



# Product Description Generator for E commerce

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# Challenges



Sales Across 1000's of Products

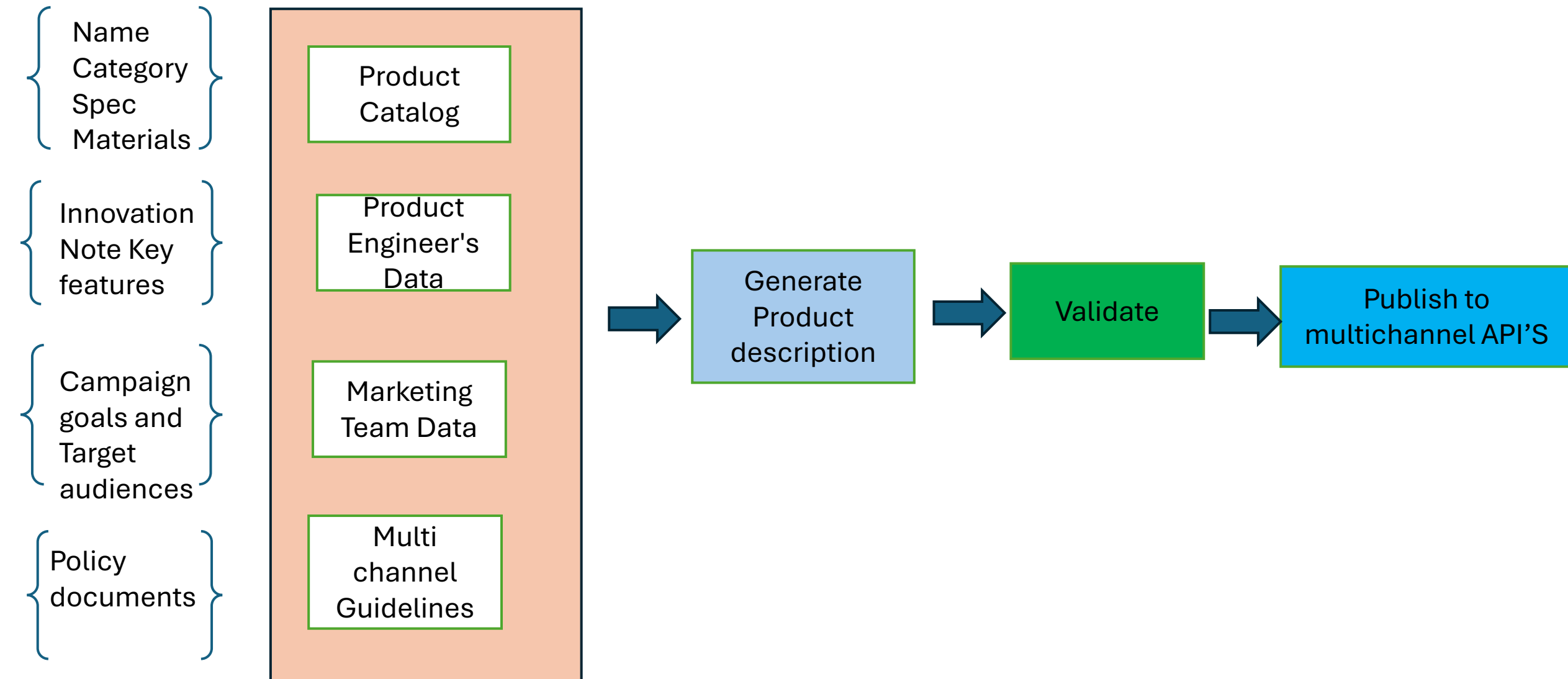


Multichannel Compliance



Consistency of Brand Voice across  
all channels (e.g. Multiple writer's ,  
agencies and teams)

# Workflow to generate product Description



# Impact of solution

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## **Higher Conversion Rate & Sales Growth :**

Better product discoverability  
→ higher click-through →  
increased conversions (**SEO Optimization**)



## **Faster Time-to-Market :**

Rapid content deployment  
→ competitive advantage in  
dynamic markets.



## **Multi channel Efficiency:**

Auto-format for Web, Amazon,  
Shopify using channel-specific  
templates.

