For the AI implementation on our website, we will be using the OpenAI API to develop an assistant that will pull from review and industry data to give the best possible recommendations for tech products.

We will be using the customizable AI models and developing our own training data that is based on the reviews of the products on our site. This will allow the AI to give more streamlined and precise answers to our customers.

The AI model is priced based on tokens by the millions. Based on what the chatbot will be used for on our site, there will probably be ~30 to 100 input tokens used per prompt, and ~100 to 300 output tokens. This gives a very rough estimate of $0.086 - $0.26 for every 1000 prompts when using the GPT-4.1 nano customizable model. The cost of maintaining this AI will likely vary greatly by month based on website traffic.

There is also an upfront training cost of $1.50 per every million tokens of training data.

References

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