



TEAM : ByteBandits





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Theme 1 - Shopping Experience with Generative AI + AWS





PROBLEM STATEMENT

Time-Consuming Product Discovery:

- Users spend excessive time navigating and scrolling to find desired products.
- This leads to a frustrating and cumbersome shopping experience.

Tedious Review Research:

- Finding reliable product reviews necessitates extensive research.
- Users must explore various blogs and YouTube links, consuming valuable time.

Generic Product Descriptions:

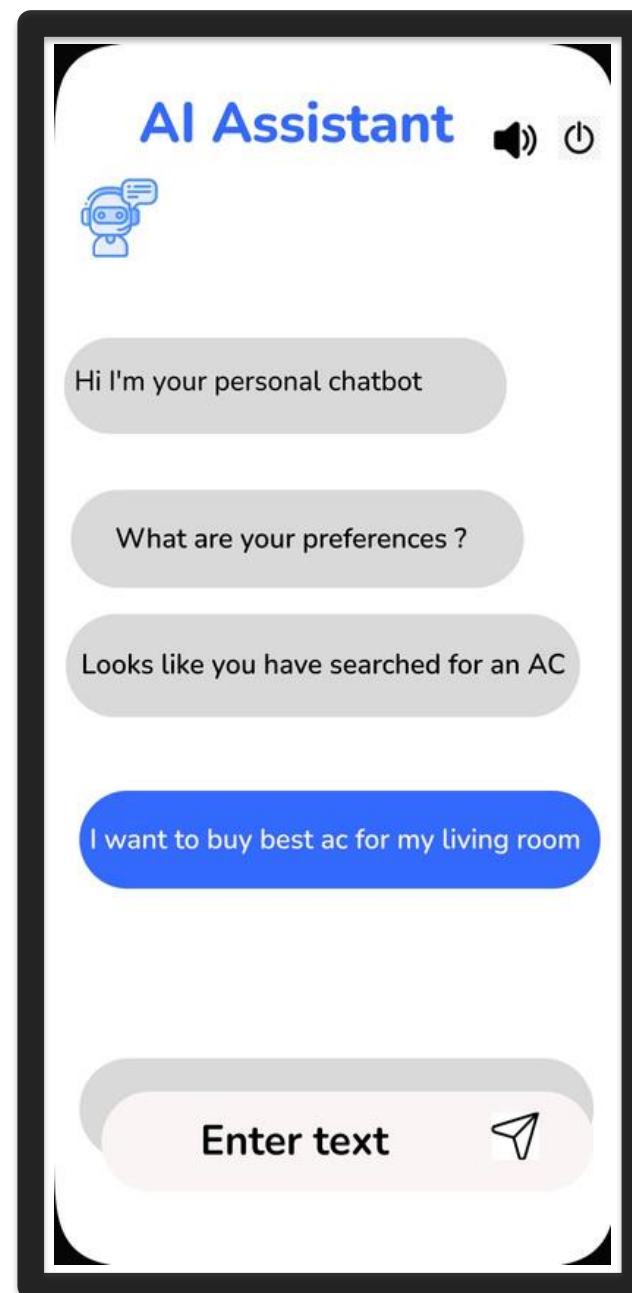
- Often, users encounter generic product descriptions that lack personalization.
- These descriptions fail to address individual preferences and needs.





SOLUTIONS

Individualized E-commerce Experience with Chat Support



Enhanced User Engagement: Personalized product details and review blogs, engaging users with tailored recommendations based on preferences.

Improved Customer Loyalty: Create long-term relationships by providing personalized shopping experiences and product suggestions that align with user preferences.

Better Decision-Making: Empower users with detailed product information and authentic reviews, promoting confident decision-making.

Customer Suggestions and Insights: Analyse user interactions and feedback for valuable insights, enhancing the overall shopping experience.

SOLUTIONS (CONTD.)



Extent of Scalability:

