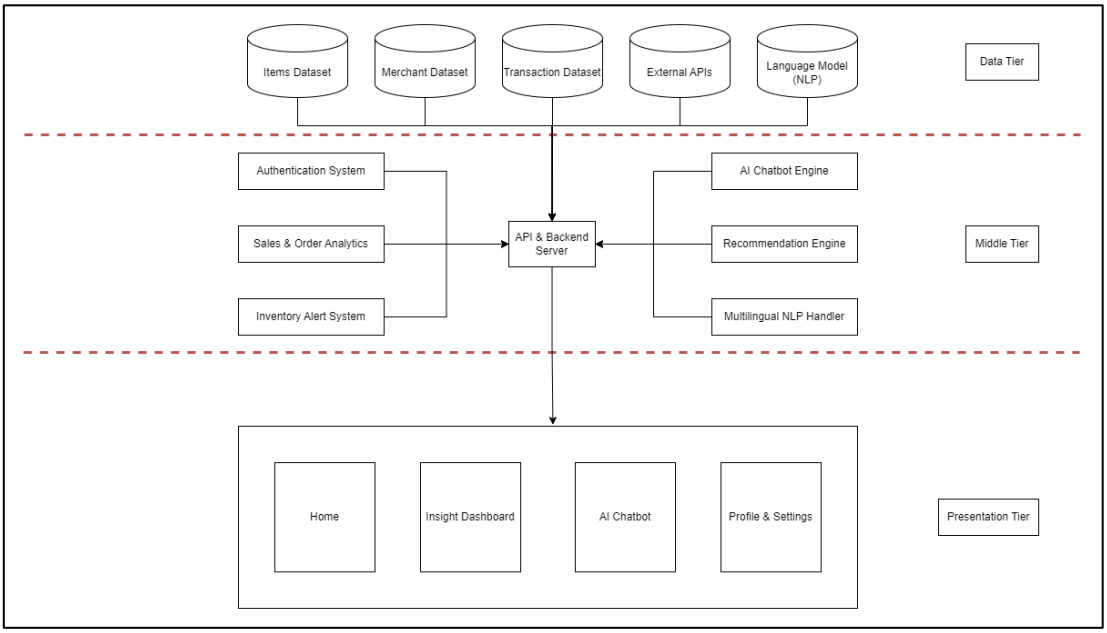
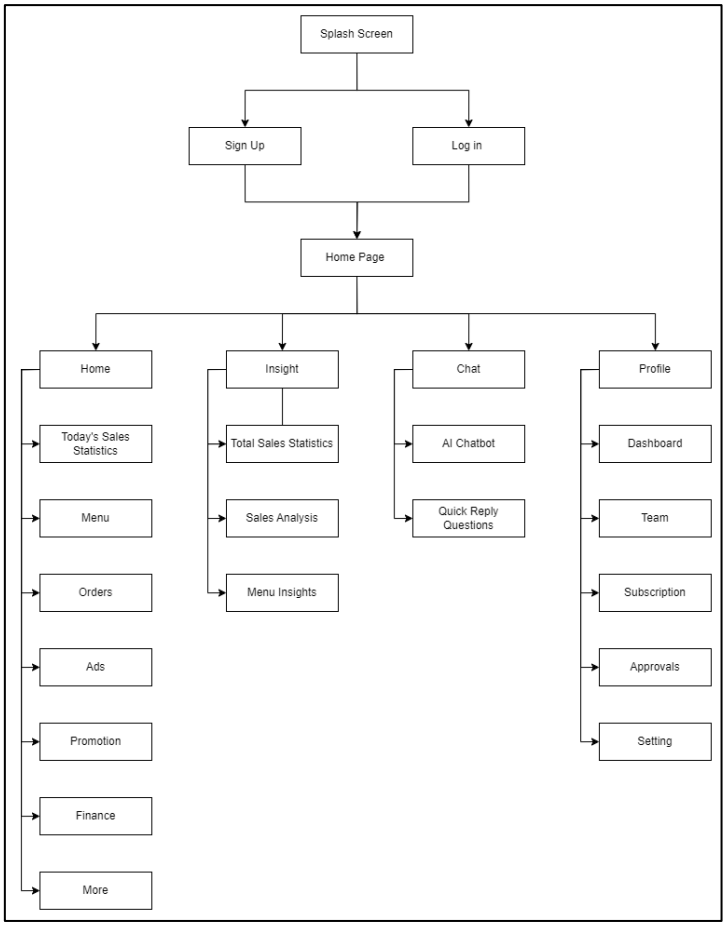
Documentation for Grab MEX Assistant

Solution Architecture:



User Site Map:



Data Utilization:

Data Source	Usage
items.csv	Used to recommend foods & beverages based on the cuisine type.
keywords.csv	Analyzed for top-performing items, low-performing (hidden gems), and suggestions for combo deals.
merchant.csv	Helps segment merchants for tailored tips and suggestions.
transaction_data.csv	Used to calculate daily/weekly revenue, sales trends, and peak hours.
transaction_items.csv	Identifies low stock items and triggers inventory alerts.
External data from APIs	Correlates external factors with order patterns.

Personalization Strategies:

Strategy	Implementation
Context-Aware Recommendations	Tailor suggestions based on merchant type and region.
Inventory-Smart Promos	Recommend items to promote based on excess or overstocked inventory.
Growth Tips by Performance	Low-performing merchants get tips to boost sales, while high-performers get scale strategies.
Language Personalization	Chatbot adapts to merchant's preferred language or dialect using multilingual NLP.
User Interaction Learning	Learns from previous chats and queries to improve relevance of future responses.
Quick Reply Optimization	Shows most-used buttons based on individual usage patterns.