

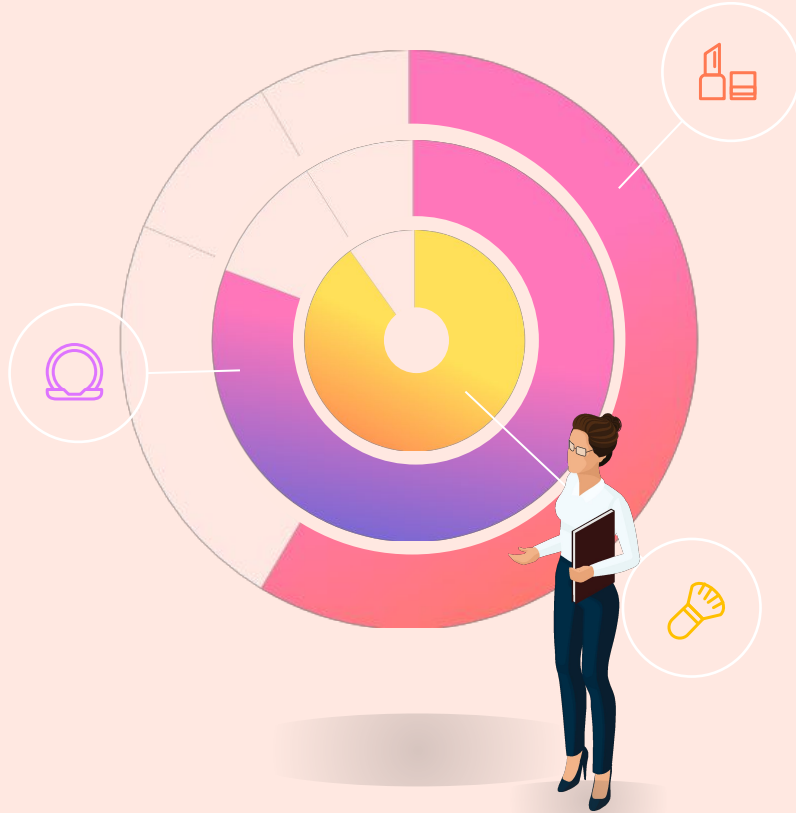
Research and development

Customer Data is important. Any text given for any ecommerce site has useful data. The data needs to be cleaned, NLP techniques to be implemented to get some cleaned data. The data then has to be processed using different DL techniques to bring out insights. Different Dashboards with different insights thus get created.

Product 2

Different Customer Journeys Across Time:-

1. Across Time the Journey of the Customers are Maintained.
2. The timeline needs to be decided for the unique topics across time.
3. Intersection of the products across time and across Customers reveals insights about different topics and insights.



Product 1

Customer Insights:-

1. Different Topics and Sub-Topics related to different Customers get created.
2. Different Customers have different topics and sub-topics and depicts their journey.
3. Drill down of Topics and saving their journey in no-sql becomes part of the activity.

