

AI for Bharat Hackathon

Powered by **aws**



Team Name : First-Commit

Team Leader Name : Prajwal Nivangune

Problem Statement : Agentic AI copilot that auto-diagnoses retail performance changes and recommends next actions.

Bridging the Gap Between "What Happened?" and "Now What? -

The Problem



-  Fragmented data & slow decision-making
-  Struggle with:
 - What?
 - Why?
 - Who?Result: Revenue Loss

Our Solution



Our Edge



-  Always-on & Proactive Monitors:
 - Revenue at risk
 - Inventory exposure
 - Operational breakdowns
 - Demand spikes
-  Result: Alerted early with remediation paths

How is our Solution Different? | USP & Problem Solving -

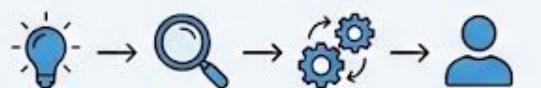
How is it different?



Dashboard



Chatbot



Insight

Root Cause

Action

Ownership

Our AI takes responsibility for the decision, not just analysis.

How does it solve the problem?



Revenue Risk
Stockouts
Operational Breakdowns
Demand Spikes



Investigates



Ranks



Explains



Creates &
triggers action

Founders move from data overload to clear next steps in minutes.

USP of the proposed solution



Decision Intelligence



Always-on, proactive



Actionable by design



Built for Indian D2C



Delivers real business outcomes

We turn business anomalies into owned actions -not charts

The Agentic Engine: Features & Capabilities -



Data Intake

Lite inputs (WhatsApp/voice), Excel/CSV uploads, marketplace/API connectors.



Hypothesis & Test Orchestrator

Hypothesis tree generation + minimal query/test planning + confound checks.



Normalization & Quality Layer

Auto column mapping, schema unification (orders/inventory/returns/traffic/SLA), missing-data handling.



Causal Scoring & Explainability

Contribution + confidence scoring (decomposition/DID/synthetic control) + evidence trace



Anomaly Detection

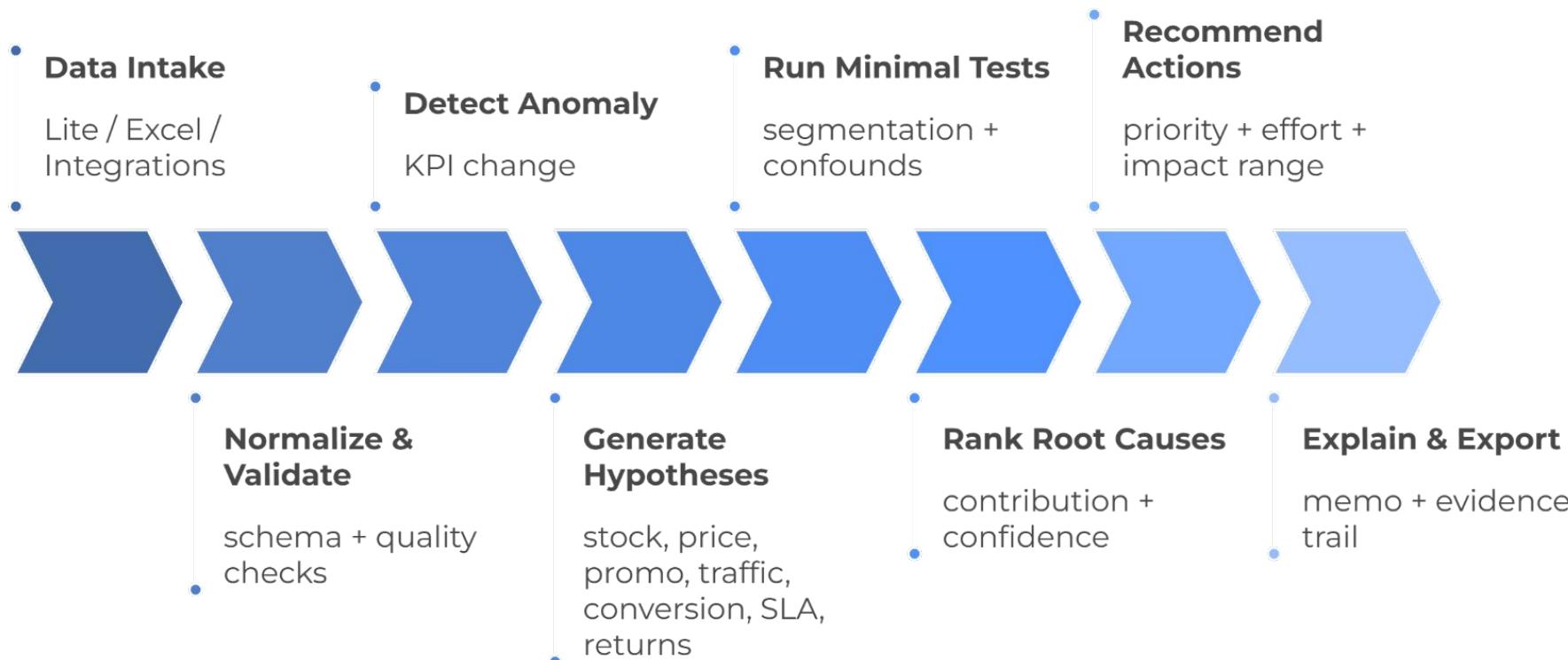
KPI monitoring (sales, units, CVR, AOV, OOS, returns, cancels, SLA) with segment localization (SKU/region/channel).



