Governor House Sindh Initiative AI Course

Name:Mehwish Sheikh
Roll number:223558

HACKATHON DAY 7

Deployment and Pitch Deck

GENERAL E-COMMERCE COMFORTY WEBSITE

Comforty Pitch Deck

Slide 1: Title Slide

- **Title:** Comforty - Redefining E-Commerce Convenience
- **Tagline:** Seamless Shopping, Simplified.
- **Logo and Visuals:** Include a screenshot or design of your homepage.

Slide 2: Problem Statement

- **Heading:** The Challenges in Modern E-Commerce
- **Content:**
  - Difficulty in finding relevant products quickly.
  - Lack of personalized user experiences.
  - Inefficient inventory and order management.
  - Limited real-time user engagement tools.

Slide 3: Solution

- **Heading:** Comforty: A Marketplace That Works for Everyone
- **Content:**
  - Advanced search and filtering for faster product discovery.
  - Wishlist and cart management for a seamless shopping experience.
  - Real-time notifications and chatbot support for better engagement.
  - Scalable backend with robust CMS integration.

Slide 4: Key Features

- **Heading:** What Sets Comforty Apart

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- **Content (with icons):**
  - Wishlist Management
  - Advanced Search and Filters
  - Secure Authentication (Clerk)
  - Real-time Notifications
  - Product Ratings and Reviews
  - Chatbot Support
  - Sanity Studio for CMS
  - Shipment Tracking

Slide 5: Technical Architecture

- **Heading:** Built for Performance and Scalability
- **Content:**
  - **Frontend:** React with Next.js for SSR and SEO.
  - **Styling:** Tailwind CSS for responsive design.
  - **Backend:**
    - Next.js API routes for dynamic data handling.
    - Sanity Studio for content management.
  - **Authentication:** Clerk for secure user management.
  - **Notifications:** Integrated using React-Toastify.

Slide 6: Market Opportunity

- **Heading:** The Growing E-Commerce Landscape
- **Content:**
  - E-commerce is expected to grow to $6 trillion by 2027.
  - Increasing demand for personalized and user-friendly platforms.
  - Comforty’s advanced features position it as a key player in this market.

Slide 7: Competitive Analysis

- **Heading:** How Comforty Stands Out

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- **Table:**
  - Columns: Feature, Competitor A, Competitor B, Comforty
  - Rows: Wishlist, Advanced Filters, Real-time Notifications, Chatbot Support, CMS Integration.

Slide 8: Go-to-Market Strategy

- **Heading:** Reaching Our Audience
- **Content:**
  - Leverage social media and influencer partnerships.
  - Offer introductory discounts and referral programs.
  - Optimize for search engines to attract organic traffic.

Slide 9: Call to Action

- **Heading:** Join Us on This Journey
- **Content:**
  - “Experience the future of e-commerce with Comforty.”

SOME SNIPPETS OF MY WEBSITE:

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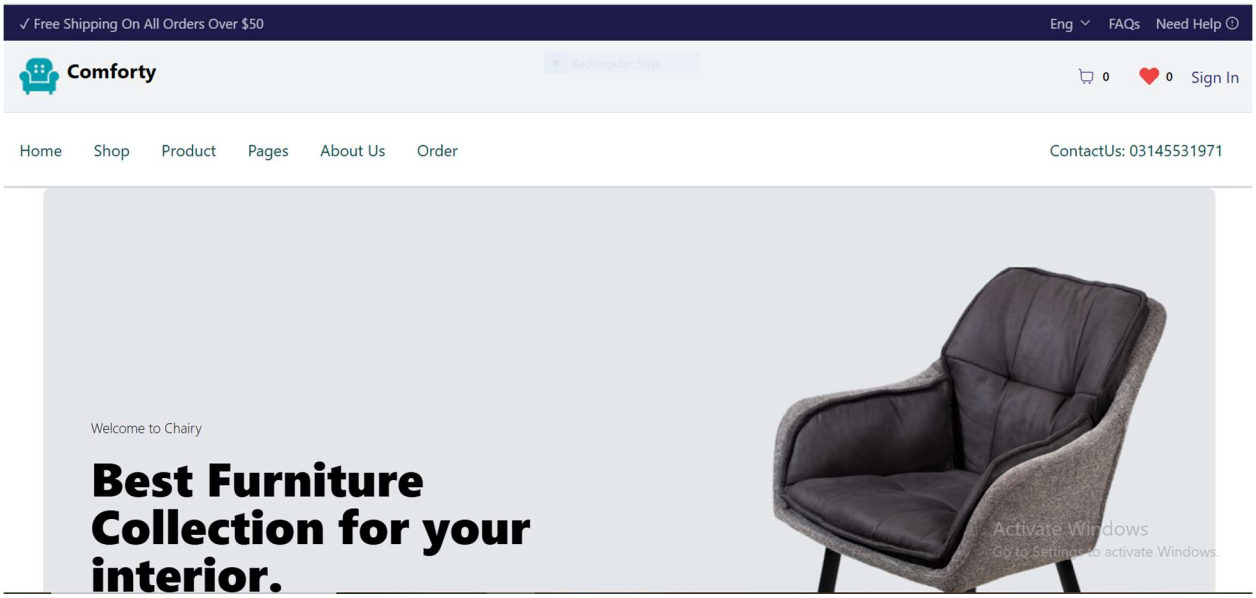

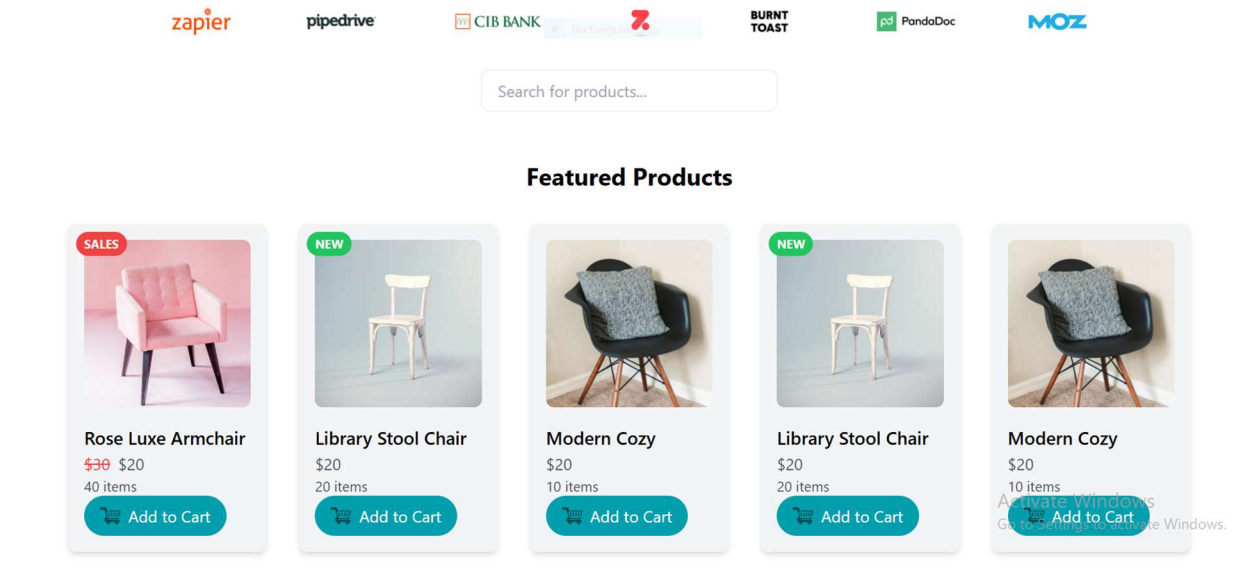

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Top Categories

Activate Windows
Go to Settings to activate Windows.

