1. Code Review:
   * Database Design and the Data Flow Architecture of the website
   * Industry standard specifications being maintained in the design of the website
   * Proper use of Database toolkits and indexing for faster retrieval of the data
   * As MongoDB is NoSQL, proper JSON optimization is required
   * Server-Side and Client-Side scripting standards
2. Power BI:
   * Procure at least 3 license for now
   * Need to check the connectivity with the Mongo DB
   * As direct connection doesn’t exist between Power BI and Mongo DB, we need to install Mongo DB driver on the VM
   * Business Insights to run on the database which holds production data
   * Performance Impact can be observed due the single DB server
   * Optimization to be done based on a separate VM for the Analytics

After completion of all above criteria, we can start development of the dashboards and then use all features of Power BI

* + Development of Power BI Insights
  + All Business KPIs and their frequencies
  + Power BI Workspace
  + Scheduling dashboards with Power BI gateway
  + Power BI on Mobile App configuration and scheduling
  + Power BI Security Implementation
  + Power BI live-streaming (if required)

1. Artificial Intelligence and Machine Learning:

Present Scenario

* + We can have clustering model to cluster similar products and recommend users with similar likelihood of buying
  + We can observe patterns of purchase of items and can recommend products whenever the next time the user want to buy similar products
  + We can create customer classification and clusters based on their region and understand their buying patterns based on demographics
  + Demand Forecast can be predicted in advance and the sellers could be intimated. Trust of seller would increase in that way
  + Chatbot needs to be installed which can talk to the customer live
  + Feedback forms data can be analyzed using Text Mining techniques
  + Based on user experience, clicks and time-spent on website we can understand the taste of users and interest

The tools and techniques needed for the above AI to be developed and productionize

* + Anaconda IDE needs to be installed in the VM
  + All AI libraries needs to be installed for Text Mining
  + A dedicated VM needs to be installed for DEV and Production
  + VM needs to have similar data (encrypted) on which models can be build
  + Set of codes to be written to test the model and check the behaviour
  + A deployment pipeline must be written from the scratch
  + APIs must be integrated with the production environment