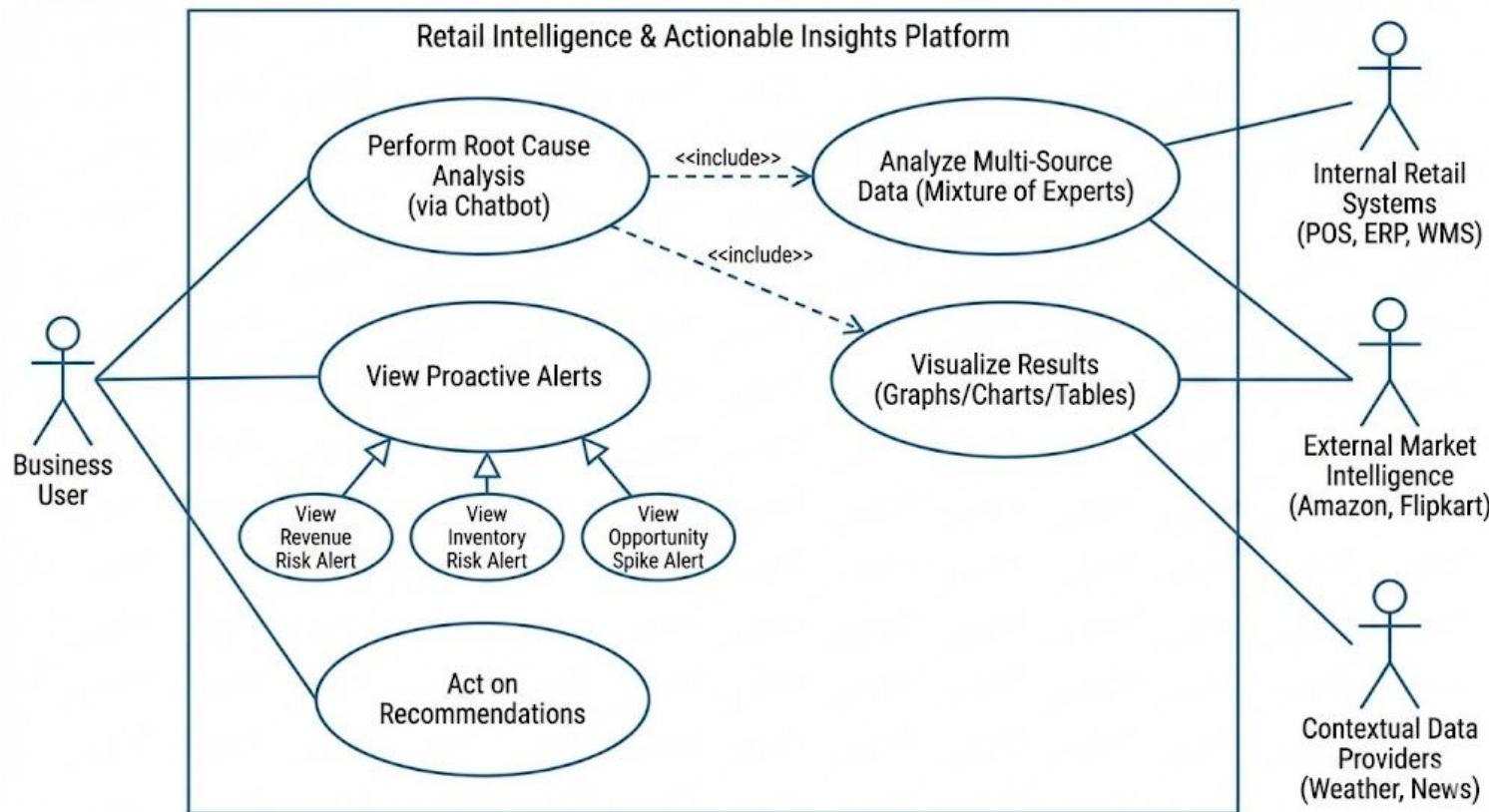
Action Recommendations & Memo

Prioritized actions (restock, listing fix, price/promo, delivery settings) + expected impact range + exportable memo.

Process flow diagram -



Use Case Diagram -



Wireframes/Mock diagrams of the proposed solution -

Nexus Intelligence

Revenue at Risk

DROP DETECTED

SESSION: #ADMIN-09
LOC: MUMBAI, MH

Live Signals

BHARAT_FEED

- Stockout: Disney Stitch Oversized Tee (Delhi) 12K A&B
- Traffic Spike: Instagram Reel @RiyaJain 1H A&B
- Marketplace: Myntra Sync Latency High 3H A&B

Critical diversion in Disney x Bonkers collection. High traffic (Viral trend) meeting Zero Inventory in North Region.

e.g. Why is revenue dropping for Disney collection despite high traffic?

Ask about revenue drops, stockouts, or trends...

RUN DIAGNOSIS →

[TRY: "Why is revenue dropping for Disney collection despite high traffic?"]

Dashboard (Ask questions)

Synthesizing stage

Synthesizing Intelligence

CROSS-REFERENCING 3/3 DATASETS

- Querying Shopify & Unicommerce (WMS) DONE
- Analyzing Instagram Signals (Reels/Mentions) DONE
- Correlating Regional Demand vs Inventory DONE
- Generating Action Plan for Supply Chain PROCESSING

Combines insights with recommended next steps and

can also send the associated task ID to the appropriate team for execution, in one click.

Nexus Intelligence

SESSION: #ADMIN-09
LOC: MUMBAI, MH

C NEW SEARCH

Root Cause Identified

CONFIDENCE: 98%

Inventory Mismatch : Viral demand in Delhi meets 0 Stock.

Viral Trigger Reel by @RiyaJain (Delhi-based) hit 1.5M views. Drove 300% traffic spike from North India.

Inventory Bindpot Delhi Fulfillment Center is OOS. 1,200 units are stuck in Mumbai HQ not allocated to online orders.

SOCIAL HYPE VS. INVENTORY LEVELS

Business Impact

LOST REV ₹3.5L CONVERSION 0.8%

STOCK @ HQ 1,200 Units idle STOCK @ DEL 0 Stockout

AI GENERATED

Express Allocation Action successfully queued for execution.

Ad Optimization Action successfully queued for execution.

Customer Retention Enable 'Notify Me' & send 'Back in Stock' WhatsApp blast to waitlist.