Our Products

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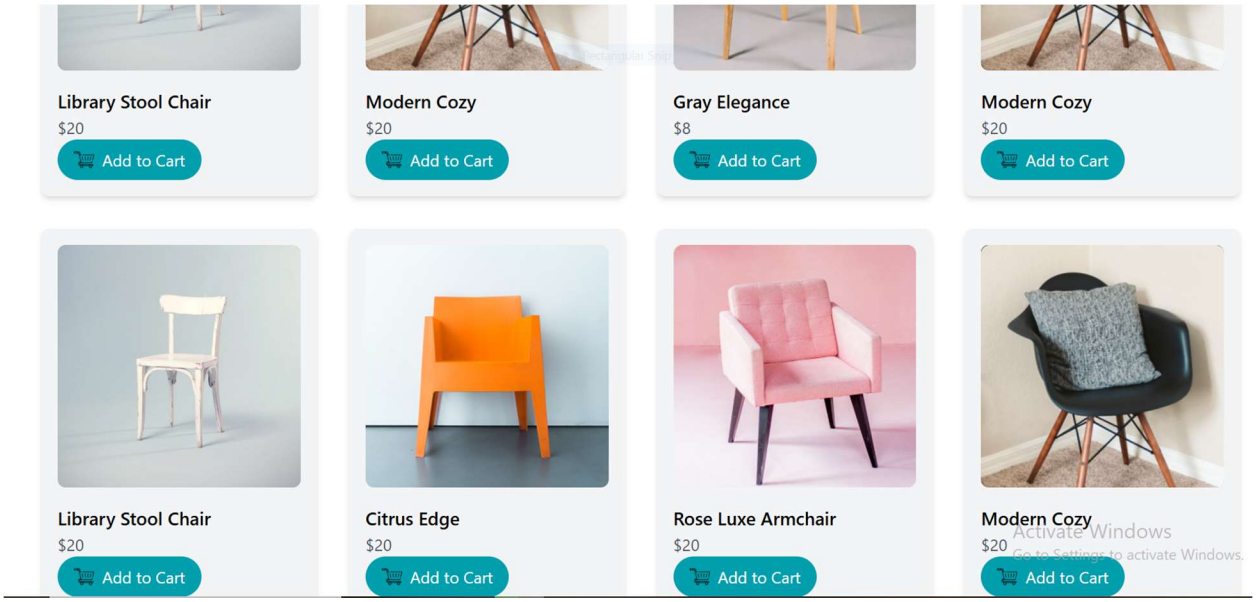

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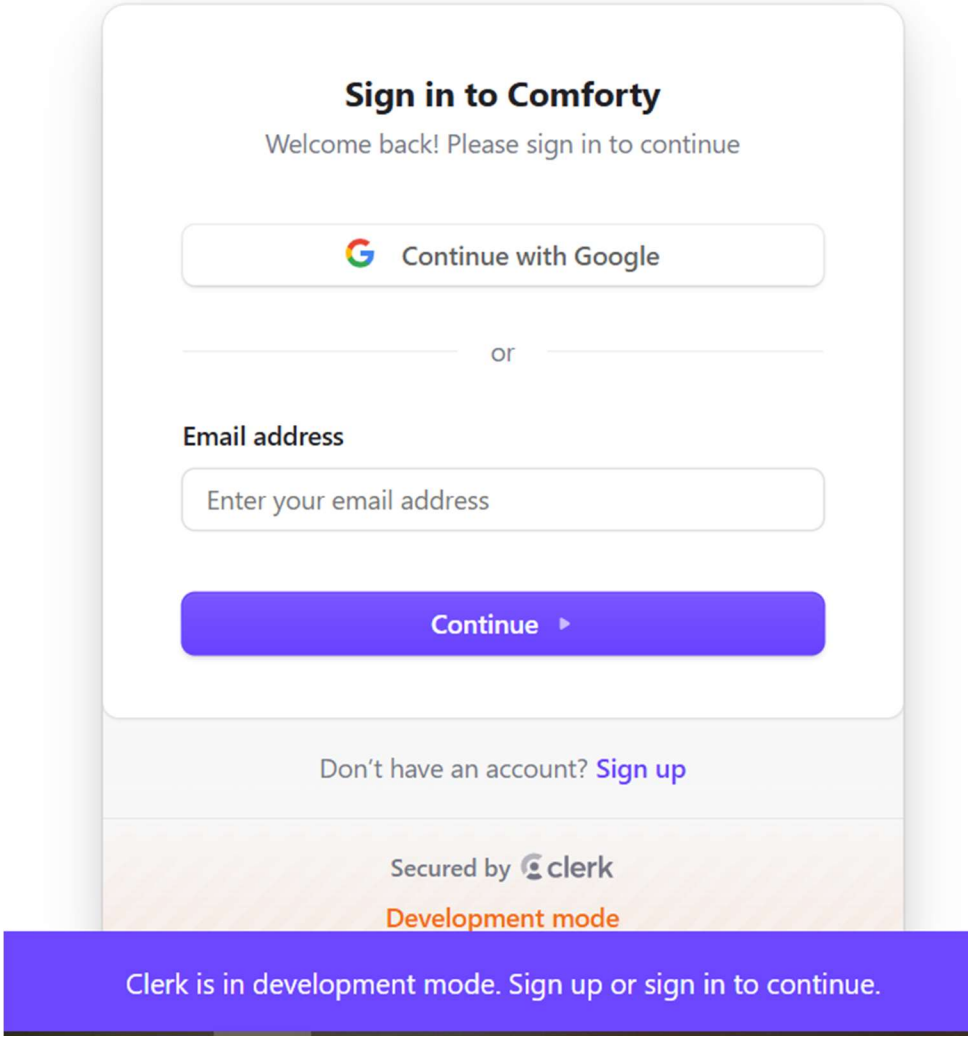

