

# RakuAssist

Your All In One Shopping Assistant



# Our team



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# Meet Amartya.

He recently moved from Kolkata to a town in Bangalore to attend college

He had no idea about what he needed to buy in order to relocate and live on his own. He was stuck endlessly scrolling through e-commerce websites without being able to find the best deal ensuring that he's getting the best bang for his buck. It was just a few days left till his college reopens, and he hasn't even got a new t-shirt because the product pictures don't look legit.

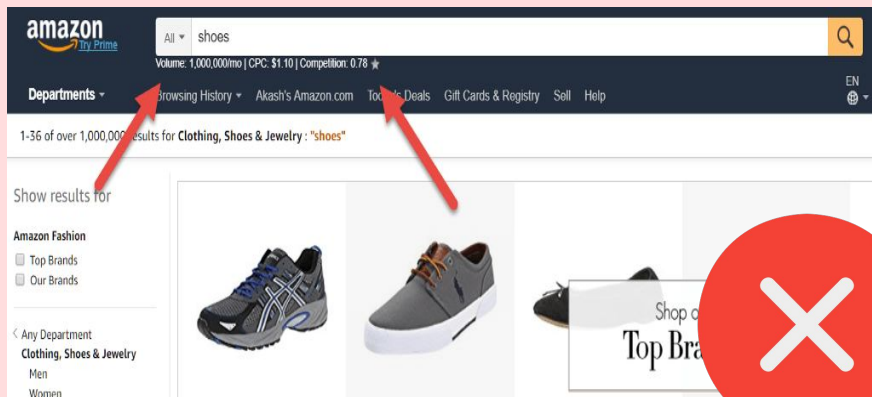


# Problem Statement

- ❖ Relocating? Shopping for a special occasion? Just need to update your wardrobe? **How many hours and rupees have you spent** scrolling through different apps, manually applying filters and yet **couldn't find what you were looking for?**
- ❖ How many times have you felt that you're buying things online that you don't even use, that your **monthly expenses are going out of hand?** On top of that you **forgot to apply the offer** at checkout, which you were eligible for :(
- ❖ How many times were you **duped by the seller** who sent you a **fake or a damaged product**, which created the extra hassle of contacting customer care for returning them?
- ❖ How would you like to have a **gamified shopping** experience where you get Rakuten Superpoints for the right purchases and pass levels and **redeem** them for actual products?

I'm sure you all can sympathize with Amartya, because we have all been there!

# Bye Traditional Search, Hi RakuAssist!



# Key Features



## Scenario Based Recommendations:

Get product suggestions tailored to your exact needs and budget. Chat in natural language to quickly and logically clarify what you need.



## Smart Financial Integration:

Get suggestions for suitable credit card offers that apply to each product based on your credit card information and the seller's details.

## Effortless Shopping Experience

From clothing to toiletries, find everything in one place. Get links to the nearest Rakuten stores and shop seamlessly.



## Scam and deceit prevention

Analyse fake reviews and fake product images. Higher trust score for original product



# Metrics of consideration

## Gross Merchandise Sales

Scenario-based personalized suggestion workflow increases GMS by 11%.

## # Products copurchased

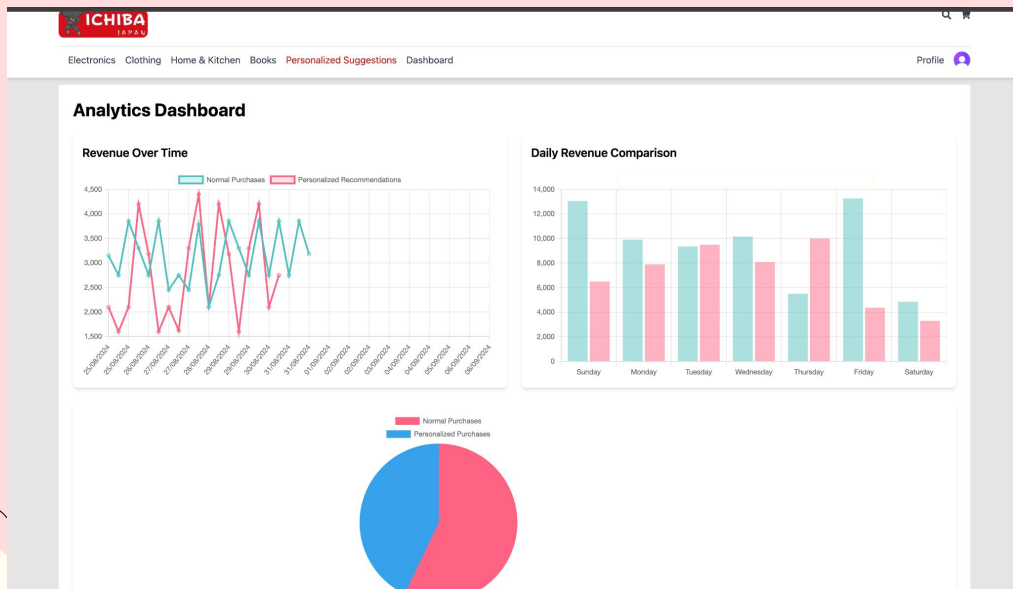
Click through rate and cart to buy numbers also increase by 1.8x