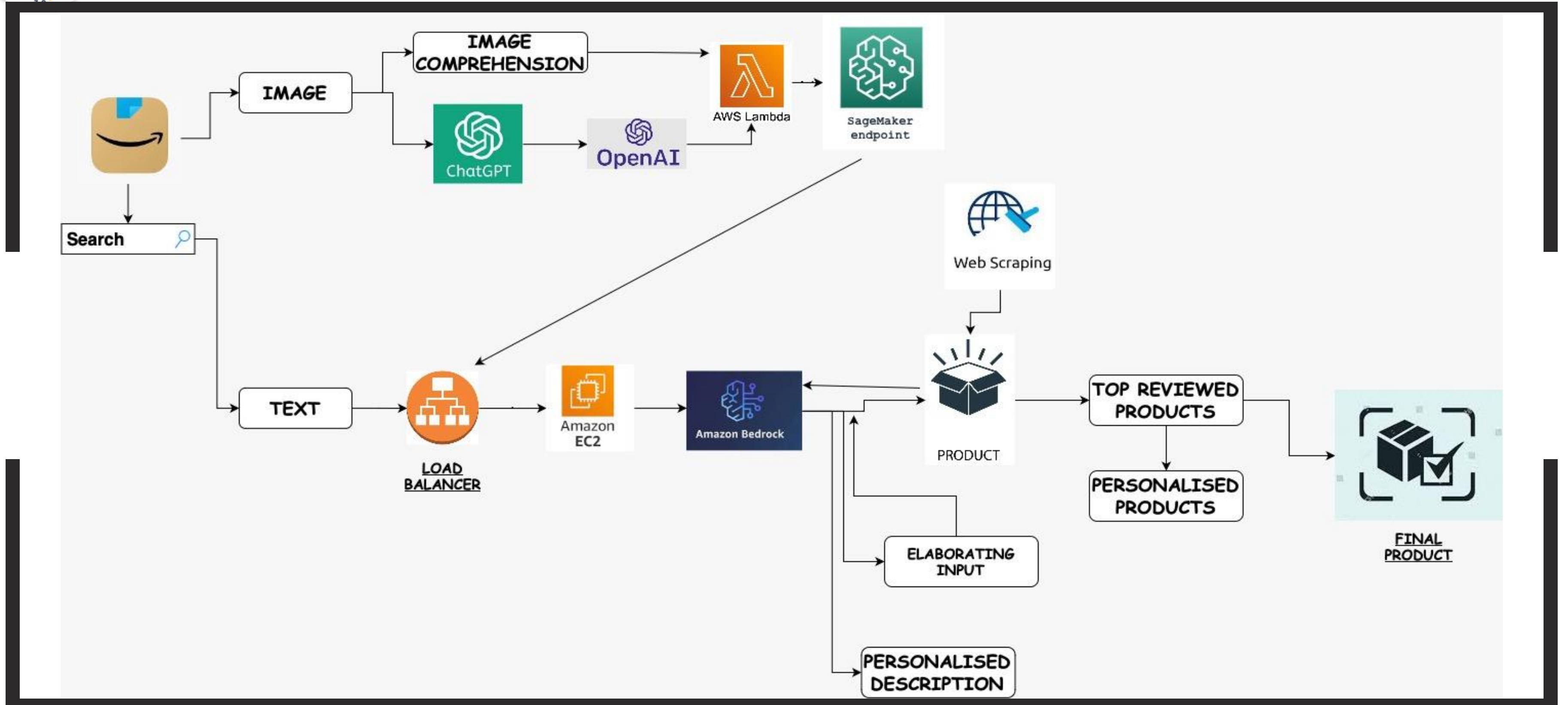
- The solution can be designed to be highly scalable , accommodating a growing user base and an expanding product catalog.
- AI algorithms can handle increased data loads, and the CMS(Content Management System) can be designed for efficient product information management by Integrating with Amazon API's.



Technology Stack

- Content Management System (CMS): To manage and display detailed product information(Bedrock).
- User-generated content (UGC) platforms: For curating authentic reviews.
- AWS Technologies: AWS Lambda, SageMaker ,Bedrock ,Amazon EC2(for data processing and analysis).
- Real-time data processing tools: To adapt content and recommendations dynamically.