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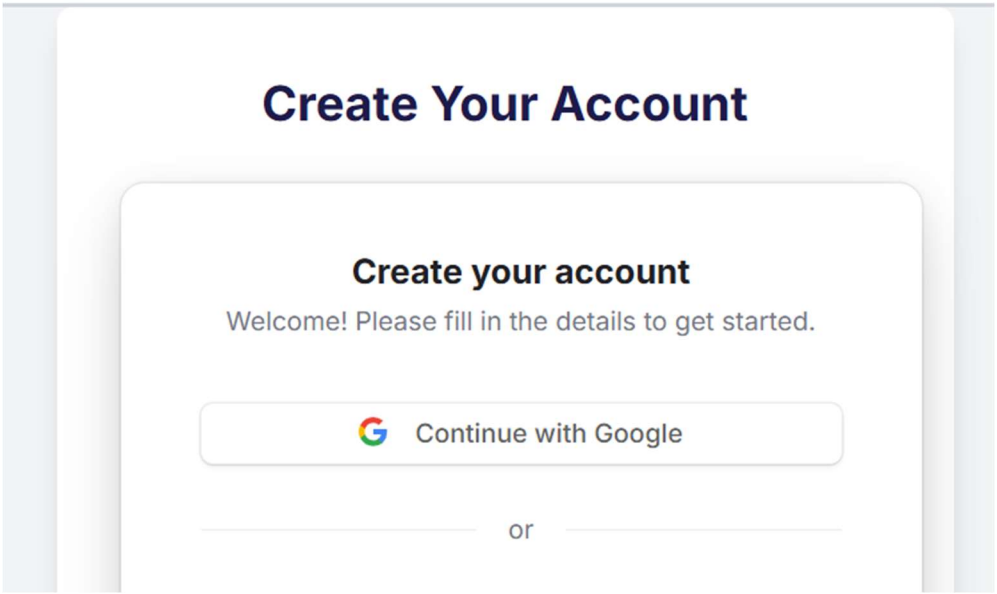
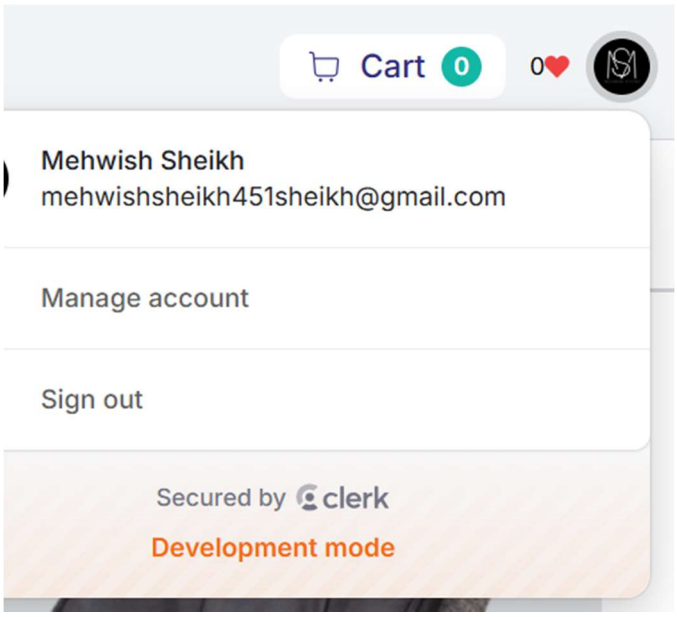
Us





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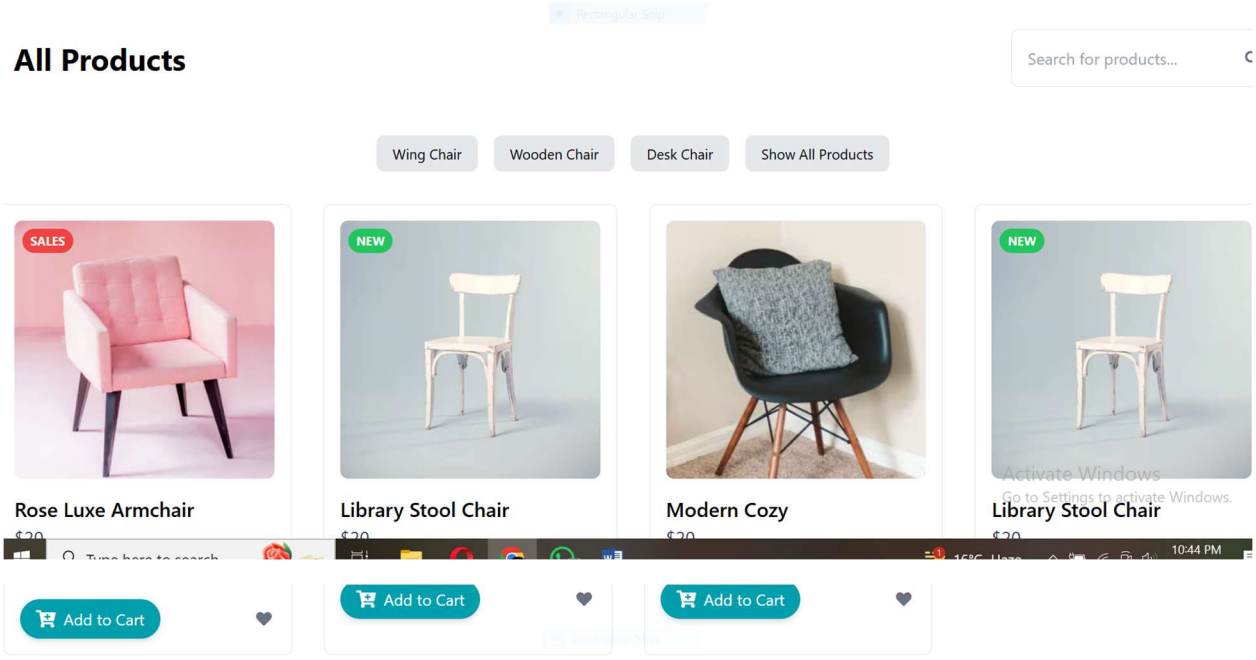

