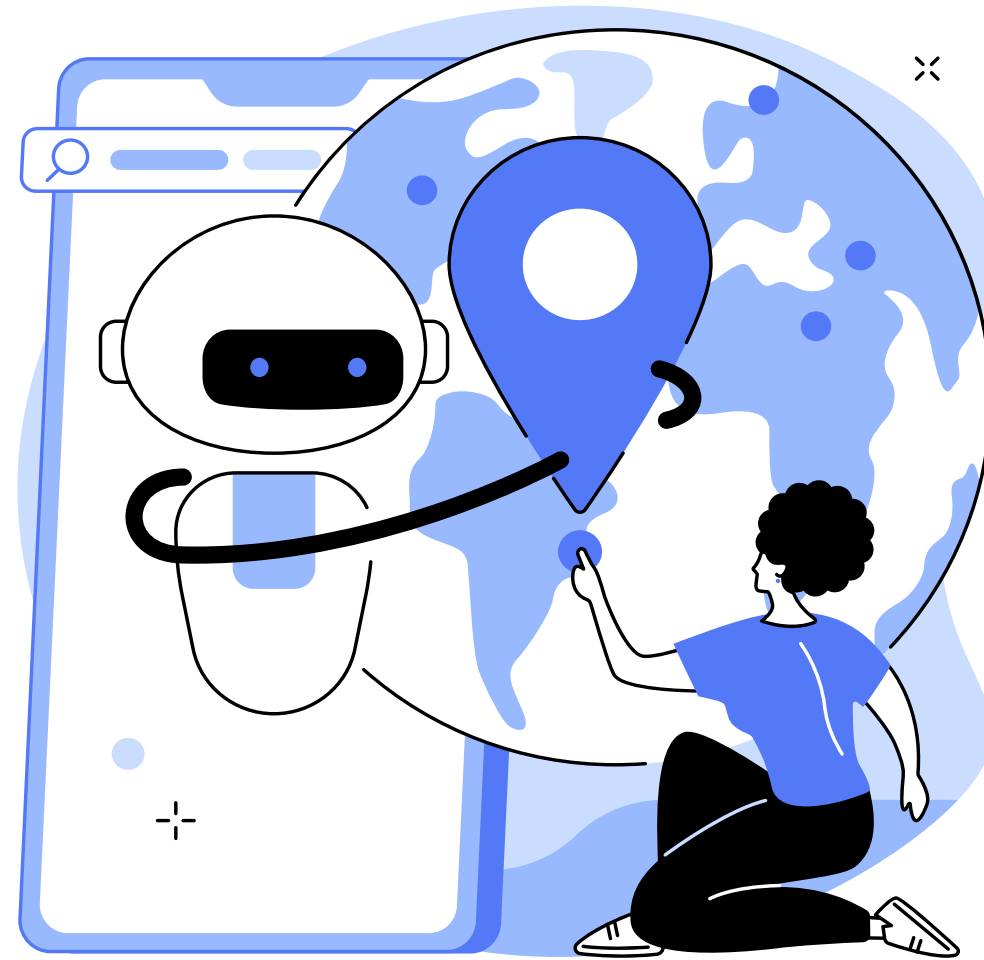


# FOR BUSINESSES

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**