PROPOSAL OF CUSTOMER JOURNEY OF PRODUCTS

Objective:-

Given Customer Historical Data, the need is to create a seamless pipeline that injects customer track history, implements Python ,NLP and Gen-AI to derive insights. The insights can be then saved to a different SQL database, or it can be migrated to a Tableau dashboard for interactive visualization.

PHASE 1: Initial POC development and insights to be delivered: -

1.Individual User Application History.

2.Per Individual per Application Time to be Tracked.

3.Per Individual Time Allocation for different Application.

4.Per Individual Session History (No of Times a single Application is launched and closed)

5.Per Individual Per Session pages opened. Tracking the types of pages opened during each session(category, product detail page etc.)

6.Tracking the type of page of each application based on the number of users visiting that specific page.

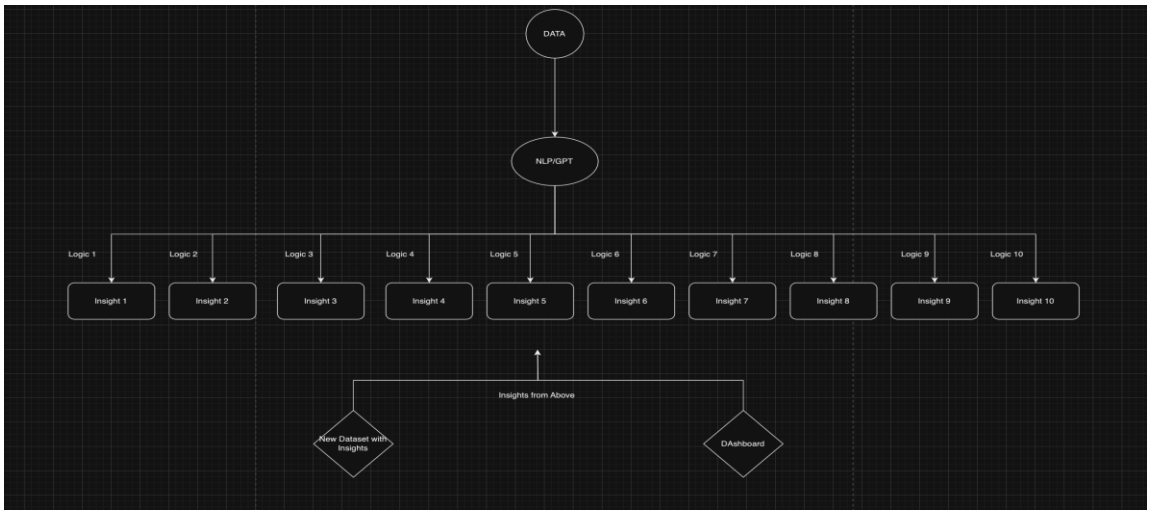
7.Tracking the number of instances a product is added to cart. Also the history of that product has to be tracked.

8.Per product tracked ,complete details.(Colour, size etc. Features of the product).

9.No of quantities of each product.

10.In the cart product details.

ARCHITECTURE(PHASE 1)



Tech stack

1.Python

2.NLP

3.OPEN AI GPT 3.5

4.Tableu

ROADMAP

Week	Process	Actual Timeline
17th december-23rd December	Data discovery and Process Formulation	TBD
24th December-30th December	Implementation of Initial 5 Features	TBD
1st –3rd December	Feedback on 5 Features	TBD
3rd-10th January	Implementation of remaining 5 features	TBD

11th –13th January	Feedback on the last 5 Features	TBD
13th January – 17th January	Final Visualization and Static Configuration	TBD

The table shows the tentative dates of completion of the different features along with Data Discovery and the architectural design of the process.

Future Steps:-

1. Once the POC is delivered, the process needs to be shifted to Cloud DB.

2.AWS/Azure to be implemented for a seamless injection and insights population.

3.The insights populated needs to be stored. The storage mechanism needs to be decided.

COST OF POC

Task	Cost
Cost per Feature	**10k**
OpenAI GPT Token	Subscribed /If institution is happy with the implementation, future cost needs to taken into consideration.
Total Features(POC)	10
Total Cost	10*10=1L
Total Time	1 Month(Approx.)

This is an agreement/initial proposal between MADHURJYA TAMULY and MARKET XCEL(New Delhi).

NAME:MADHURJYA TAMULY APPROVER Sign:-

Place:-PUNE Date:-