## Speed of Transaction

Average customer transaction from search to checkout reduced by 10 secs



# KPIs & OKRs for RakuAssist



We have demonstrated this with the help of a simulation where we used to test the pipeline. We simulated the purchases which would have been made by the user over a normal search and the purchases which would have been made with RakuAssist. Here are some key points we noticed-

- With Rakuassist, the user also tends to buy grouped products instead of single products which lead to approximately 27% more greater revenue generation.

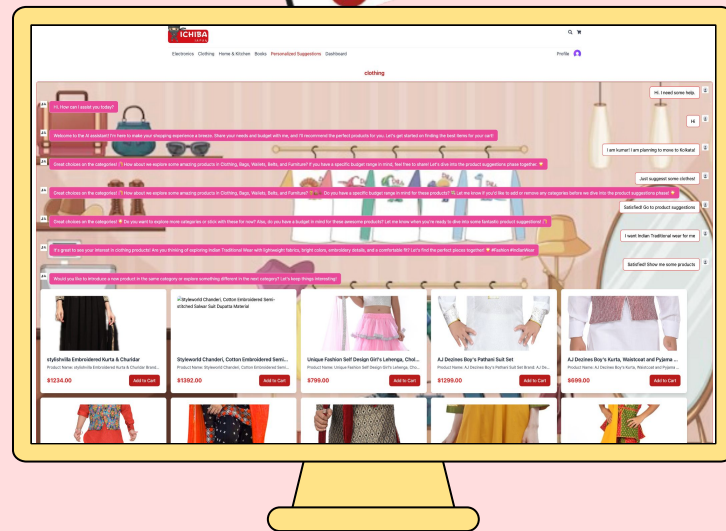
Some key OKRS are-

- Enhanced personalisation for the user which makes him feel more comfortable while shopping.
- Enhanced Trust and security due to greater accuracy in fake review and hence fake products
- Customer base boost to offline RakuAssist stores via location based suggestions

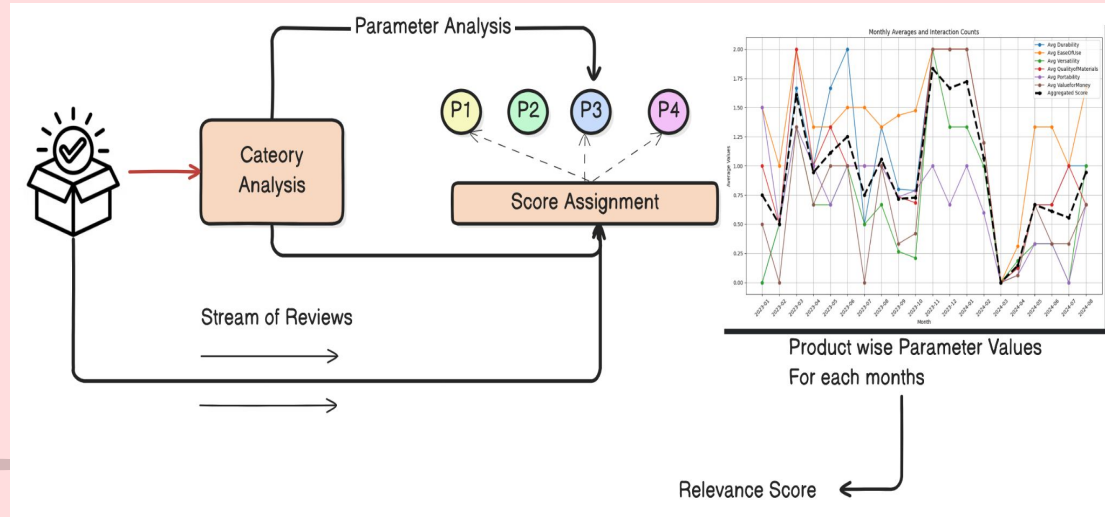
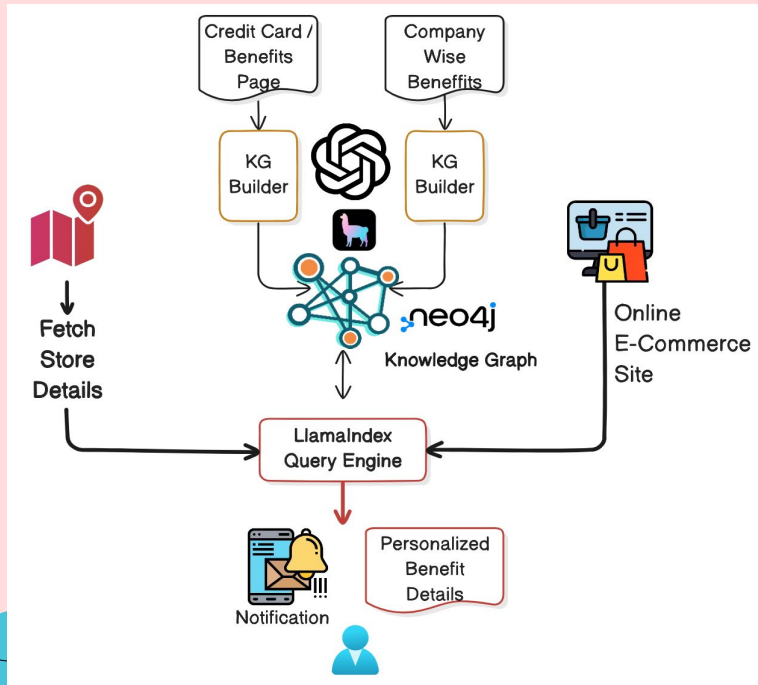


