

Shopinator

"Your one-stop-shop on the go"

THEME- Innovation in Retail

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PROBLEM STATEMENT

THE RETAIL SECTOR

Makes up 14% of India's GDP

The country's second largest employer after agriculture

In today's fast-paced business environment, it's harder than ever for business retailers to stay up on the latest trends and work to outpace eCommerce stores. Retailers today face several challenges, including :




Optimizing pricing based on supply and demand



providing a comfortable and memorable shopping experiences for customers.



Managing the inventory when overstocking or understocking often leads to a loss



With increasing competition and ever-changing consumer behaviors, retailers need to differentiate themselves and offer unique and innovative solutions to attract customers.

SOLUTION

By leveraging customer data and their shopping analytics we can provide the following personalized shopping experiences that will benefit both the **retailers and the shoppers/general public (target audience)**

Dynamic pricing

allows retailers to adjust prices in real-time based on demand and competition, leading to increased sales and profits

Smart Shelves

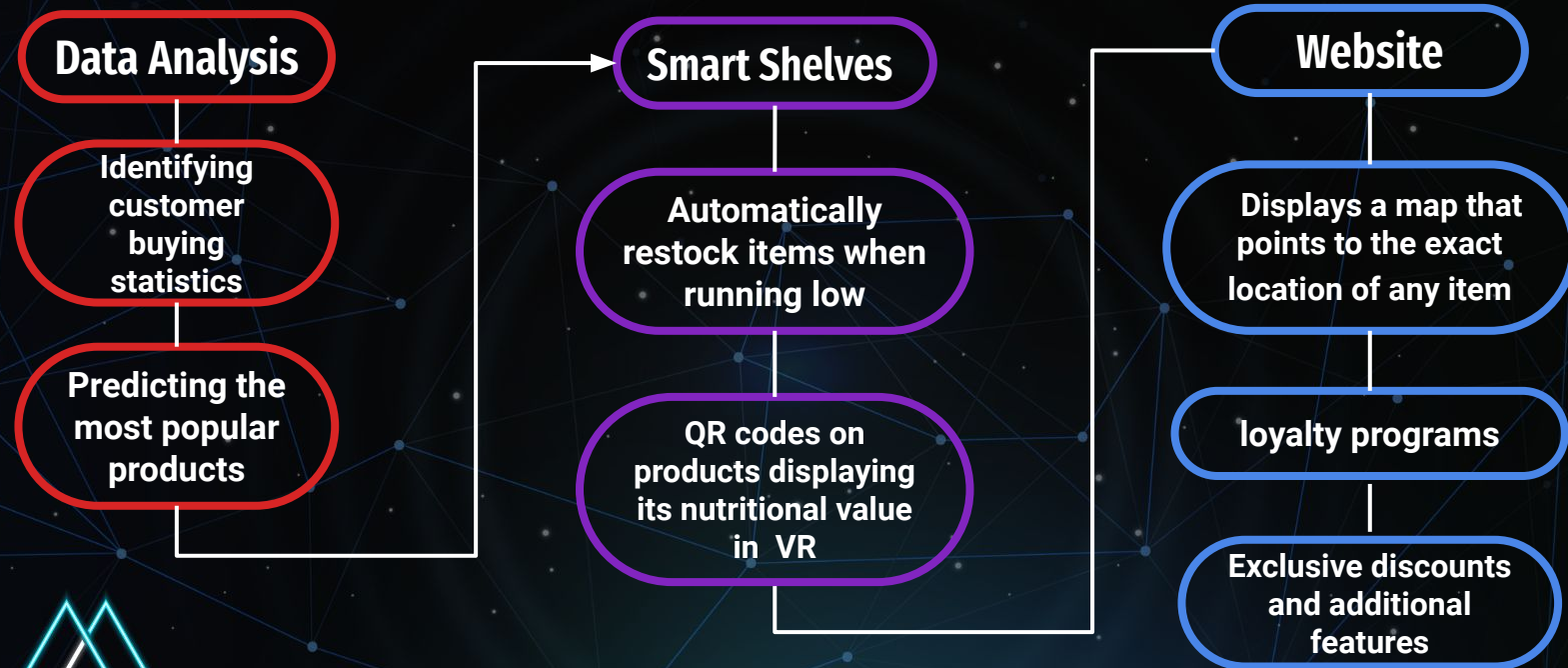
optimize inventory management and reduce the risk of out-of-stock situations, which can lead to lost sales and dissatisfied customers

Immersive experiences

Virtual reality and automated ambient atmosphere conditions that keeps them coming back.



EXPECTED RESULTS



WHAT

create a more efficient, sustainable, and customer-focused industry that is better equipped to meet the needs of today's consumers

WHY

Help retailers optimize profits, reduce out-of-stock situations, and create immersive in-store experiences that engage customers.

HOW

By using machine learning algorithms, crowd control, IOT devices, Virtual Reality, Computer Vision and a responsive web platform we can uplift the traditional shopping methods



TECH STACK

01

FRONTEND

HTML
CSS
JS
NEXTJS

02

ML

TENSORFLOW
SCIKIT LEARN
KERAS
NUMPY
OPENCV

03

VR

THREE.JS
WEBGL

04

BACKEND

PYTHON
NODEJS
MONGODB

Promotional Offers

Limited time discounts and free items

Loyalty programs

Discounts, points and incentives

In store events

Merchandising & advertising

Cross selling

Smart suggestions based on activity

Partnership

With other businesses
eg. coffee shops

BUSINESS PROSPECTIVE

01

02

03

04

05