Digital Sizing and Promotional Conversion Agent

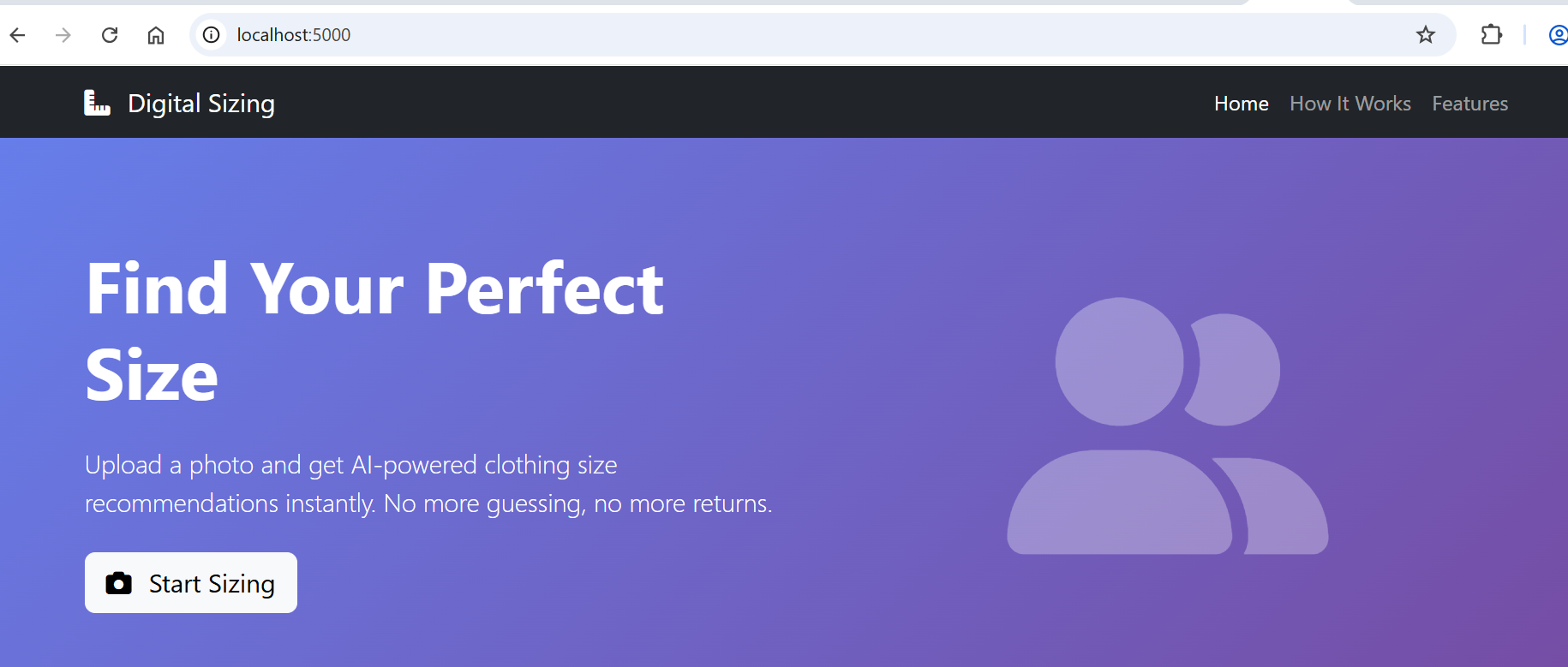
By **Code Crafters**

**Opportunity:**

Currently, promotions and order management are handled in separate systems, limiting personalized and seamless customer experiences. The high return rates in online fashion retail come from incorrect size selections, which affects profitability and customer trust. With ECommerce evolving, there’s an opportunity to combine digital sizing with seasonal context , available products, and special offers to improve order conversion.

**Idea Description:**

This idea proposes a Digital Sizing and Promotional Conversion Agent , an AI-enabled tool that allows customers to upload a photo, automatically estimates their body measurements, and recommends accurate clothing sizes across different brands. It combines this with real-time product availability, season-specific suggestions, and active promotional offers to provide a personalized shopping experience. By improving size accuracy and aligning recommendations with customer context, the solution reduces returns, enhances satisfaction, and converts browsing behaviour into successful purchases, adding measurable business value.



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AI-generated content may be incorrect.

A screenshot of a phone

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.

