



XYZ

CREATE TODAY

AI SHOPPING COPILOT FOR RETAIL

A Trust-Driven Decision Intelligence Layer for Online Marketplaces

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PROBLEM STATEMENT

Online retail platforms today are facing a serious trust and decision-making crisis. Customers often encounter fake or manipulated reviews that make it difficult to judge the real quality of a product. At the same time, they are overwhelmed with thousands of product options, leading to decision fatigue and confusion. Unlike physical stores, there is no intelligent AI-based personal guidance to help users choose what truly fits their needs. Many platforms also display misleading discounts, creating pricing opacity and reducing customer trust. Additionally, high return rates—especially in categories like fashion—indicate that customers frequently make uncertain or incorrect purchase decisions.

The screenshot shows a product page for an LG - 55" Class CX Series OLED 4K UHD Smart webOS TV. The main image displays a red spiral galaxy on the screen. Key details include:

- Price:** \$1,499.99 or \$62.50/mo.*
- Rating:** 4.8 (1,386 Reviews)
- Series:** CX Series (selected)
- Screen Size Class:** 55"
- Protection Options:**
 - 2-Year Standard Geek Squad Protection: \$189.99
 - Most popular protection plan for your product
 - 5-Year Standard Geek Squad Protection: \$329.99
- Explore the LG 50"-55" options:** A comparison section showing the 90 Series, A1 Series, and C1 Series.
- You're viewing:** C1 Series
- Similar Items:** LG - 65" Class CX Series OLED 4K UHD Smart...
- People also bought:** LG - 48" Class CX Series OLED 4K UHD Smart...

MARKET IMPACT

Online retail faces massive losses from high return rates and trust issues. In 2025, average e-commerce return rates hit 24.5%, with fashion reaching 30-40%.

Key Market Stats

- 24.5% average return rate across e-commerce (2025 data)
- ₹2 trillion+ annual return logistics costs in India alone
- 20-30% drop in conversions due to decision fatigue
- 67% consumers abandon carts over trust issues

Consumers' Online Shopping Behavior

% OF AMERICANS SHOPPING ONLINE VS FREQUENCY



Direct home delivery

is the primary reason for consumers to shop online

Avoiding crowds, convenience, and cheaper prices also make the list



83% say **free shipping** is important when shopping online,

followed by a secure payment process,
(65%)

and a free or easy returns policy
(64%)



Only 12% of shoppers start their purchase journey **in-store**



33% begin with a generic online search



28% go directly to online marketplaces or retailer sites



47% of shoppers do most of their **shopping online**



76% of customers prioritize **convenience** in the shopping experience



46% are influenced by **short-form video content**



47% return to brand websites to **verify product details**



52% say **real reviews** drive their final purchase decisions



74% **research online** before buying in-store

OUR SOLUTION OVERVIEW

Our AI-powered Shopping Copilot revolutionizes online shopping by acting as your personal smart sales assistant, guiding you through purchases with real-time intelligence and personalized recommendations. It verifies the authenticity of customer reviews by cross-referencing data from multiple sources, flags fake or manipulated feedback, and validates deals to ensure you're getting genuine discounts without hidden catches.

Key Features:

- Smart Sales Assistant
- Review Verification
- Deal Validation
- Return Risk Prediction
- Ai Virtual Try-On(Latent Diffusion Powered)





FEATURE 1: DECISION INTELLIGENCE

Decision Intelligence harnesses conversational AI to act as a smart salesman, efficiently shortlisting options and delivering personalized recommendations while remembering user preferences for tailored experiences. For instance, when a user queries "Phone under 20k for gaming," the system rapidly filters thousands of products to the top 3 matches based on criteria like processor speed, battery life, and display quality.

Key Benefits

- Boosts conversion rates through hyper-personalized upsells and objection handling.
 - Enables 24/7 engagement and simultaneous prospect handling, unlike human reps.
 - Integrates with CRM for data sync, freeing teams for high-value tasks.
- 

FEATURE 2: TRUST ENGINE

The Trust Engine is designed to restore confidence in online shopping by analyzing and verifying product information in real time. It assigns a Review Trust Score based on authenticity, detects fake or manipulated reviews using AI pattern analysis, and distinguishes between organic and promotional feedback.



AI-BASED FAKE REVIEW DETECTION

DEAL AUTHENTICITY VERIFICATION

REVIEW TRUST SCORE

HISTORICAL PRICE TRACKING

"WE REPLACE BLIND RATINGS WITH VERIFIED INTELLIGENCE."

FEATURE 3: RISK REDUCTION

Smart Fit Intelligence:

Advanced AI analyzes a single photo of a customer's well-fitting garment to deliver precise size recommendations, boosting confidence and slashing returns in fashion e-commerce.

