# AI-Powered Market Intelligence & Automation for Wayfair Rugs

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# Agent 1: Moodboard Generator
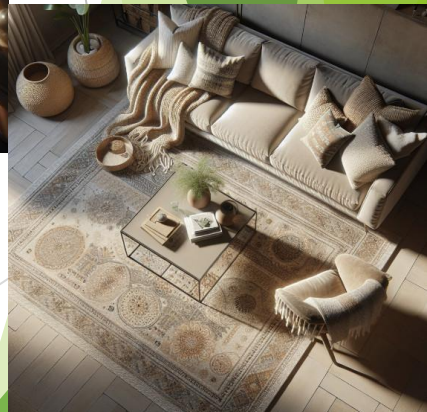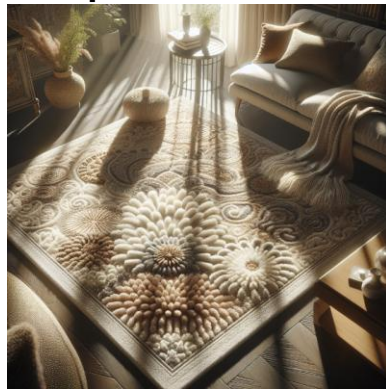
**From Design Prompt → AI-Curated Visual Mood**

🎯 Objective: Convert short design prompts into AI-generated moodboards to help the team explore emerging rug styles, color palettes, and visual directions.

🧠 Input Example: "Bohemian rugs, neutral tones"

⚠️ Input Guidelines:
- Keep prompts specific and under 10 words (e.g., "eco-friendly jute rugs").
- Use clear style and material keywords (color, texture, tone).
- Avoid subjective adjectives like "beautiful" or "nice."

**Output:**

# Agent 1: Moodboard Generator

**View JSON Workflow:**

# Agent 2 : Competitor Monitoring and Comparison

**Wayfair vs. Amazon Rug Pricing Analysis**

• 🧠 System Role: Pricing strategist for Wayfair's rug division, focusing on price positioning and competitive strategy.

• 🎯 Key Tasks:
  •Compare Wayfair rug prices against Amazon listings.
  •Classify position as Cheaper, Parity, or Premium.
  •Provide one clear pricing action for each identified gap.

• 📊 Output Requirements:
  •Detailed price comparison table ($ and %).
  •Focus exclusively on pricing data, ignoring secondary metrics.
  •Generated as a complete HTML report.
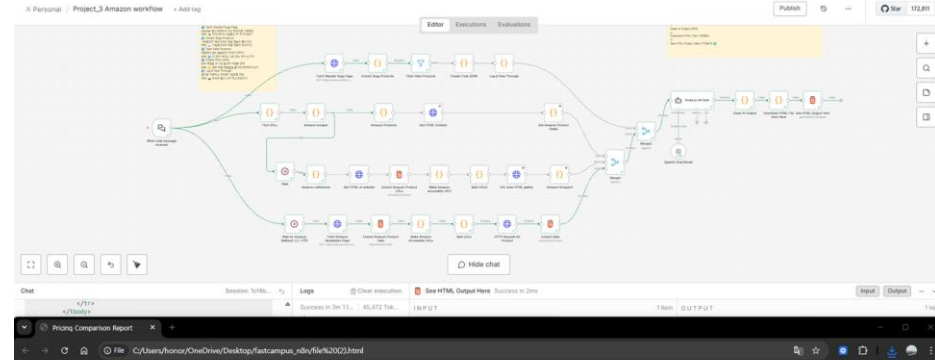


## Wayfair vs Amazon Rug Pricing Comparison

| Rug Name | Wayfair Price ($) | Amazon Price ($) | Price Difference ($) | Price Difference (%) | Position | Pricing Action |
|---|---|---|---|---|---|---|
| Black Farmhouse Washable 8x10 Area Rug | 93 | 93 | 0 | 0% | Parity | Run 10% promo on Black Farmhouse rugs to gain price advantage. |
| Washable Navy Blue Living Room Rug | 101 | 101 | 0 | 0% | Parity | Run 5% discount promo for a competitive edge. |
| Boho Taupe Brown Living Room Rug | 101 | 101 | 0 | 0% | Parity | Introduce a loyalty program offering discounts on next purchase. |
| Oriental 8x10 Large Area Rug | 110 | 110 | 0 | 0% | Parity | Promote additional 5% off for purchases over $100. |

❖ **Input System message:**
*"You are a pricing strategist for Wayfair's rug division.*

*Your ONLY focus: price positioning and competitive pricing.*
*Task:*
*1. Compare Wayfair rug prices vs Amazon prices*
*2. Identify: Is Wayfair cheaper, at parity, or premium?*
*3. For each price gap, provide ONE clear pricing action*
*Output Requirements:*
*- Show price comparison table (Wayfair vs Amazon)*
*- Calculate price differences ($ and %)*
*- Classify: Cheaper / Parity / Premium*
*- Give specific pricing actions (e.g., "Lower SKU X to $199", "Run 15% promo on category Y")*
*Focus ONLY on pricing. Ignore materials, reviews, or marketing.*
*Return complete HTML report."*

# Agent 3: AI-powered marketing content automation

**Transforming Data into High-Impact Content**

🧠 Input: Amazon product data including pricing, features, and style details.

⚙️ Processing: Data scraping → AI analysis (GPT-4o) → Insight extraction → Content generation.

🚀 Output:
- Trend Insights: Identifying top-performing styles like "Washable Farmhouse Rugs."

