

Hackathon Day-1

Marketplace Type

E-Commerce Marketplace General

Purpose

Create a trusted online marketplace for seamless buying and selling of diverse products.

Business Goals

Drive traffic, boost seller engagement, and enhance customer satisfaction with easy navigation and secure payments.

Problem Statement

Buyers face trust issues and difficulty comparing products; sellers struggle with visibility and high fees

Target Audience

Buyers

Tech-savvy individuals, aged 18-45, seeking variety.

Sellers

Small businesses and entrepreneurs

Demographics

Age 18-45, global reach, middle to upper-middle-class income.

Pain Points

Buyers face poor navigation and trust issues; sellers deal with high commissions and limited reach.

Data Schema

Product: Id,Name,Price,Stock,Category,Seller ID.

Orders: Order Id,Customer Info,Product Id,Quantity,Status.

Customers: Customer Id, Name, Contact Info.

Delivery Zone: Zone name, Coverage Area, Assigned Drivers.