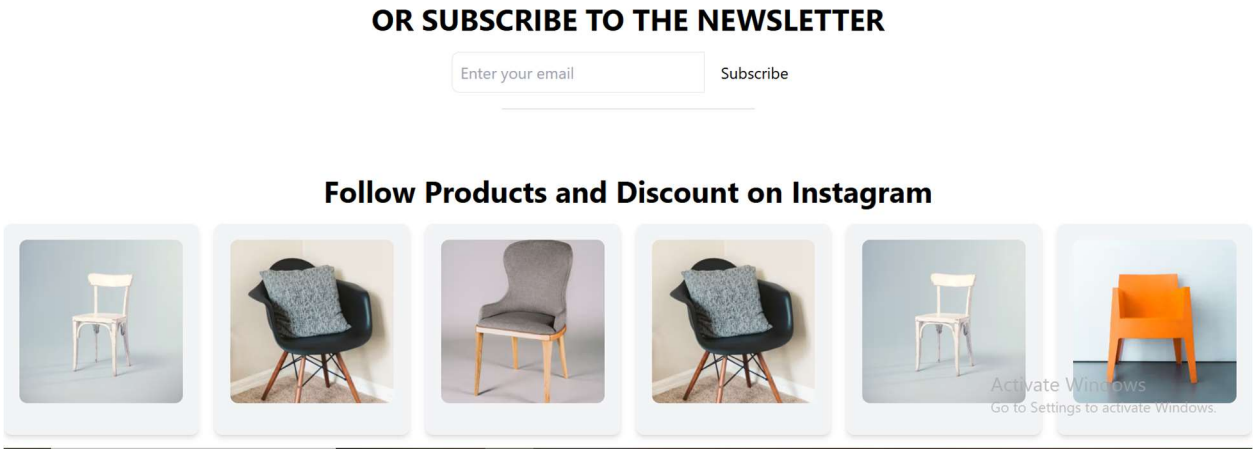

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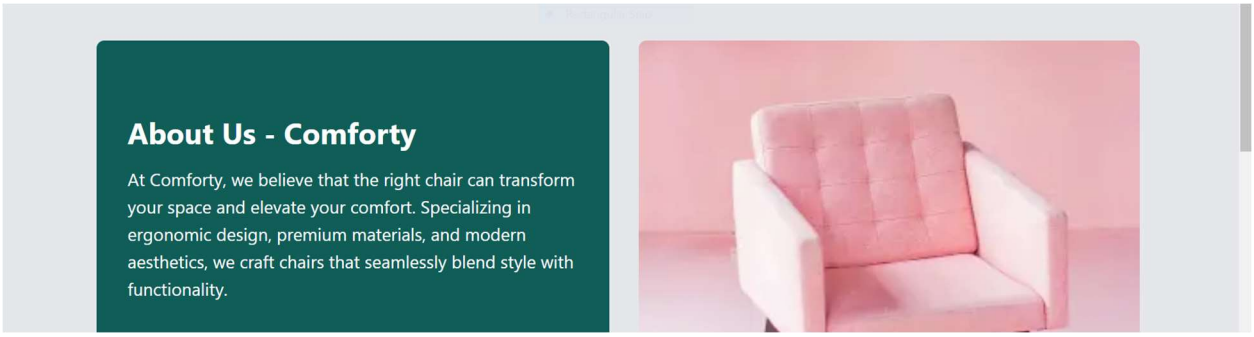

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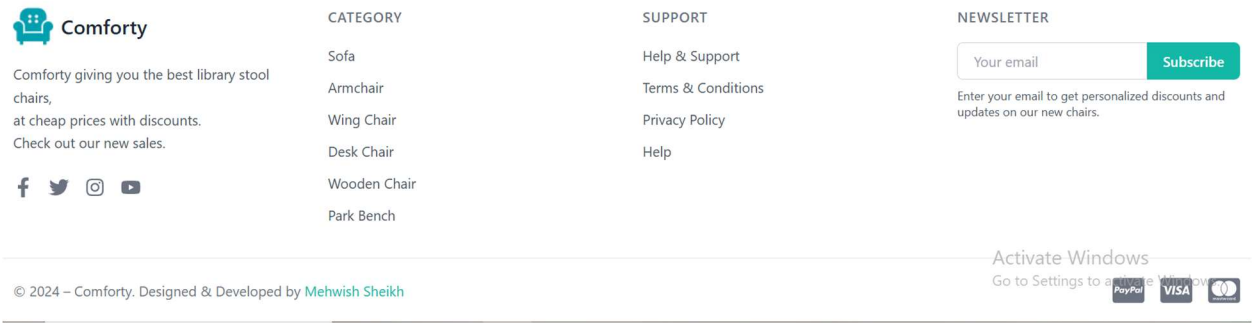

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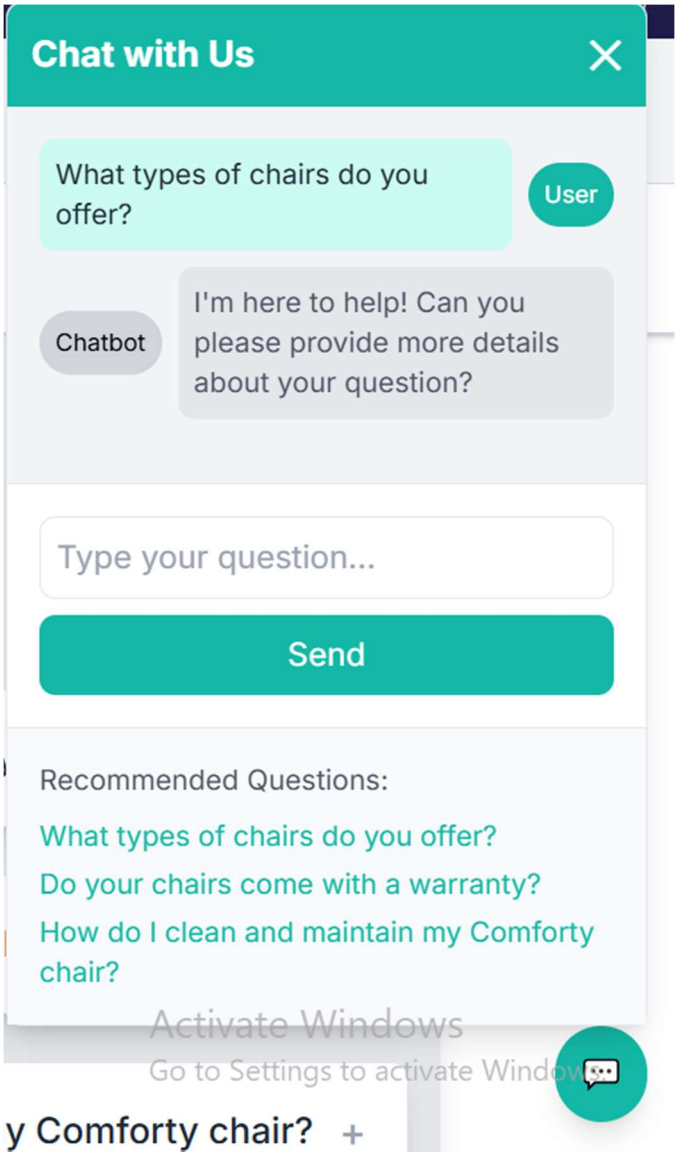

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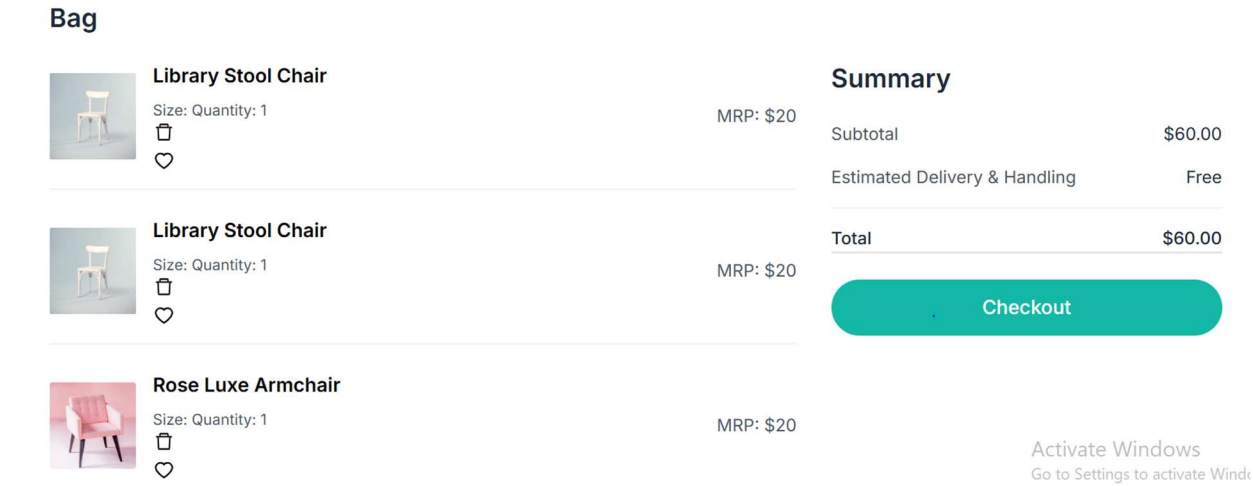