Product 3

Graph Network:-

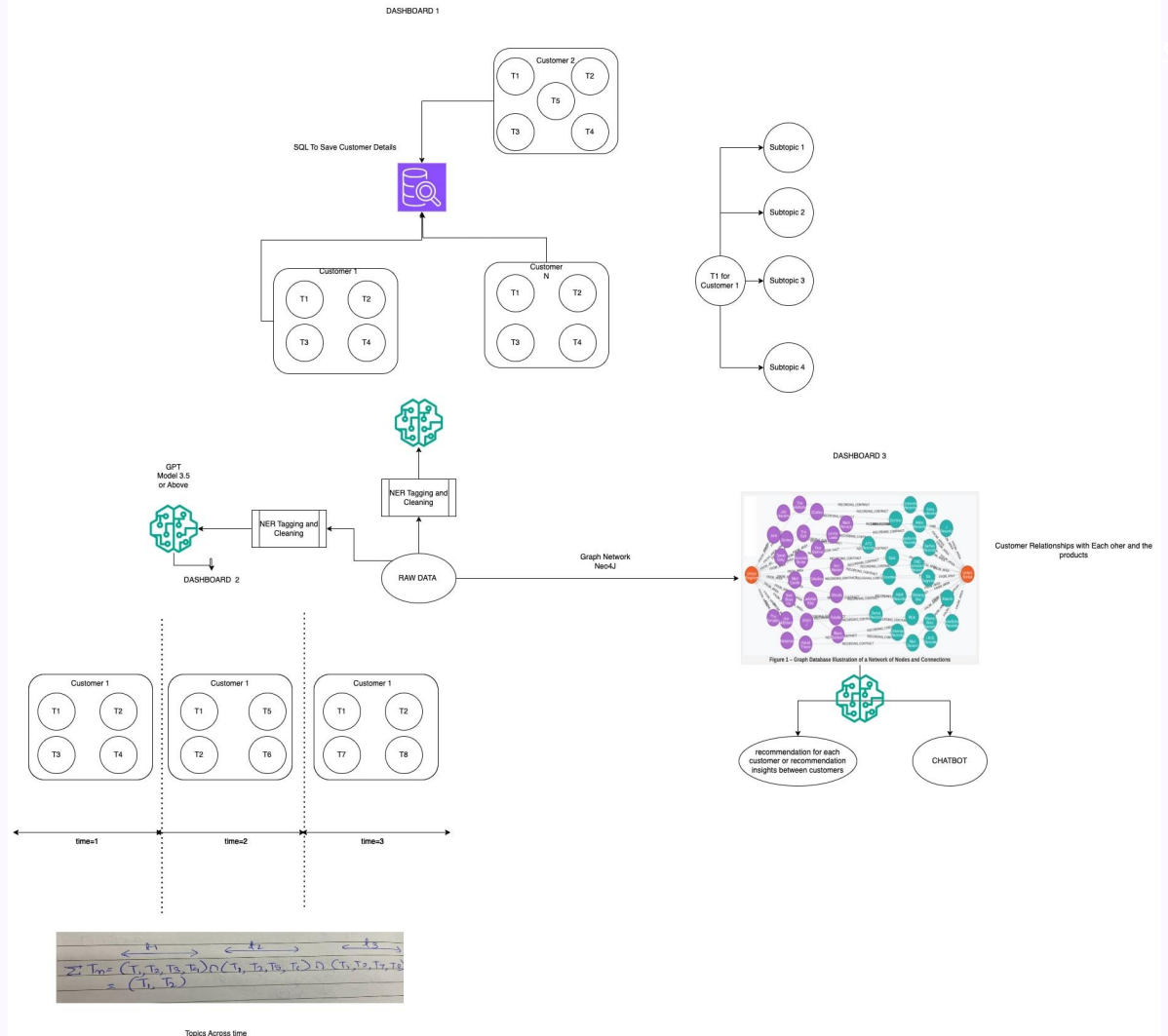
1. Using Neo4j and NLP we create graph databases with nodes and relationships.
2. Different recommendation for different customers are tagged and generated.
3. Chatbot can be integrated to ask questions regarding specific customers

RESEARCH AND DEVELOPMENT



Technologies Required:-

1. OpenAI GPT.
2. Neo4J Database
3. Qlik Dashboard or Tableau
4. No-SQL Database
5. NLP Integration



FEW INSIGHTS

Products in The Data

- Smartphones
- Tops & Biscuit
- World Photography Day
- N55 Digital
- Energy bars & trail mixes
- Borosil Glass Universal
- K450 Smartphone
- Lava Blaze
- Redmi A2
- Samsung Galaxy M13
- OnePlus Nord CE 3 Lite 5G
- Redmi Note

Discounts and Offers:

- Up to 50%
- 60%
- 72%
- 30%
- 37%
- 15%
- 50%
- 33%
- FREE

Rating and Reviews:

- 4.4
- 3.8
- 3.9
- 4.1
- 3.1
- 4.0
- 4.5
- 4.6
- 4.7

Colors:

- Stardust Brown
- Dark Blue
- Charcoal
- Dark Cyan
- Royal Blue
- Light Green
- Mint Green

SUMMARY OF THE DATA

Product Preferences:

- Smartphones
- Tops & Biscuit
- World Photography Day
- N55 Digital
- Energy bars & trail mixes
- Borosil Glass Universal
- K450 Smartphone
- Lava Blaze
- Redmi A2
- Samsung Galaxy M13
- OnePlus Nord CE 3 Lite 5G
- Redmi Note

Shopping Preferences:

- Enjoys discounts ranging from 15% to 72%
- Attracted to FREE offers
- Willing to pay prices ranging from ₹1,069.00 to ₹84,000
- Considers various product ratings, with a preference for ratings between 3.8 and 4.7
- Interested in products available in colors such as Stardust Brown, Dark Blue, Charcoal, Dark Cyan, Royal Blue, Light Green, Mint Green

Other Shopping Behavior:

- Shows interest in sponsored products
- Frequently shops on Amazon.in
- Aware of terms like M.R.P (Maximum Retail Price), EMI (Equated Monthly Installment)
- Considers budget-friendly options
- Interested in Smart TVs
- May prefer to make purchases tomorrow or within 2 days
- Responsive to time-limited deals like "Only 1," "Only 2," "Only 5"
- Open to upcoming deals and events, with a mention of an upcoming date on Jun 14, 2023

This summary provides a brief insight into the user's product preferences, shopping behavior, and awareness of various terms and offers.

To Do:-

- 1.Further Cleaning of Data and NER Tagging.
- 2.Fine tuning of Summarization techniques and sentence generation.
- 3.Implementation of GPT-4 for fine results.
- 4.Current technology:-3.5 Turbo 4k GPT OpenAi.