



# SOUKSPOT API PLATFORM

REVOLUTIONIZING THE TUNISIAN SOUK TRADING

Roua Othmani

Business Analytics/Information technology

Tunsi Business School

2024-025

# OVERVIEW

---

- MOTIVATION
- SOLUTION
- TECHNOLOGIES USED
- SECURITY IMPELEMENTATION
- RESULTS
- FUTRURE ENHANCEMENTS
- CONCLUSION

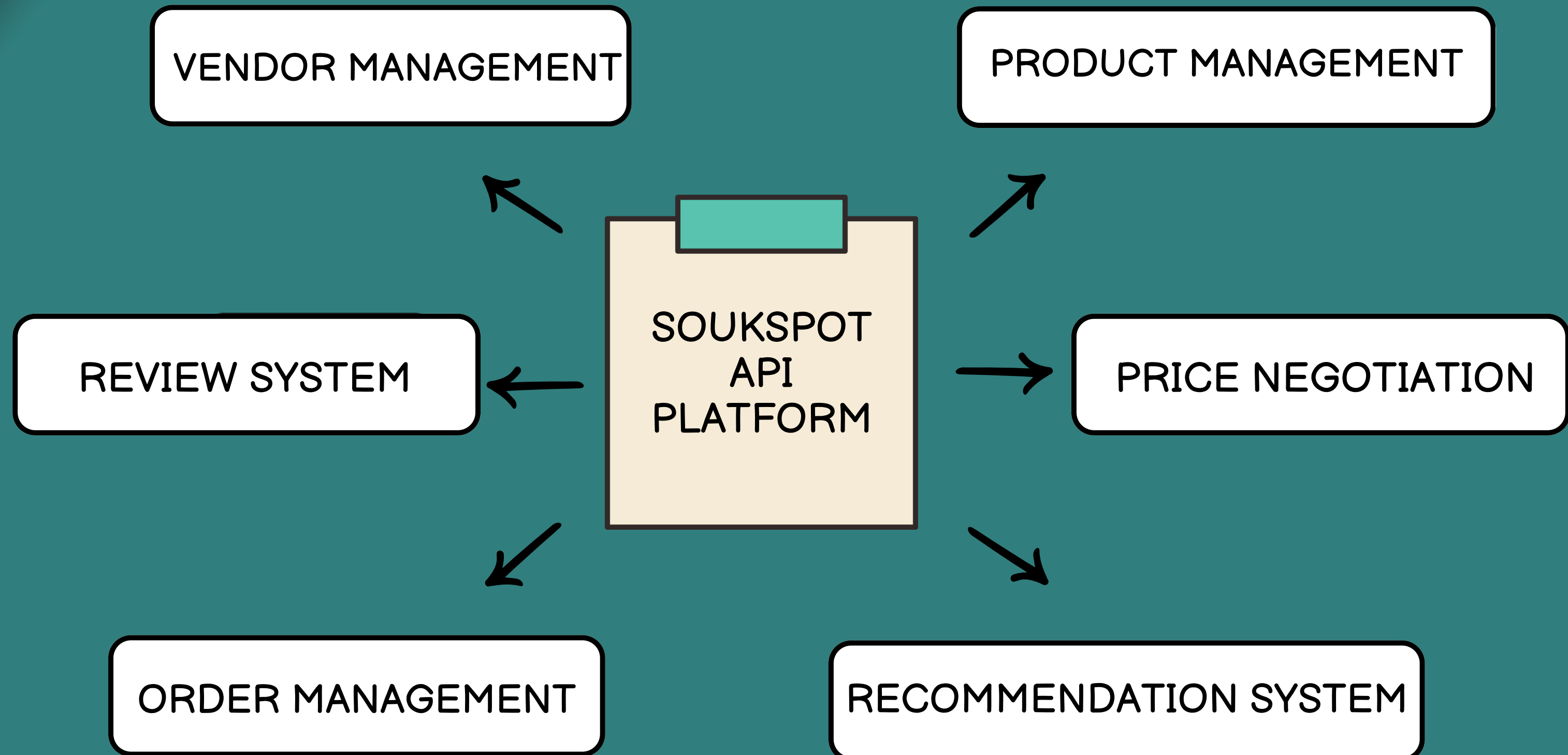
# MOTIVATION

---

**Tunisian souks lack structured online presence, causing inconsistent information, limited communication and hindering promotion of traditional products.**

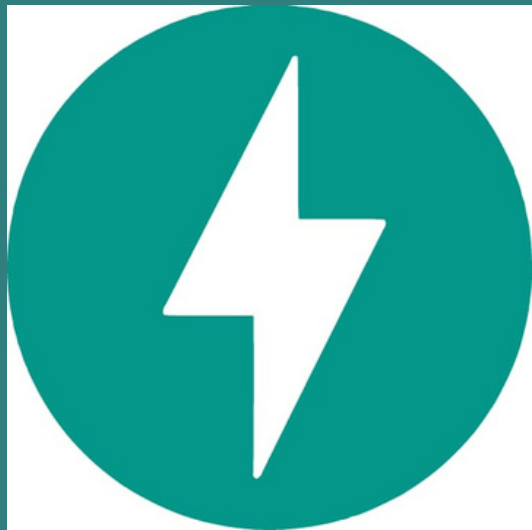
# SOLUTION

---



# TOOLS

---



# SECURITY

---

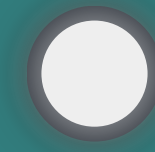


# RESULTS

---



Empowered Vendors  
Through Efficient  
Management



Dynamic Product  
Catalogs with  
Enhanced Visibility



Personalized Shopping  
Experiences



Enhanced Trust with  
Review System



# ENHANCEMENTS

---

**ADVANCED  
RECOMMENDATION SYSTEM**

**DETAILED MAPS INSIDE  
SOUKS**

**REALTIME  
COMMUNICATION**



# CONCLUSION

---

The image features a solid teal background. A light blue diagonal stripe runs from the bottom-left corner towards the top-right, creating a dynamic geometric design.

**THANK  
YOU**