| **Feature Name** | **Description of Feature** | **User Value** | **Business Value** |
| --- | --- | --- | --- |
| Personalized Recommendations | Suggests products based on browsing history and past purchases | Makes shopping faster and easier for users | Increases sales and customer engagement |
| Search Auto-completion | Predicts user search queries and offers relevant suggestions | Reduces time taken for users to find products | Improves search efficiency, leading to increased conversion rates |
| Chatbots/Customer Support | Provides automated responses to customer inquiries through chatbots | Quick resolution of common issues, 24/7 support | Reduces the cost of customer support while maintaining customer satisfaction |
| Product Search Ranking | Shows the most relevant products based on the user’s search | Helps users find what they are looking for faster | Higher conversion rate and customer satisfaction |
| Fraud Detection | Identifies suspicious transactions or activities | Increases trust in the platform by preventing fraud | Reduces fraud-related losses and enhances platform security |
| Inventory Management | Predicts stock levels and adjusts inventory orders | Ensures popular products are always available | Optimizes inventory holding costs and reduces overstock/out-of-stock situations |
| Voice Search (Alexa) | Allows users to search for products via voice commands | Easier for users to search without typing | Enhances the brand’s value by integrating with popular voice platforms |
| Dynamic Pricing | Adjusts prices dynamically based on demand, supply, and competition | Users get competitive pricing | Maximizes revenue while staying competitive |
| Image Recognition | Enables users to search for products by uploading images | Simplifies the search process for users who can't describe the product | Increases user engagement and conversion rates |
| Product Reviews Sentiment Analysis | Analyzes the sentiment of customer reviews and displays insights | Helps users make informed decisions based on real user feedback | Helps the business understand product feedback and improve product quality |