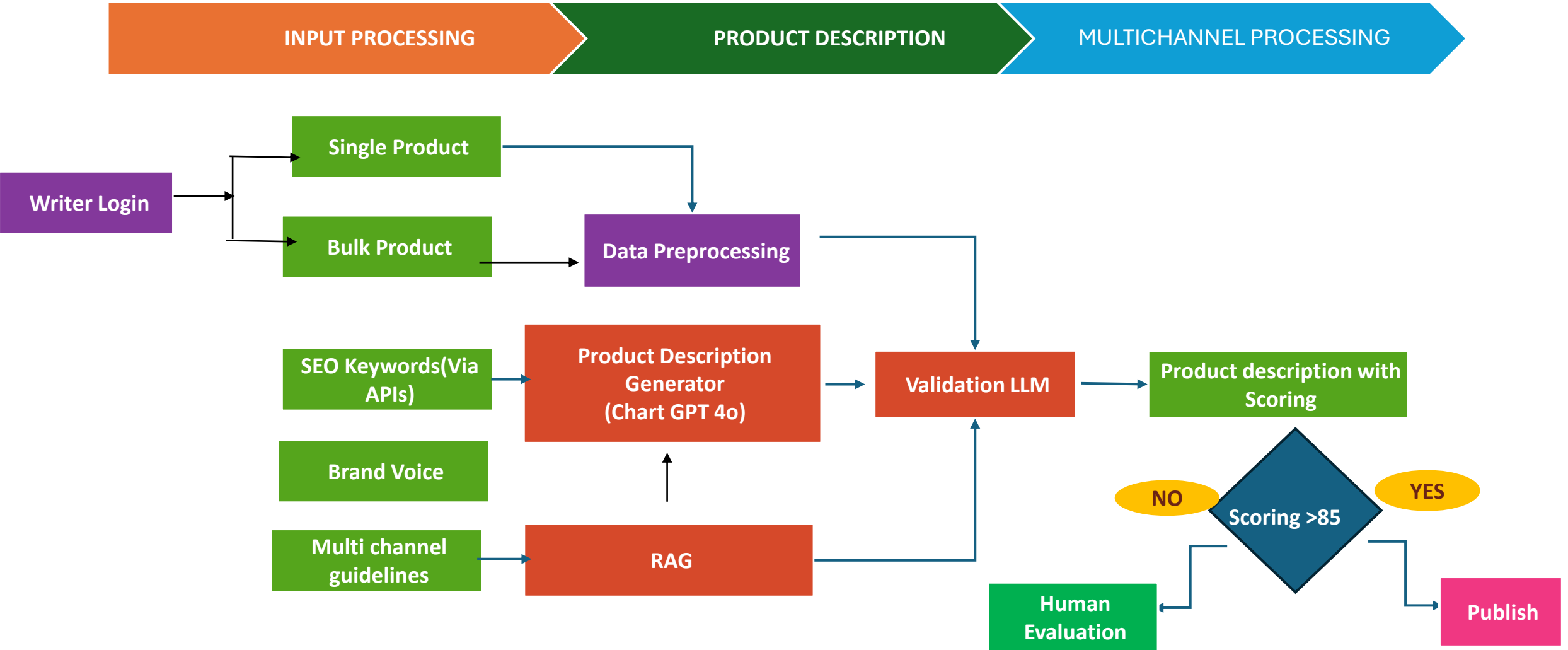


## **Reduced Human**

**Copywriting Cost :** Lower  
operational cost while  
maintaining quality.

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# AI Automation to generate product Description



# AI techniques on Consistency and Scalability

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## Bulk Processing with Orchestration

- Use Lang chain framework to handle 100 of Products concurrently.

## Retrieval-Augmented Generation (RAG)

- Policy documents are retrieved for channel compliant descriptions.