- Marketing Assets: Automated blog posts, Instagram captions, and HTML reports.

# Agent 4: Market Intelligence Orchestrator

**Centralized Data Synchronization and Insight Delivery**

📥 Input: Product, pricing, and trend data from scrapers, Google Sheets, and Supabase.

⚙️ Processing:
Synchronize data between Google Sheets (control) and Supabase (database).
Enable AI agents to access structured data for pattern analysis.

📤 Output: AI-produced trend insights, pricing signals, and marketing content delivered to dashboards and system storage.
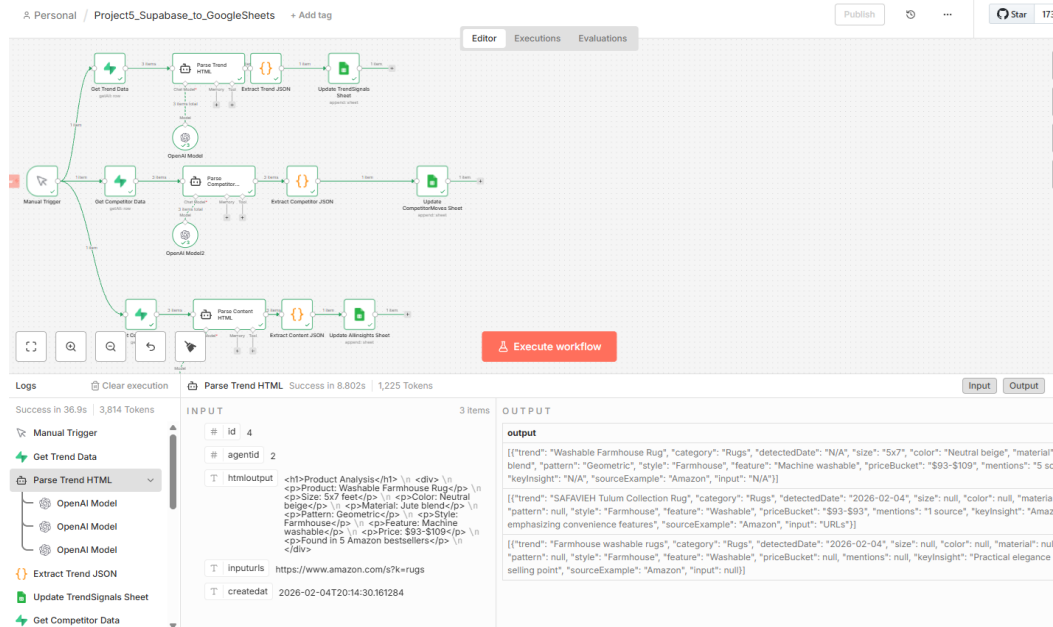
# Market Intelligence Summary

*Bringing All Agents Together → Live Insights for Wayfair's Rugs Team*

## WAYFAIR INTELLIGENCE DASHBOARD

*Executive Summary - Market Intelligence Report*
*Generated: 2026-02-04*

### KEY PERFORMANCE INDICATORS

| Total Trends Identified | Competitor Products Analyzed | Content Ideas Generated |
|---|---|---|
| | | |

### TREND ANALYSIS

| | | | |
|---|---|---|---|
| Top Emerging Trend | Washable Farmhouse Rug | | |
| Primary Category | Rugs | Price Range | $93-$109 |
| Key Feature | Machine washable | Style | Farmhouse |
| Material | Jute blend | Market Mentions | 5 sources |

### COMPETITIVE INTELLIGENCE

| | | | |
|---|---|---|---|
| Primary Competitor | Amazon | Product | SAFAVIEH Tulum Collection |
| Competitor Price | $93.99 | Rating | 4.5 |
| Key Features | Soft and durable, Machine washable | | |
| Wayfair Gap Identified | Need washable options under $100 | | |

### STRATEGIC RECOMMENDATIONS

| | | | |
|---|---|---|---|
| Immediate Action | Launch washable collection | | |
| Content Strategy | 5 Washable Rug Styles | | |
| Content Type | Blog | Impact Level | High |
| Assigned Owner | Marketing | | |

### MARKET INSIGHTS

The rug is a popular choice in multiple Amazon bestseller lists, indicating a strong market presence.

**Trend Summary**

Emphasizing convenience

**Competitive Insight**

Practical elegance

**Content Insight**

### SUMMARY STATISTICS

| | |
|---|---|
| High Impact Content Idea | 6 |
| Medium Impact Content I | 0 |
| Blog Post Ideas | 6 |
| Social Media Ideas | 0 |
| Unique Categories | 0 |
| Average Price Point | $93-$109 |

# Reflections & Future Improvements

What I Learned and How I Can Make It Better

### 🧭 Key Learnings

- Systemic Resilience: I learned to design "fault-tolerant" logic that pivots to brand pillars when external data fails.

- Logical Sequencing: I discovered that the strategic order of data capture, interpretation, and translation is more vital than the tools.

- Data Convergence: I learned that true intelligence comes from synthesizing micro-product specs with macro-market signals.

### 🚀 Future Improvements / Next Steps

- Anti-Blocking Integration: I will integrate dedicated Scraping Proxy APIs to ensure 100% data uptime against security blocks.

- Multi-Modal Analysis: I plan to add visual analysis to match creative copy with the aesthetic "vibe" of trending products.

- Human-in-the-Loop: I would implement a feedback node to iteratively refine the agent's understanding of the brand voice.

*Strategic Intelligence for Wayfair Rugs: Ready for the Next Leap!*