



Most awaited Tech Hackathon

Case Study



Theme 1 - Shopping Experience with Generative AI + AWS

Contextual shopping experience using ChatGPT: We invite you to explore futuristic shopping experience using generative AI for Amazon. Objective is to curate contextual shopping experiences based on individual user's chat session and preferences. AWS can be used for solutioning. E.g. I want to buy best air conditioner for my living room in 30K budget, please suggest me a branded 5 star power rated AC .

Theme 2 - Green Commerce

In this theme environment takes a central stage, how can Amazon provide a platform that prioritizes sustainable and eco-friendly products? The other avenue is to look for optimizing the supply chain in reducing the carbon footprint or promoting zero waste or biodegradable packaging. We invite you to put your thinking caps on and bring out the best ideas for a better tomorrow.

Theme 3 - Fire TV Personalized Content Advisor

Seeking to revolutionize content discovery on Amazon's Fire TV, the "Fire TV Personalized Content Advisor" leverages state-of-the-art Machine Learning (ML) and Deep Learning (DL) algorithms, powered by Large Language Models (LLM), to offer finely tuned content recommendations based on user preferences and location. With advanced features like voice-activated commands, family-friendly filters, curated playlists, and monetization strategies through premium subscriptions and content partnerships, this initiative not only enhances user satisfaction and engagement but also showcases Amazon's commitment to cutting-edge technology. Ultimately, it creates a win-win scenario for users, content providers, and Amazon's streaming platform, ushering in the future of personalized entertainment discovery.