# Meet our RakuAssist

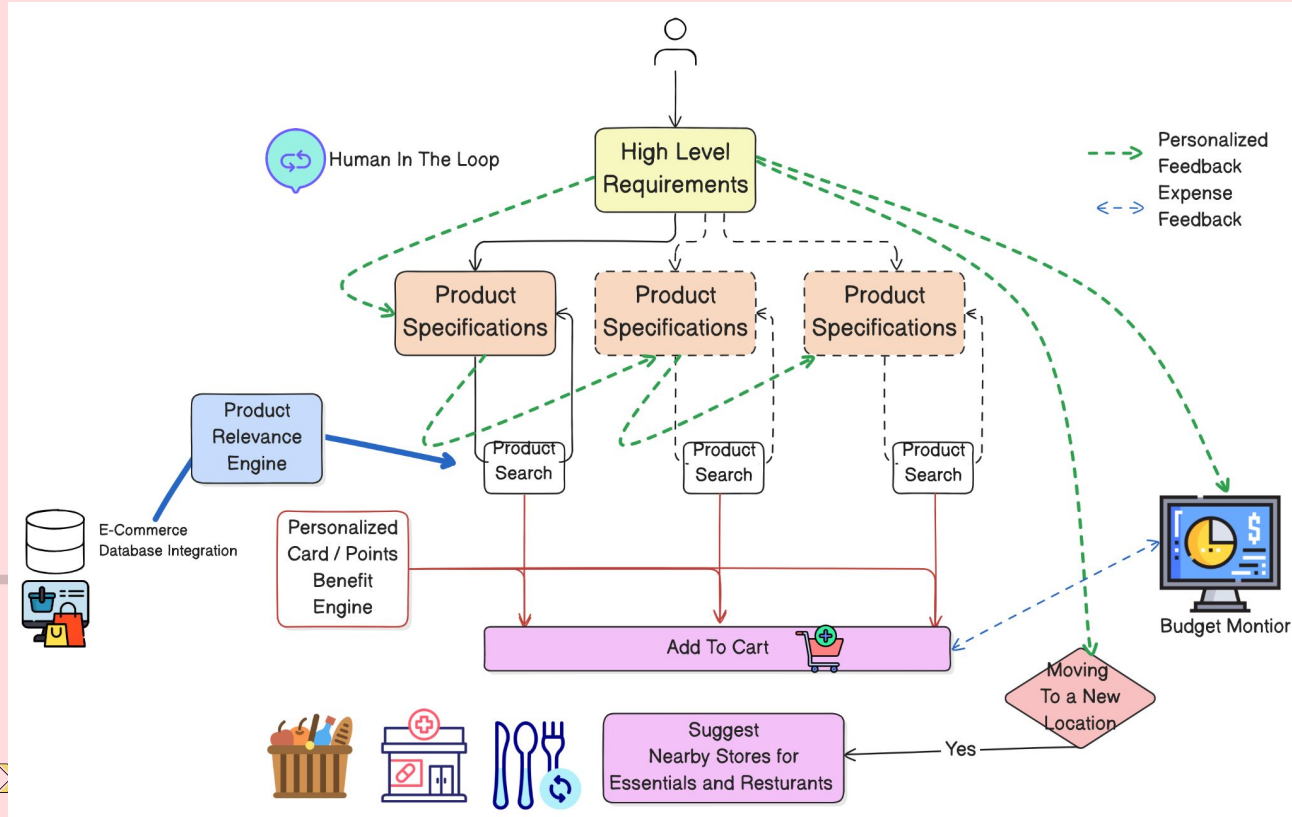
Easy to use, catering to the needs of our  
1.8 billion Global members!



# Different Components Of The Solution



# Integrating Different Components



# Tech Stack



Python



Flask



Amazon Web Services



GPT 3.5



LangChain



ReactJS

Thanks!

Do you have any questions?