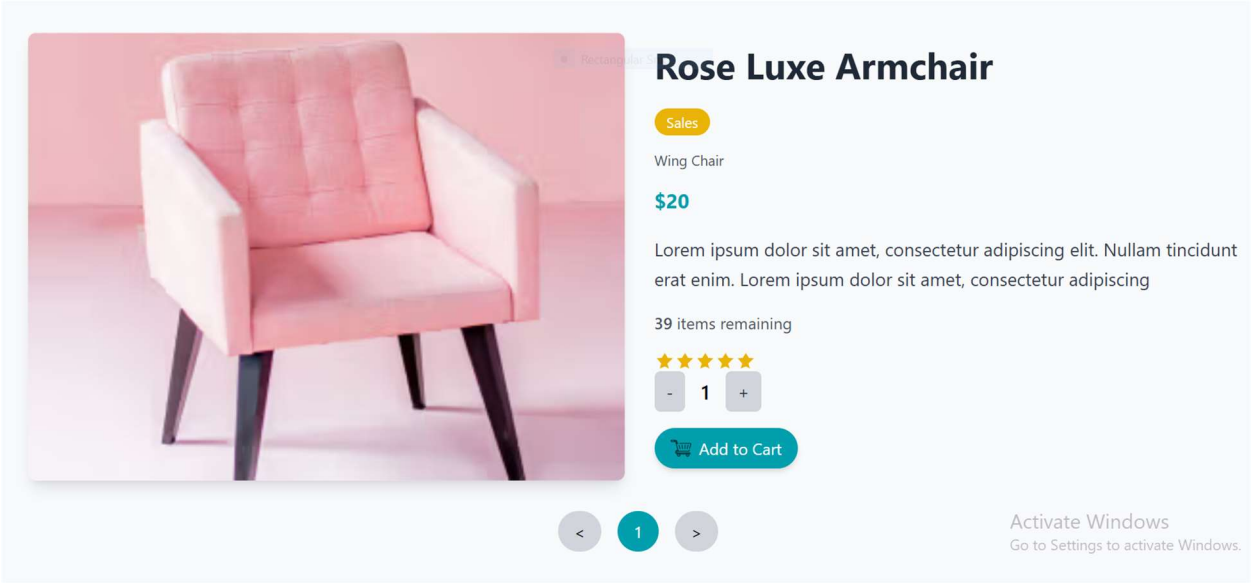

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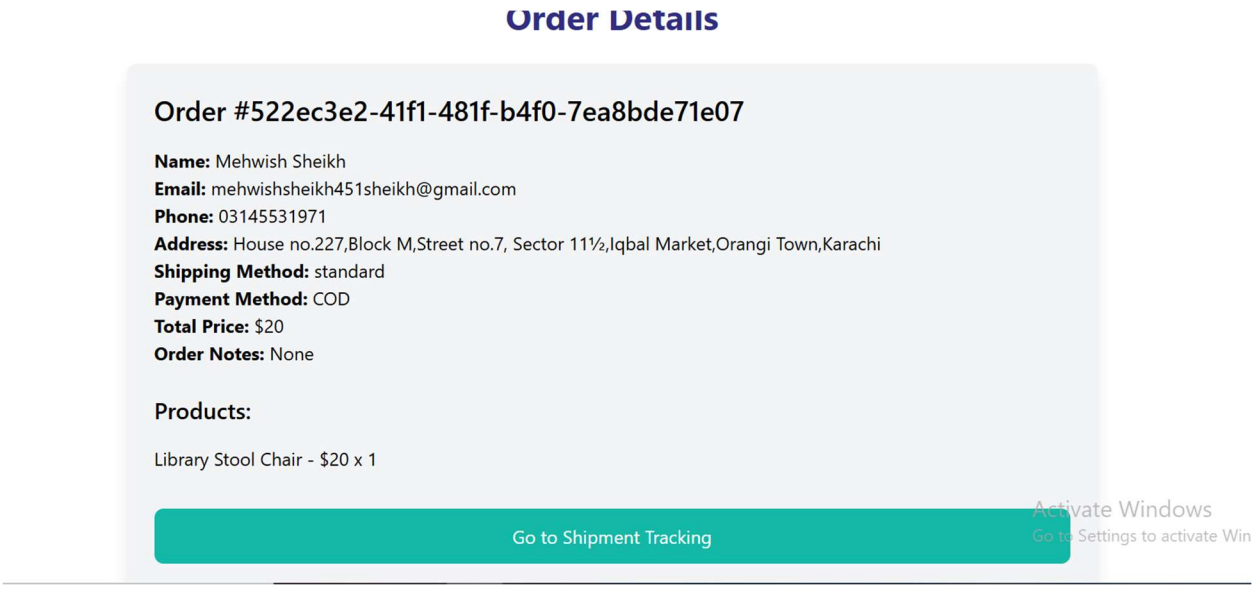