**Working Flow :**

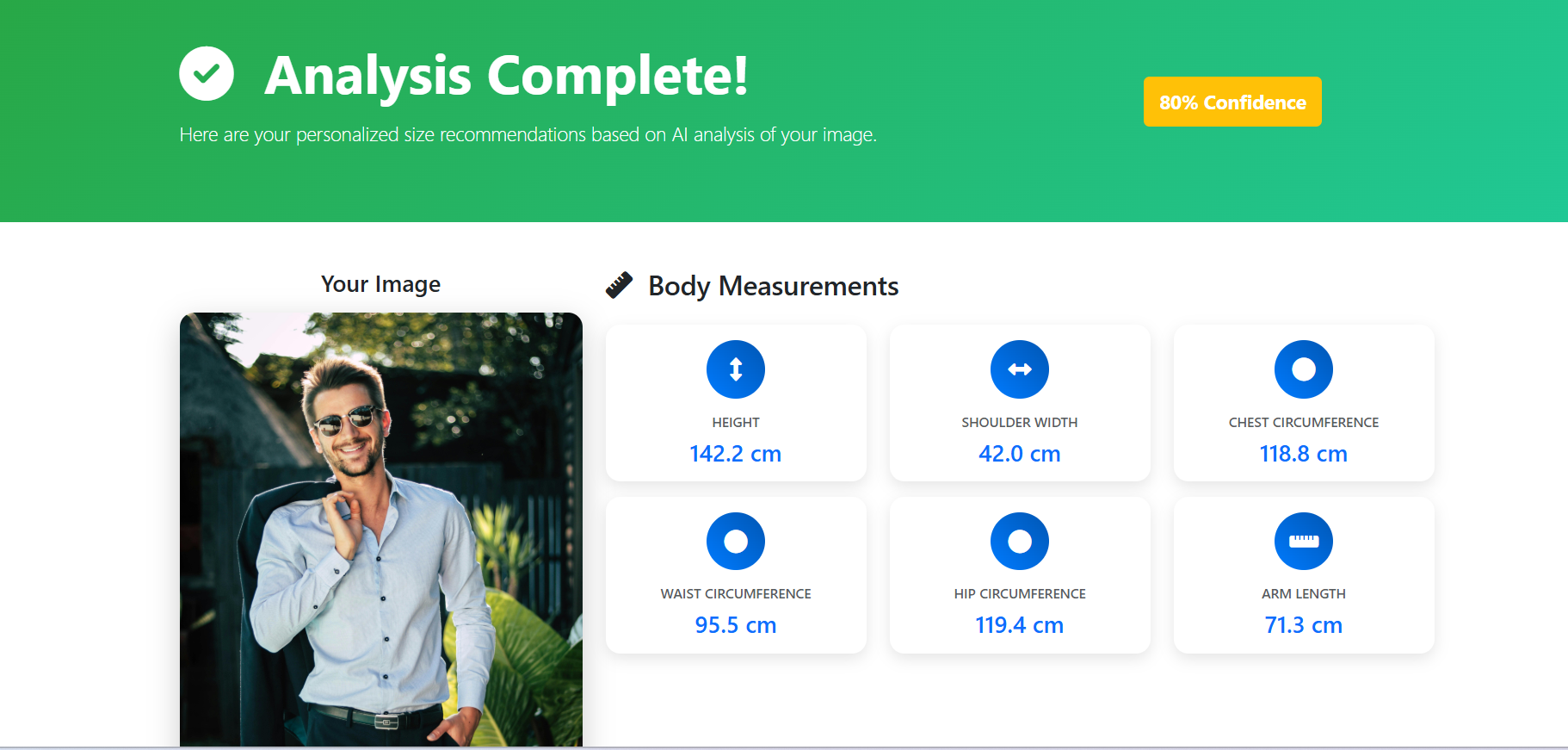
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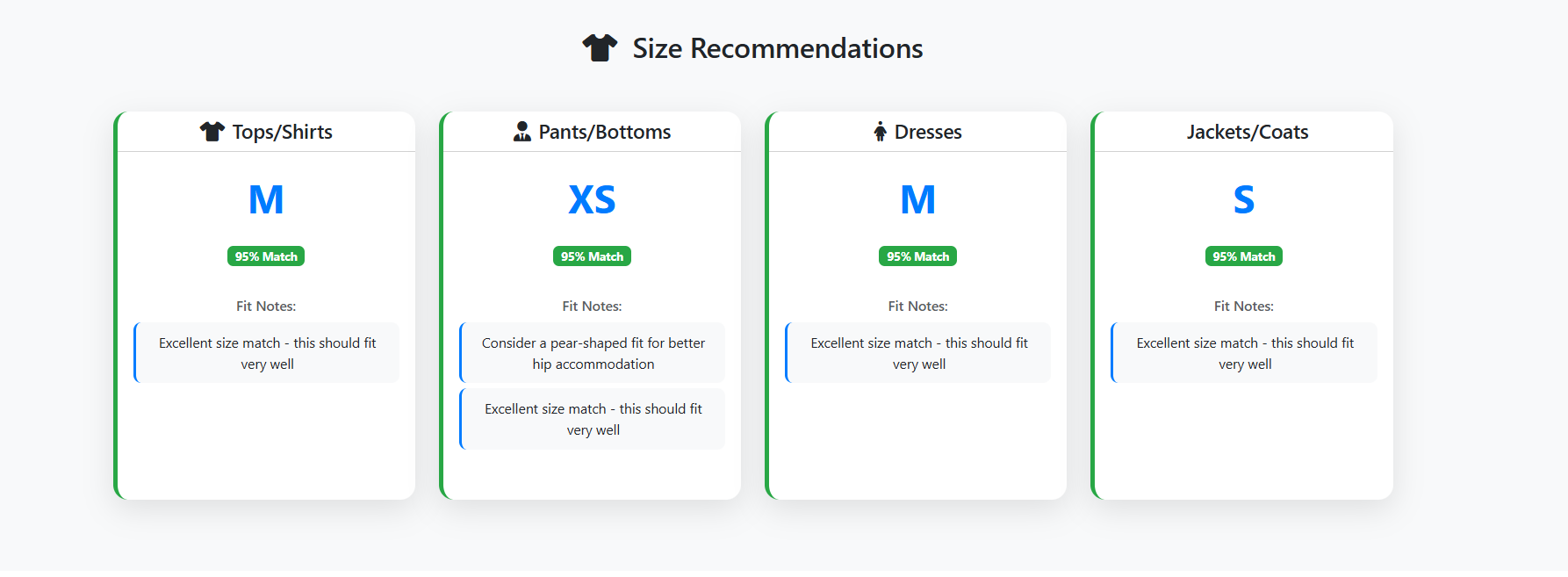
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**Results :**





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