## Real Time SEO Boster

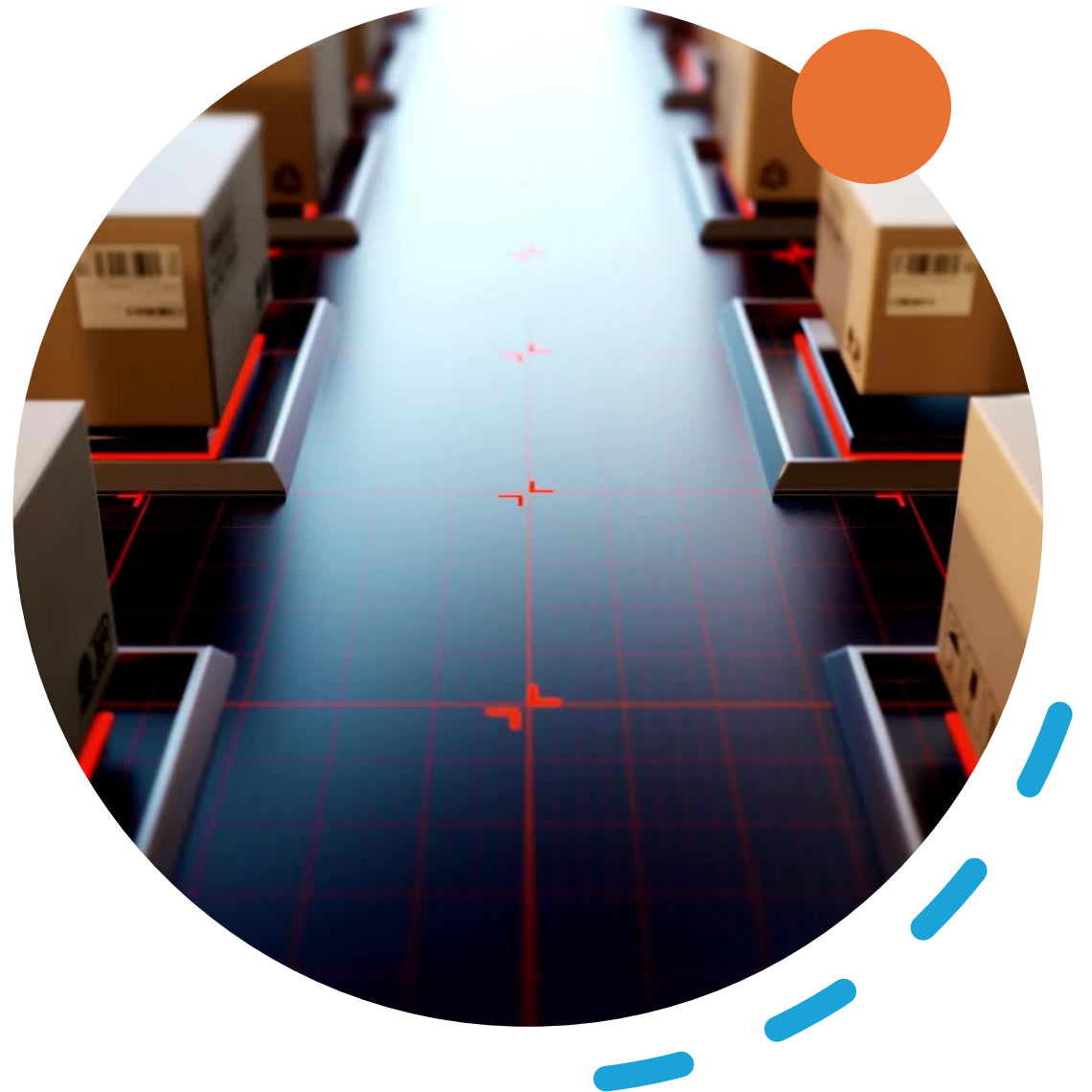
- SEO APIs ensures that every product description is discoverable.

## Human-in-the-Loop

- Red-flagged items go for manual review to ensuring the quality.

# Further Improvements

- Integrate translation API's and cultural adaption modules
- Directly connect with product information management and ERP DB.





The image features a large, dark, stylized eye shape. In the center of the eye is a black camera shutter. Above the eye, there is a short, horizontal blue line. The shutter has the word "DEMO" written on it in white. To the right of the shutter, there are several horizontal, multi-colored light streaks in shades of blue, green, and yellow. The background of the eye is dark with some subtle light gradients and thin, curved lines.

DEMO