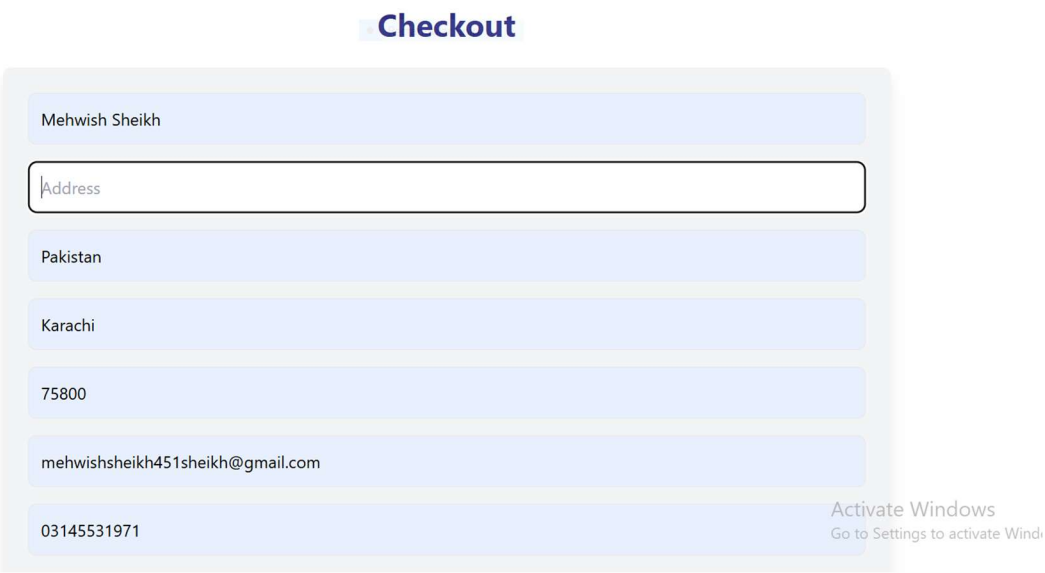

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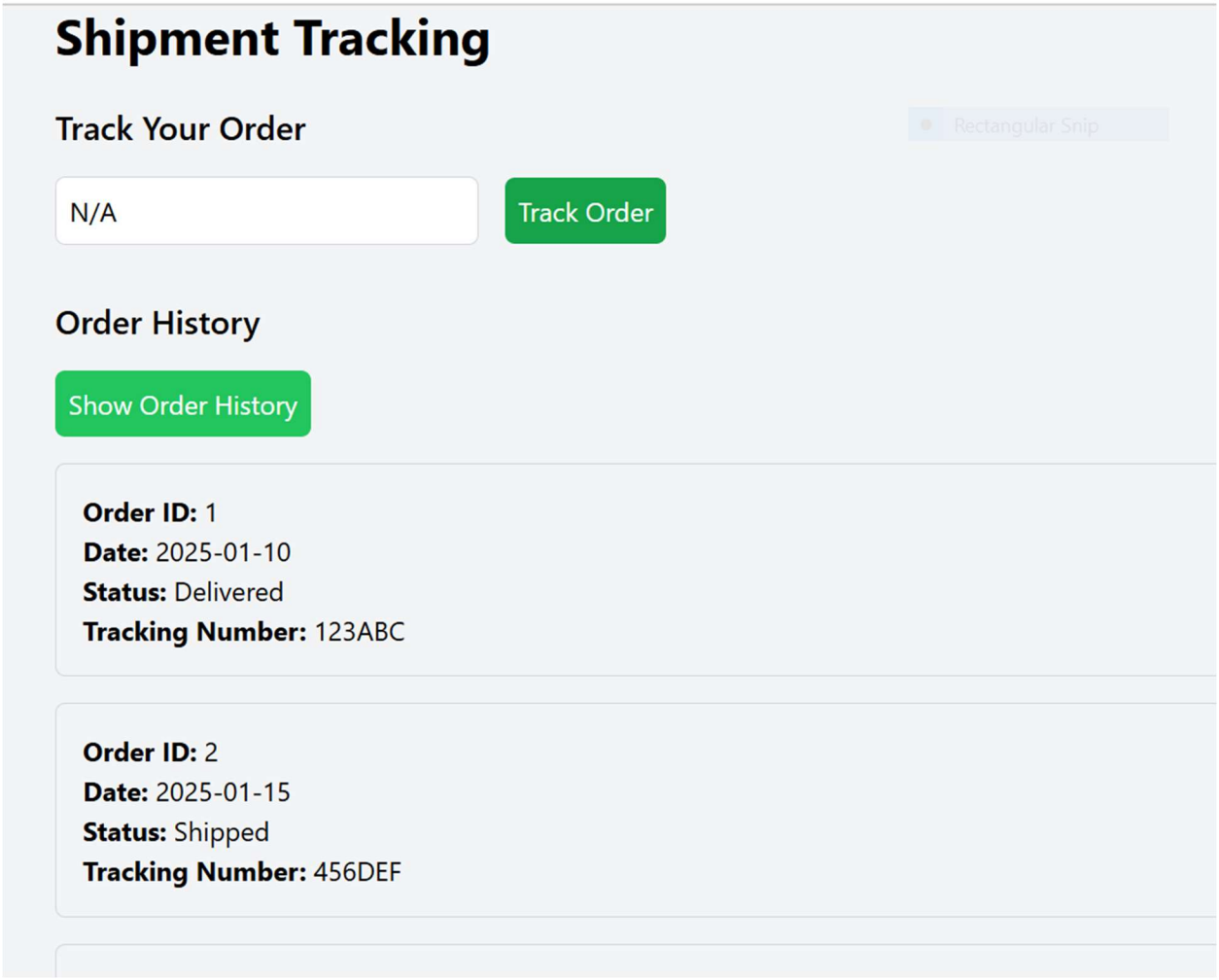

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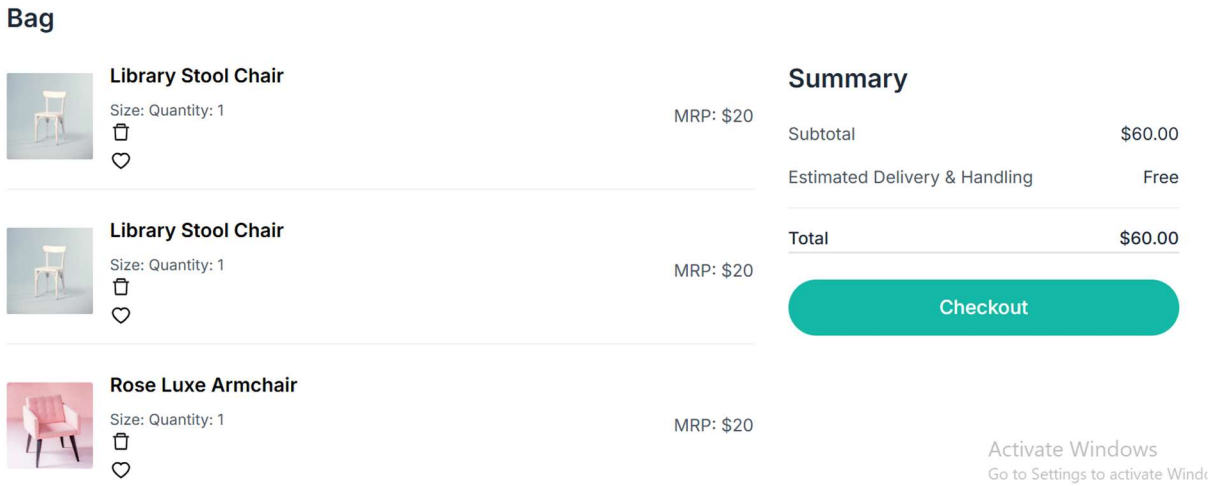