METHODOLOGY

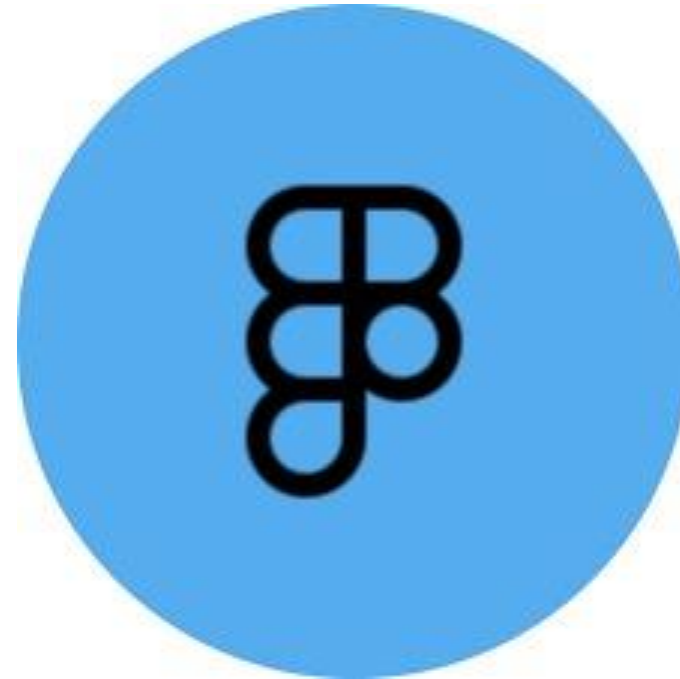


Architecture Diagram

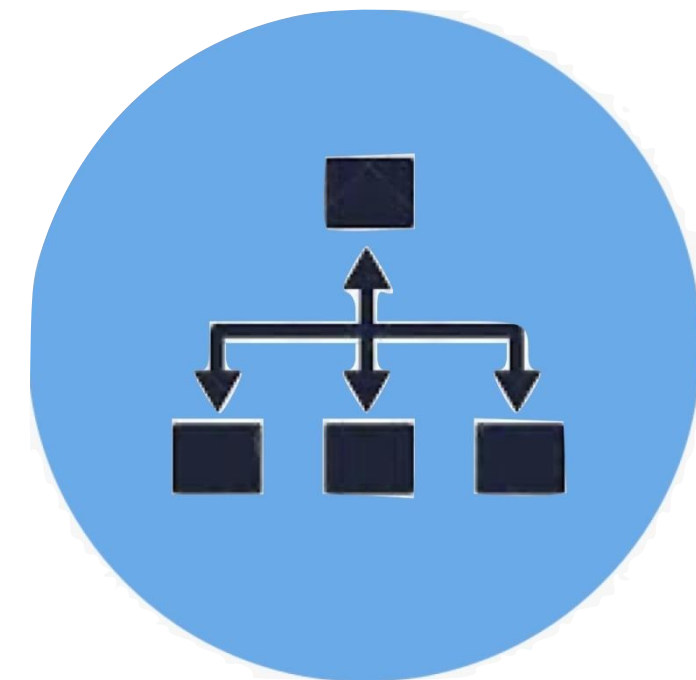
LINKS TO BROWSE



[Video Presentation](#)

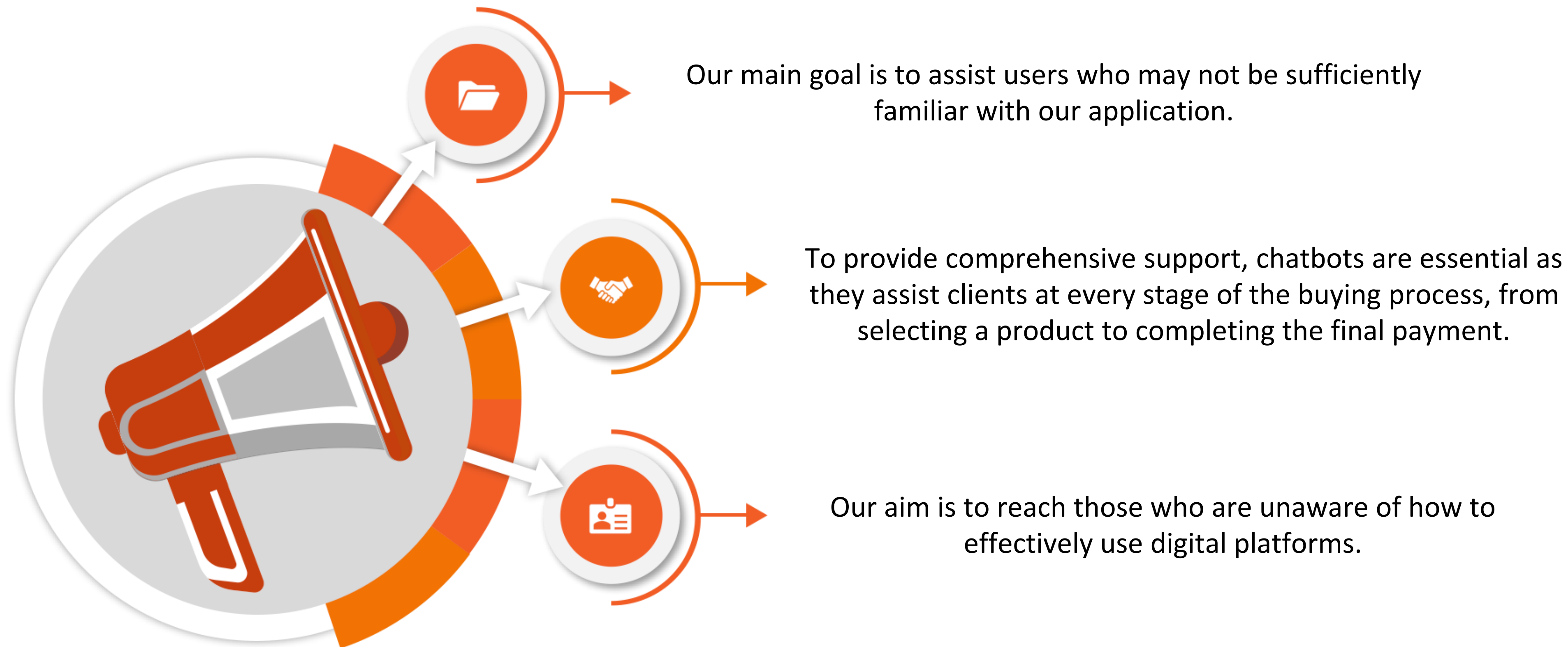


[Wireframe](#)



[Flowchart](#)

SOCIETAL IMPACT



FUTURE SCOPE

Real-Time Inventory Updates:

- Enable chatbots to provide real-time inventory information.
- Users can see product availability and urgency for popular items, fostering a sense of urgency and potentially driving sales.

Enhanced Personalization:

- Develop advanced algorithms for chatbots to offer highly personalized recommendations.
- Personalization can lead to increased customer engagement and sales.

AI and Machine Learning Integration:

- Integrate AI and machine learning for more intelligent chatbot responses.
- Create chatbots that continuously learn from user interactions, improving their ability to assist and upsell.

