**Image Generation for E-commerce**

This is the Consulting & Analytics Club of IIT Guwahati's capstone project for the Summer Analytics 2024 course.   
  
Project Overview: Develop a generative artificial intelligence model to generate superior product photos for online retailers.  
  
  
Use Cases:   
  
\*Problem Statement: \* Product Image Augmentation: \* Low-quality and diversified product photos on e-commerce platforms have a negative effect on client confidence and sales.   
  
\*Solution: To improve product listings, generate several high-resolution photos from diverse angles and settings using a generative adversarial network (GAN) to augment existing product images.   
  
Virtual Try-On Experiences: \* Issue Statement: Due to concerns regarding appearance and fit, customers are reluctant to make online purchases of clothing and accessories.   
  
\*Solution: Use generative AI to create a virtual try-on feature that lets buyers see items as they would appear on themselves.