Commerce AI Implementation Checklist

Four proven AI patterns for e-commerce. Check off prerequisites before launching each one. Skip patterns that don't fit your stage — start with one.

① Personalized Bundles & Recommendations

📦 DATA REQUIREMENTS

- ☐ **Order history** — ≥6 months, clean product IDs, customer IDs linked
- ☐ **Product catalog** — categories, attributes, tags structured and complete
- ☐ **Browse behavior** — page views, search queries, cart additions tracked
- ☐ **Customer segments** — at least 3 meaningful segments defined

🛡 GUARDRAILS TO SET

- ☐ Margin floor — bundles won't recommend items below ___% margin
- ☐ Inventory check — only recommend in-stock items
- ☐ Diversity rule — max ___% of recs from single category
- ☐ Cold start fallback — new visitors get curated bestsellers, not random

📊 METRICS TO TRACK

METRIC	BASELINE	TARGET	MEASUREMENT
Bundle attach rate	_____%	_____%	Bundles sold / total orders
AOV lift	$_____	$_____	AI vs. non-AI sessions
Click-through on recs	_____%	_____%	Clicks / impressions

② AI-Generated Product Copy

📝 INPUTS NEEDED

- ☐ **Brand voice guide** — tone, vocabulary, do's and don'ts documented
- ☐ **Product specs** — structured data for each SKU (dimensions, materials, features)
- ☐ **SEO keywords** — target terms per product category identified
- ☐ **Example copy** — 10+ approved product descriptions as training examples

✅ REVIEW WORKFLOW

- ☐ **Step 1:** AI generates draft from product data + brand voice
- ☐ **Step 2:** Auto-check for accuracy (specs, pricing, claims compliance)
- ☐ **Step 3:** Human review for brand fit — editor: _____
- ☐ **Step 4:** A/B test against control copy before full rollout

📏 QUALITY RUBRIC

☐ Factually accurate ☐ Matches brand voice ☐ No banned claims	☐ Includes target keyword ☐ Correct length (___-___ words) ☐ Unique (not duplicate)	☐ Compelling CTA ☐ Mobile-readable ☐ Accessibility checked

3 Dynamic Pricing Intelligence

⚙ **RULES TO DEFINE**

- ☐ **Price floor** — minimum margin: _____% (never go below this)
- ☐ **Price ceiling** — maximum markup: _____% above base price
- ☐ **Change frequency** — how often prices can adjust: ☐ Hourly ☐ Daily ☐ Weekly
- ☐ **Max change per cycle** — single adjustment capped at _____%
- ☐ **Competitor data source** — feed or scraping method: _____
- ☐ **Demand signals** — inputs defined (inventory levels, traffic, seasonality)

⚖ **COMPLIANCE CHECKS**

- ☐ No price discrimination based on protected characteristics
- ☐ MAP (Minimum Advertised Price) agreements honored
- ☐ Price gouging rules reviewed for your jurisdiction
- ☐ Customer communication plan — how you explain price differences
- ☐ Audit trail — all price changes logged with timestamp and reason

4 Fulfillment Intelligence

🔗 **INTEGRATIONS NEEDED**

- ☐ **Inventory system** — real-time stock levels accessible via API: _____
- ☐ **Order management** — order status and routing capability: _____
- ☐ **Shipping carriers** — rate APIs connected: _____
- ☐ **Warehouse/3PL** — fulfillment partner API: _____
- ☐ **Returns system** — return data flowing back to prediction model

✅ **FORECASTING SETUP**

- ☐ **Historical data** — ≥12 months of order + inventory data cleaned
- ☐ **Seasonality mapped** — peak periods, holidays, and promo calendars tagged
- ☐ **Reorder points defined** — AI triggers when stock hits threshold
- ☐ **Lead times captured** — supplier lead times per SKU documented
- ☐ **Accuracy benchmark** — measure forecast vs. actual weekly

📊 **KEY METRICS**

METRIC	BASELINE	TARGET
Stockout rate	_____%	_____%
Overstock/dead stock %	_____%	_____%
Forecast accuracy (MAPE)	_____%	_____%
Avg. shipping cost/order	$_____	$_____

💡 **Start with ONE pattern.** Get it working, measure results for 30 days, then layer on the next. Trying all four at once makes it impossible to attribute wins.