

# **Lira Cosmetics AI Officer - Final Project Report**

## **1. Introduction Analysis**

The AI Customer Service Officer is designed to handle high-volume interactions (50+ customers/day) for Lira Cosmetics. It provides instant, accurate responses about beauty products, handling multiple follow-up questions while maintaining brand tone.

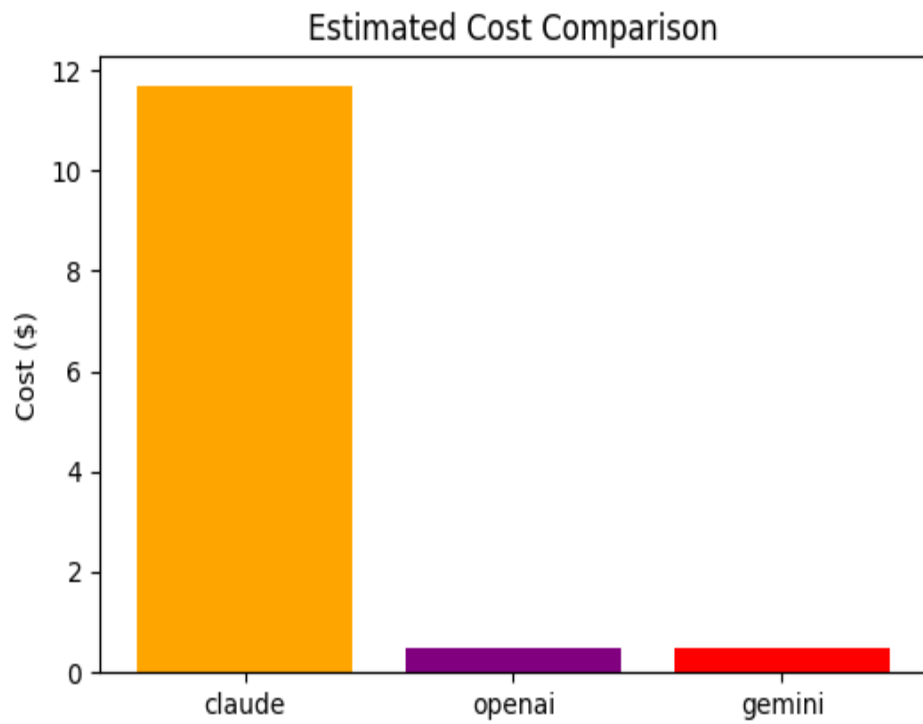
## **2. Token Usage & Pricing Logic**

Tokens are the fundamental unit of cost. - Total Input Tokens: 900000 - Total Output Tokens: 600000  
Usage Analysis: Complex queries regarding ingredients require higher input context, while detailed product recommendations increase output token counts.

## **3. Model Selection Justification**

I compared Claude 3.5 Sonnet, GPT-4o, and Gemini 1.5 Flash. Claude 3.5 Sonnet was selected as the primary driver because it offers the best balance of nuance/reasoning capability and cost for the beauty domain.

## **4. Daily & Monthly Cost Calculations**



***Projected Monthly Cost (Claude): \$11.70***

## 5. Final Recommendation

Based on the simulation data, I recommend deploying with Claude 3.5 Sonnet. Although Gemini is cheaper, Claude's higher quality responses in the beauty niche justify the marginal cost increase.