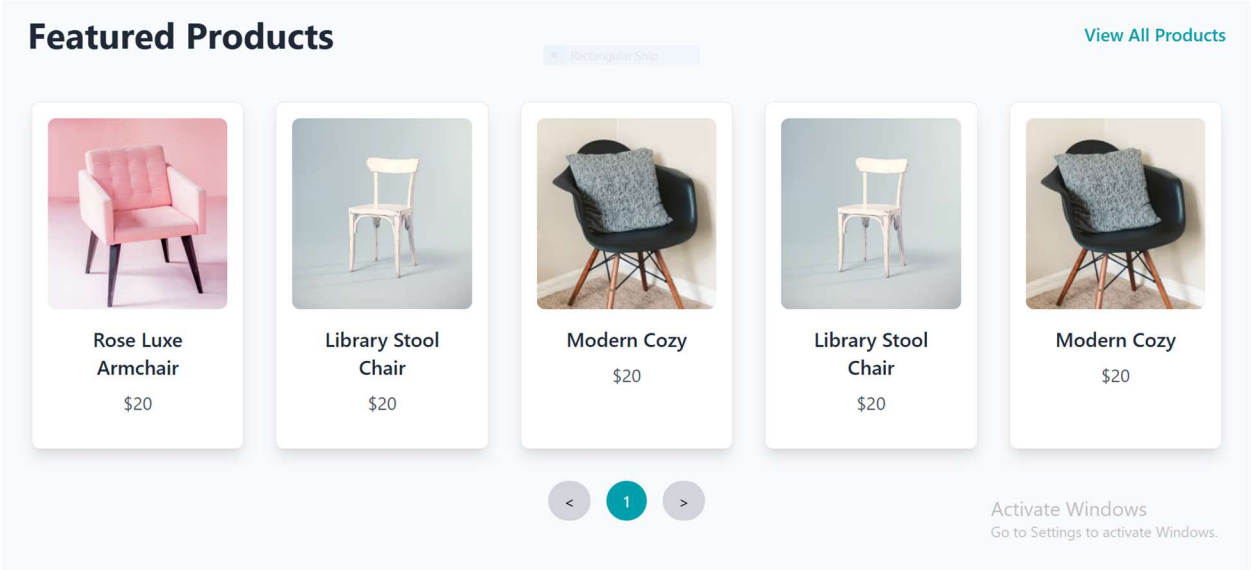

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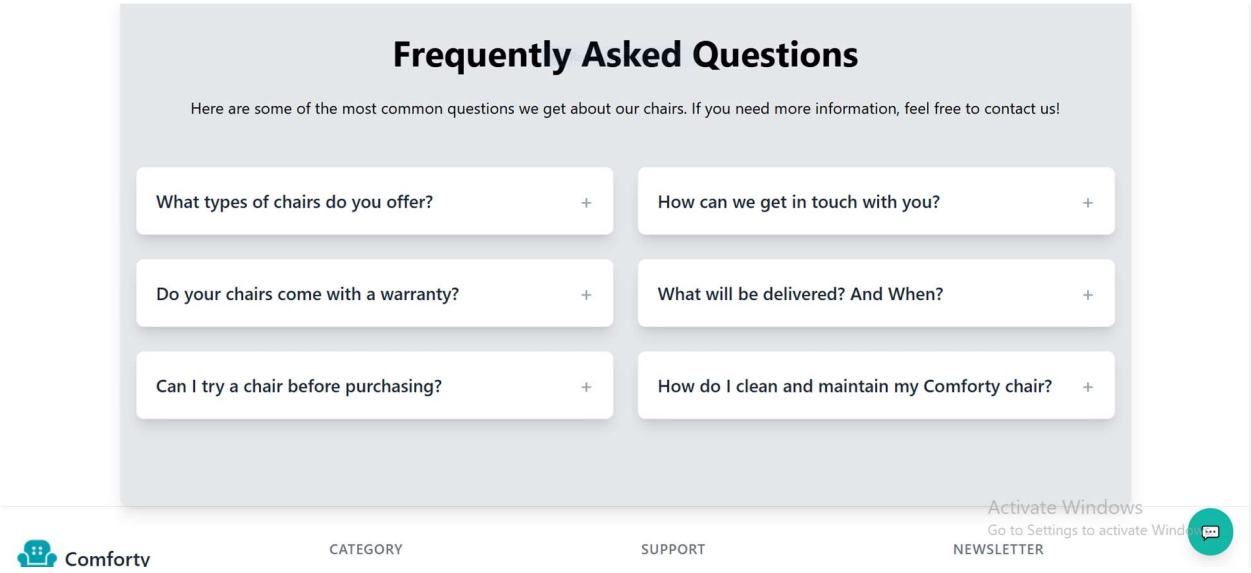

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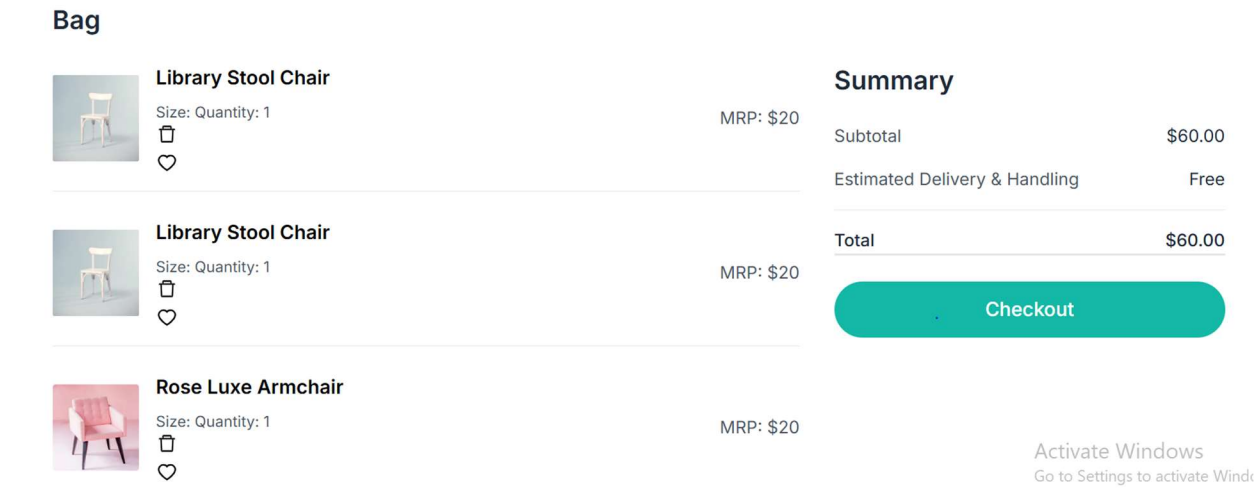

