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weforthe

Team name : IIITG_11

INTRODUCTION



Problem Statement

Building engagement constructs on a platform which will drive a connect and virality among younger audiences in the country.



Solution overview

AI-based price negotiator for dynamic pricing and introduce “Snap of the day” competition for more interaction

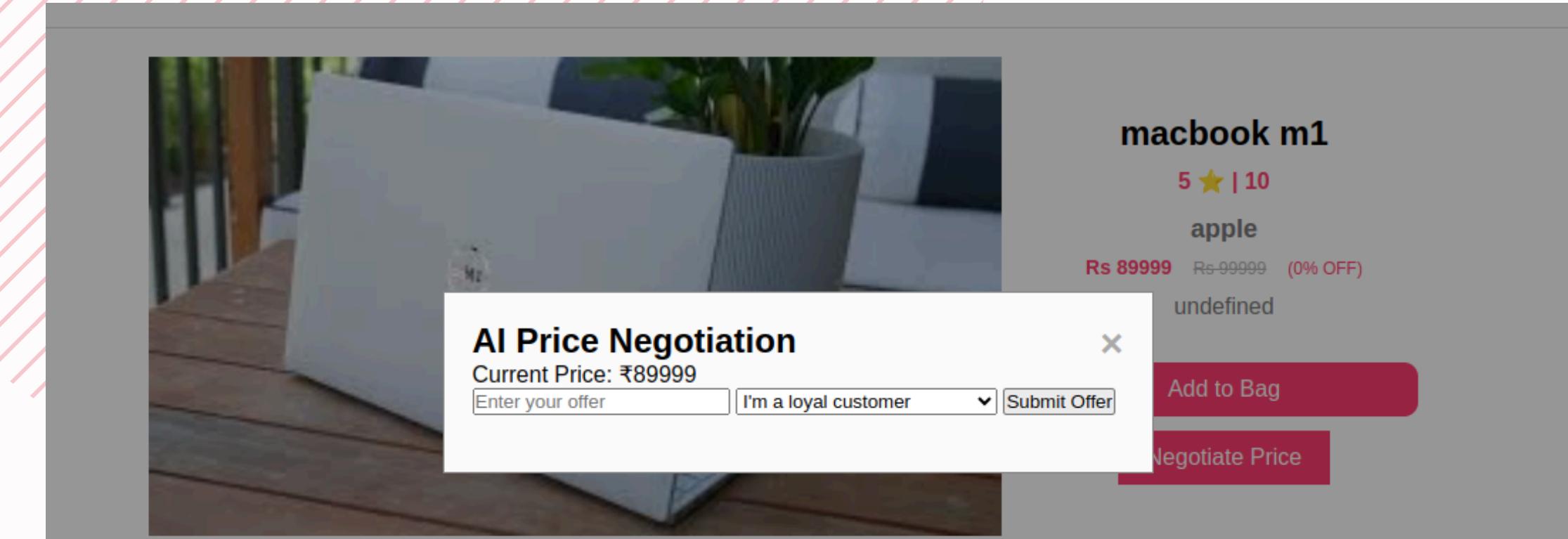


Innovation and Impact

Advanced AI negotiation with real-time adjustments, personalized offers. Increased competition among user. Our solution also provides superior engagement and satisfaction.

Solution Overview

An AI-driven price negotiator system on a shopping website adapts pricing within seller-defined ranges to indulge customers' demand to reduce price without revealing the minimum threshold to customers.



Introduce a "Snap of the Day" (SoTD) competition where users can upload fashion-related photos on Myntra Studio. Other users can cast likes on these snaps, and if a snap crosses a minimum threshold of likes, the uploader is rewarded with credit points. This encourages users to participate and engage with the app daily.



Participate
Now
Snap of the day

[CLICK HERE TO PARTICIPATE](#)

How it works

Technology Stack

- Backend: Node
- Database: MySQL
- Frontend: React, Tailwind CSS
- Deployment: AWS, Github



Data Collection and Database population

The datasets provide a variety of information related to product **transactional data**, **user interactions**, and **Price Range**, which are valuable for conducting analyses and are populated on mysql.



AI based algorithms

Use of AI for price negotiation and **Snap of the day algorithms**. Real time update of database for analysis



Customer interaction Platform

The user interface facilitates **real-time** and **user-friendly** negotiation experiences, ensuring seamless interaction and immediate feedback for customers.



Strategies & Motivation



01

Development Phases:

- Phase 1: Data Collection & Model Development
- Phase 2: Testing & Deployment
- Phase 3: API & Frontend Integration
- Phase 4: Real-time algorithm integration



02

Benefits and Impact

For Business:

- Increased user engagement and interaction.
- Higher user retention through gamified features.



03

Key Point :

- Advanced Personalization
- Floating price range with AI negotiation
- Cross-Platform Integration
- Enhanced User Interaction by increasing competition
- Collaborative Shopping

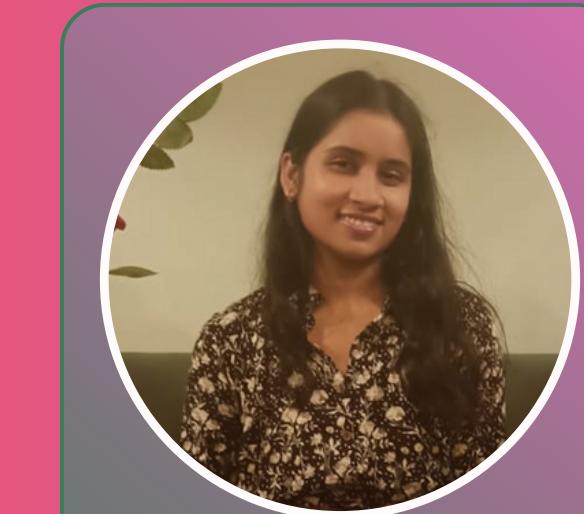
The Snap of the day is inspired by the concept we have seen in **Leetcode**, which leads to more consistent engagement of people interested in coding. similarly, this would bring more people attracted to fashion.

We introduced an online feature for negotiating prices during online shopping. Many people often prefer offline shopping, like visiting **Sarojini Market**, because they enjoy the bargaining aspect.

THANK YOU

IN CONCLUSION, OUR AI-BASED PRICE NEGOTIATOR ENHANCES ONLINE SHOPPING BY OFFERING PERSONALIZED PRICING AND SEAMLESS NEGOTIATION EXPERIENCES. BY LEVERAGING ADVANCED MACHINE LEARNING ALGORITHMS AND USER-FRIENDLY INTERFACES, WE AIM TO REVOLUTIONIZE HOW CUSTOMERS INTERACT WITH ONLINE PRICING STRATEGIES AND LEVERAGE COMPETITIVENESS BY DAILY SOTD.

Our Team



Swati Nanda
Gupta
Developer



Srestha
Saha
Developer

Students of Indian Institute of
Information Technology Guwahati