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Challenges Faced by Myntra Users

Enhancing User Experience through Personalized Recommendations

Difficulty in Selection

Users struggle to choose suitable clothing from a vast selection, leading to decision paralysis.

Lack of Personalization

Absence of tailored recommendations based on weather, occasion, price, color analysis, body shape, and quality preferences.

Missing Shopping Insights

Users do not benefit from insights derived from their past shopping history, hindering informed decision-making.

Consequences of Challenges

Result in time-consuming decision-making processes and potential dissatisfaction with purchases, impacting overall user satisfaction.

AI-Driven Fashion Recommendation System

Empowering Personalized Shopping Experiences

Tailored Recommendations

1

Customizing suggestions based on individual preferences to enhance user engagement and satisfaction.

Data-Driven Survey

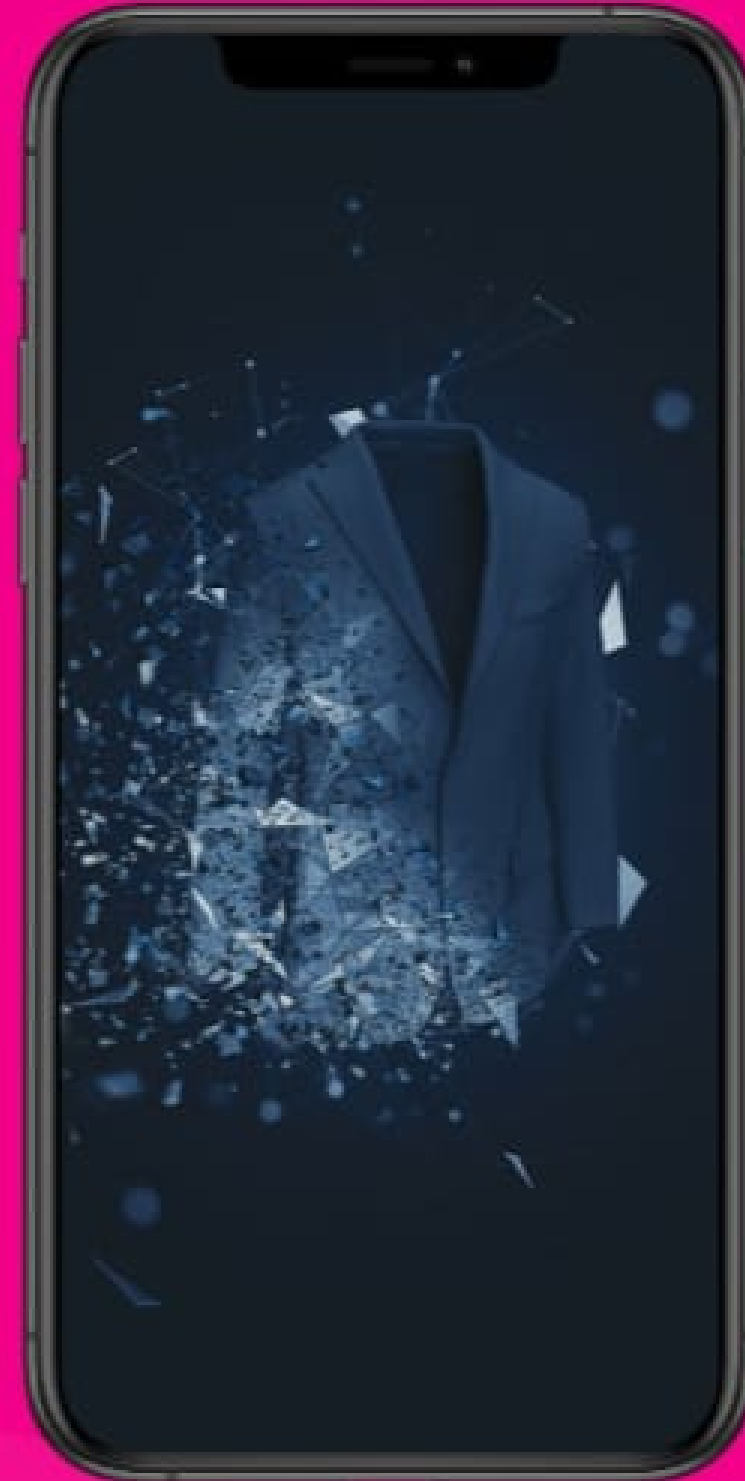
2

Efficiently capturing crucial user data through quick surveys to improve recommendation accuracy.