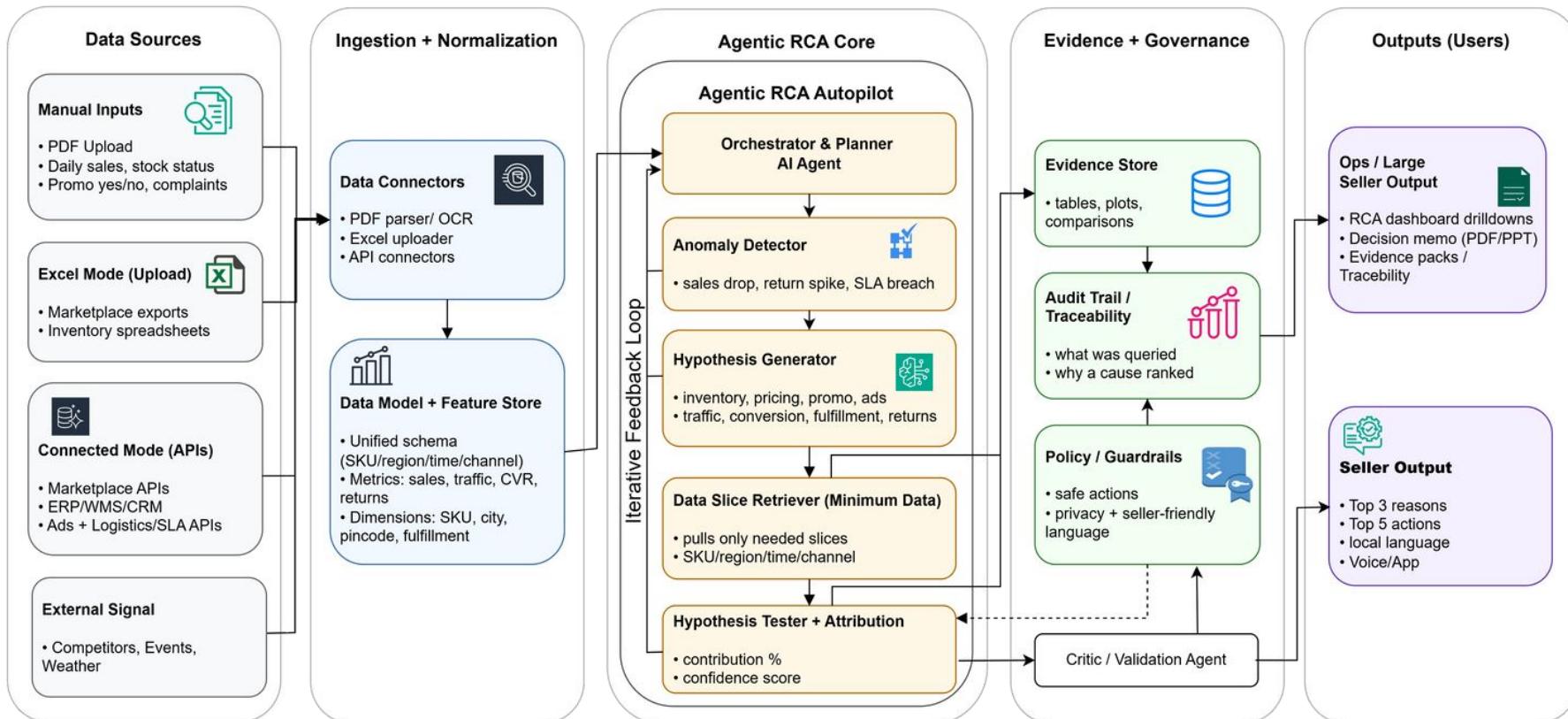
MUMBAI (HQ) → DELHI (NCR)
Overstock Stockout

Geographic Opportunity INVENTORY MAP

Demand is concentrated in North India (Delhi/NCR) due to influencer trend. Supply is trapped in West (Mumbai).

Ask a follow-up (e.g., "What is the cost of transfer?")

Architecture diagram of the proposed solution -



Technologies to be used in the solution -

Frontend & Backend Technologies



Frontend

React.js (Vite)
shadcn/ui
Tremor (For charts)
Zustand (State Management)



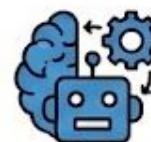
Backend

express
Node (Runtime)



REST API + SSE

Agents, LLMs & Database



Agents & LLMs
AWS strands-agents sdk (TypeScript)



Database

MongoDB

Cloud Infrastructure



AWS

App runner/ ECS
Lambda (if needed)
CloudFront
Secret Manager
AWS Cognito



GCP

Google BigQuery (For business isolations, Data Storage)



Excel (As source for the BigQuery tables)

Estimated implementation cost -

Components	Tech	Cost (Monthly)
Compute	App runner	\$25.00
Database	Google BigQuery	Free Tier
AI (models)	Bedrock	~\$20.00 (Variable for 100 users)
CDN / DNS	AWS CloudFront	Free tier
Total		\$45

We can service an MSME for less than ₹60 (\$0.70) per month at scale. We charge them ₹199/month, offering a healthy 70% gross margin.

Innovation partner **H2S**

Media partner **YOURSTORY**

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Thank You