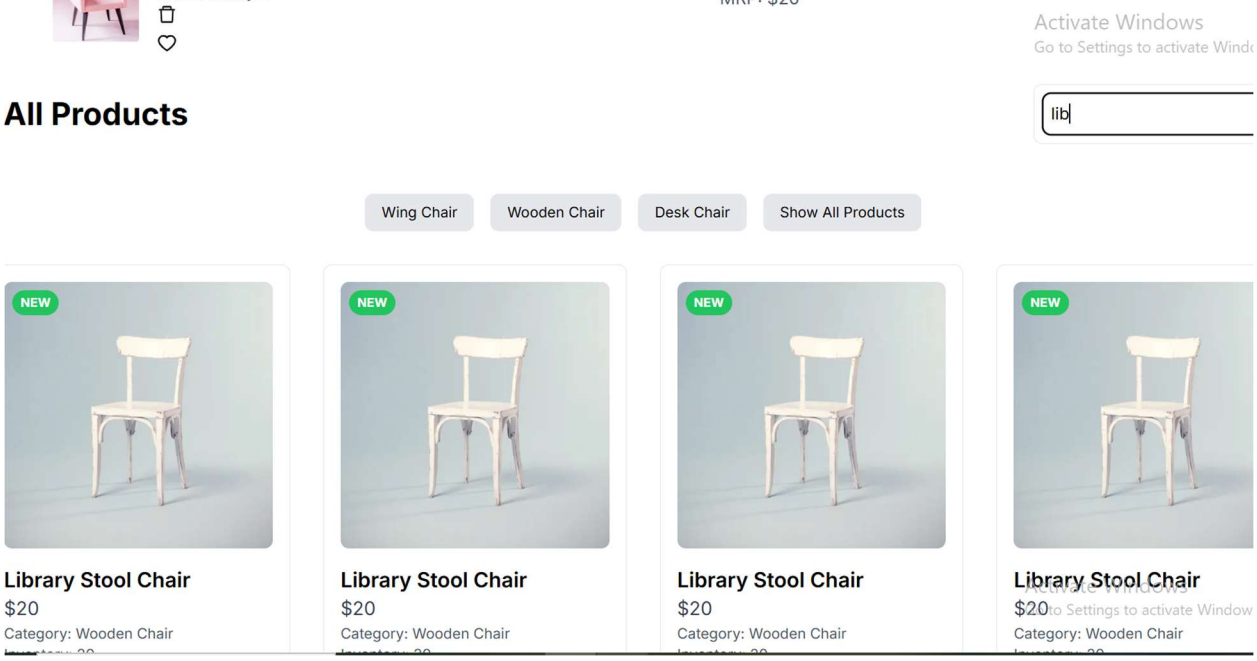

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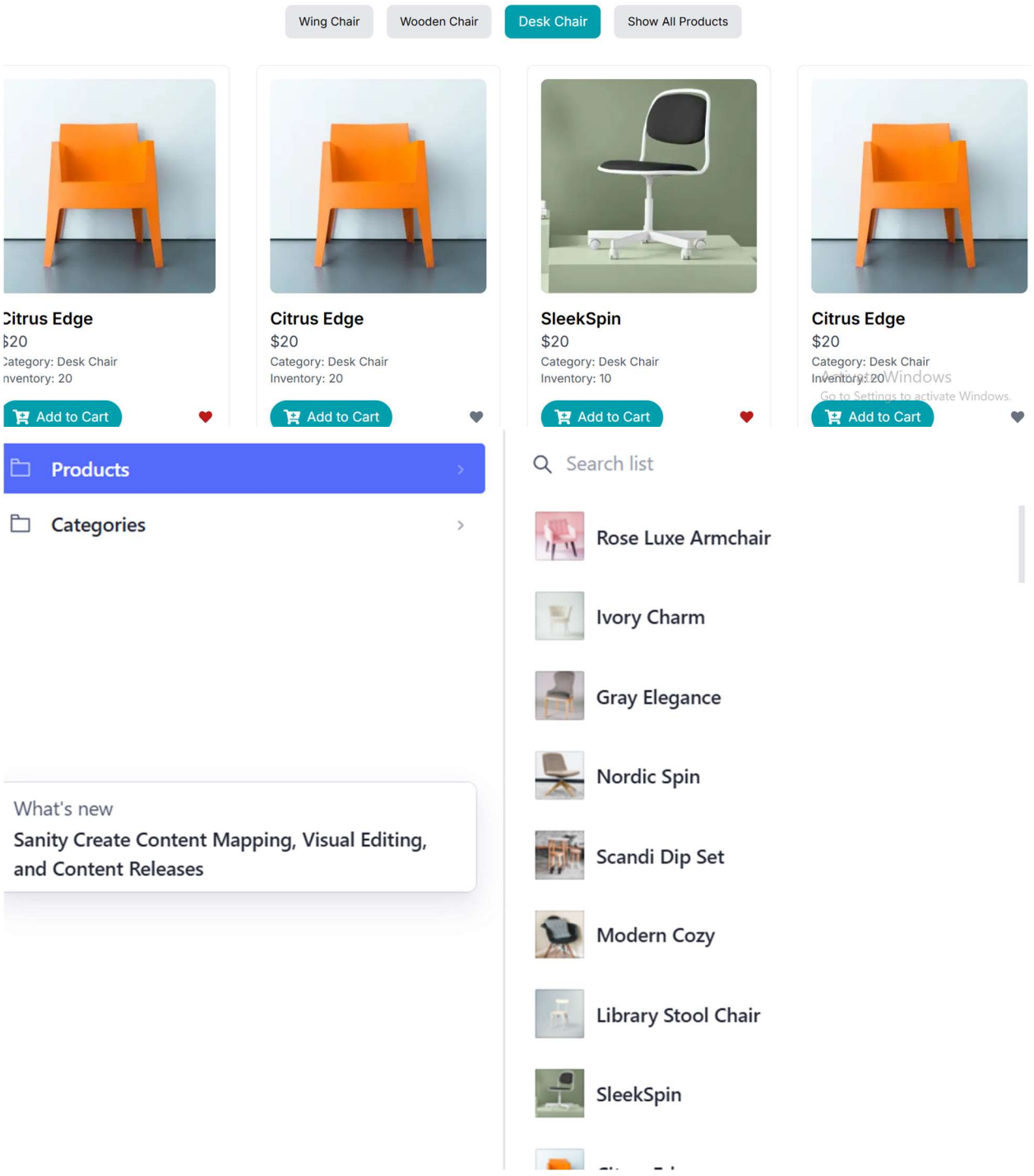

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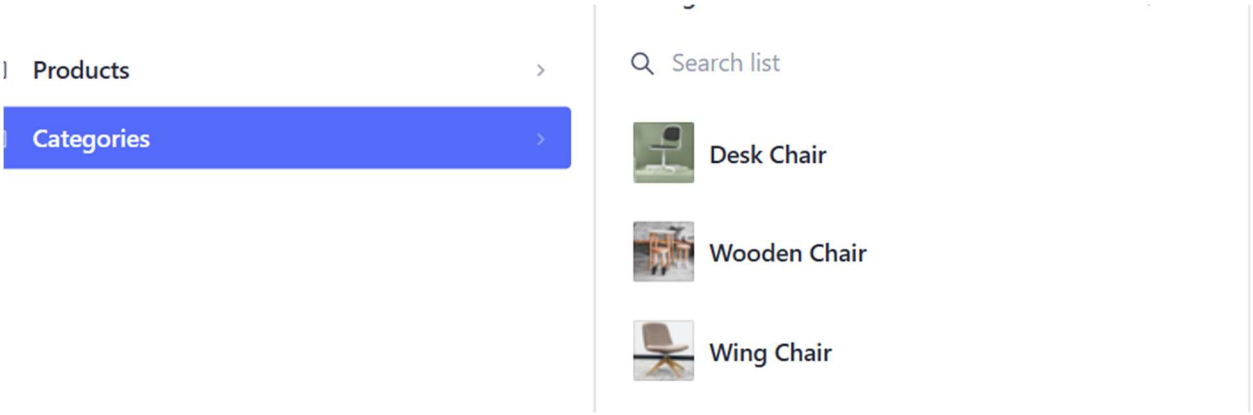
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