Comprehensive Evaluation

3

Intelligently comparing items using multiple factors to offer informed and relevant product choices.



4

Instant Suggestions

Delivering real-time recommendations powered by data analytics for a seamless shopping experience.

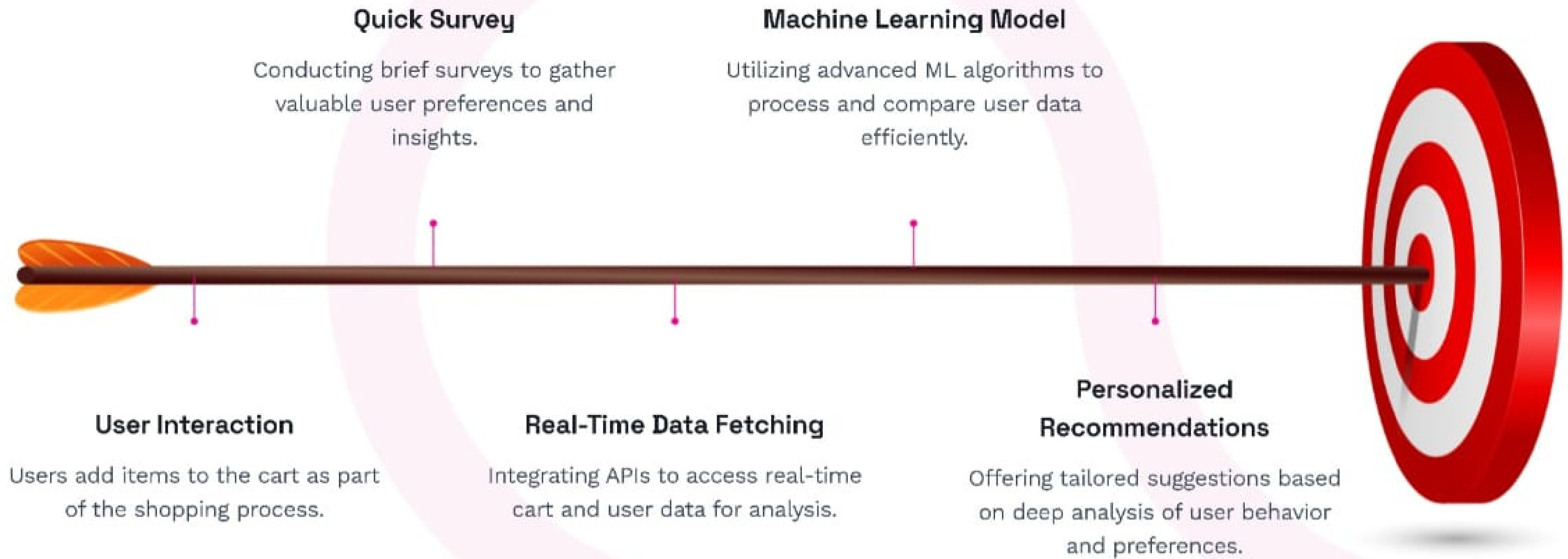
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Enhanced Shopping Journey

Optimizing user experience by streamlining the shopping process, leading to increased user satisfaction and retention.

User Journey: From Interaction to Personalized Recommendations

Enhancing User Experience through AI-Driven Personalization



Broad Technology Components

Enhancing Fashion Shopping Experience Through Advanced Technology

Machine Learning Model

Utilizes Python, scikit-learn, TensorFlow for training & deployment, also supports real-time processing.

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Comparison Logic

Employs custom algorithms to enable multi-parameter comparisons for personalized recommendations.

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Frontend Integration

Incorporates Chatbot or Dynamic UI for user interaction, with API calls enabling real-time data retrieval.

②



Conclusion: Transforming the Shopping Experience

Enhancing Online Fashion Shopping
Through AI-Driven Innovations



Personalized Recommendations

- 1 Tailor suggestions to individual preferences, boosting user satisfaction and engagement.

Intelligent Comparisons

- 2 Empower customers to make well-informed choices by facilitating easy product comparisons.

Seamless Integration

- 3 Implement real-time processing and cutting-edge technology for a smooth shopping experience.

Continuous Improvement

- 4 Leverage user feedback and analytics for ongoing enhancements and future growth opportunities.