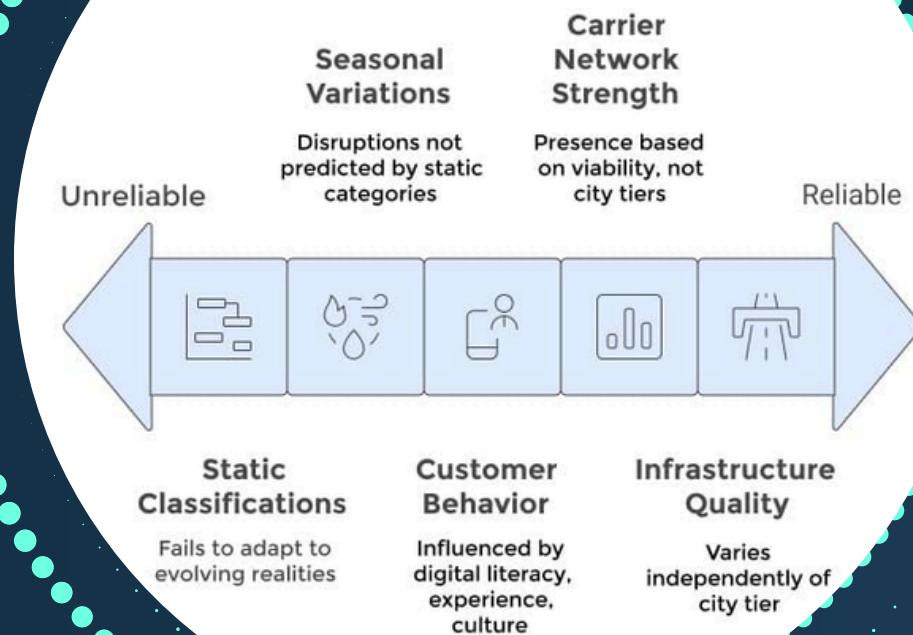
Return Risk Prediction:

AI-driven models forecast return likelihood by analyzing customer history, product attributes, and purchase patterns, using machine learning for classification and regression.

Delivery Reliability Score:

OTIF metrics measure on-time and in-full deliveries, incorporating no errors or complaints for a comprehensive score at order level.

Understanding delivery reliability based on dynamic factors



FEATURE 4: AI VIRTUAL TRY-ON (LATENT DIFFUSION POWERED)

Feature at a Glance

Latent Diffusion-powered realistic outfit visualization that builds buyer confidence and slashes 30-40% fashion returns.

Core Tech Stack:

- StableVITON (Pose-guided try-on)
- MediaPipe (Pose detection)
- SAM (Smart segmentation)
- PyTorch + FastAPI + React Slider

Simple 5-Step Flow

- Upload photo
- Detect pose
- Segment body
- AI garment transfer
- Photorealistic preview

[BEFORE | AFTER]

Real user → AI Try-On → CONFIDENT BUY

↓ 35% Returns

↑ 28% Conversions

↗ 3x Engagement

KEY CONSUMER TRENDS IN ONLINE SHOPPING

- **Data Layer:**

This foundational layer manages core information sources. It stores user data for personalization, aggregates reviews to enable analysis of product feedback, and tracks price history for trend monitoring and deal detection.

- **AI Layer:**

The AI layer processes raw data into insights using advanced models. LLMs handle natural language understanding for summarizing reviews, sentiment analysis gauges positive/negative tones in feedback, and risk prediction models forecast issues like price volatility or product reliability.

- LLM: Generates summaries, answers queries from reviews.
- Sentiment Analysis: Scores emotions (e.g., positive, neutral) from text data.
- Risk Prediction: Outputs probabilities for events like price drops using historical patterns.

- **Application Layer**

This top layer delivers user-facing features built on AI outputs. The Chat UI enables conversational queries about products, Trust Badges visualize reliability scores from sentiment and risks, and Smart Alerts notify users of deals or warnings in real-time.

- Chat UI: Interactive bot for review queries and advice.
- Trust Badge: Visual icons (e.g., stars, shields) based on AI scores.
- Smart Alerts: Push notifications for price changes or high-risk items.



COMPETITIVE ADVANTAGE

ADVANCED FAKE REVIEW DETECTION

REAL-TIME DEAL TRANSPARENCY

PERSONALIZED RETURN RISK PREDICTION

MEMORY-BASED ADAPTIVE AI

CONTEXT-AWARE CONVERSATIONAL ASSISTANCE

INTELLIGENT PRODUCT SHORTLISTING

TRUST BADGE SYSTEM (



BUSINESS IMPACT & VISION

The Future of Intelligent Commerce

We are not building a chatbot.

We are building the intelligence layer retail has been missing.

INCREASE CONVERSION RATE

DATA-DRIVEN REVENUE OPTIMIZATION

INCREASE AVERAGE ORDER VALUE (AOV)

SMARTER INVENTORY MOVEMENT

REDUCE DECISION TIME

LONG-TERM CUSTOMER RETENTION ENGINE

IMPROVE OVERALL SHOPPING EXPERIENCE

PLUG-AND-PLAY INTEGRATION MODEL

LOWER CUSTOMER SUPPORT BURDEN

INCREASE CUSTOMER TRUST & LOYALTY

THE FUTURE OF INTELLIGENT COMMERCE

The future of commerce is not about displaying more products – it is about enabling smarter decisions. Today's platforms focus on listings, filters, and ratings, but tomorrow's marketplaces will be powered by intelligence. Instead of acting as passive catalogs, they will function as active decision partners. Our vision is to transform online shopping from guess-based purchases into verified, personalized, and predictive experiences. By combining trust analysis, behavioral learning, and risk prediction, we are redefining how consumers interact with digital marketplaces.

