



# Product Description Generator for E commerce

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# Challenges



Sales Across 1000's of Products

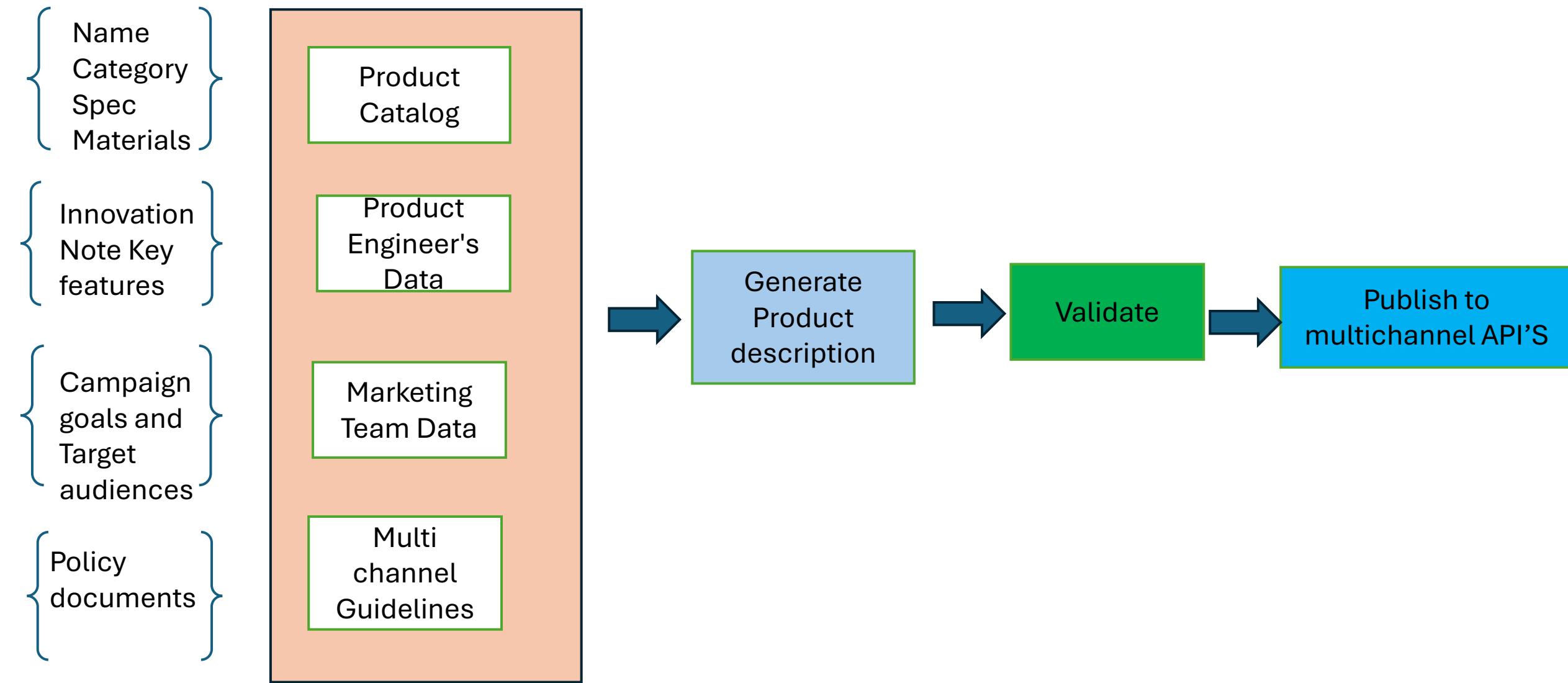


Multichannel Compliance



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.

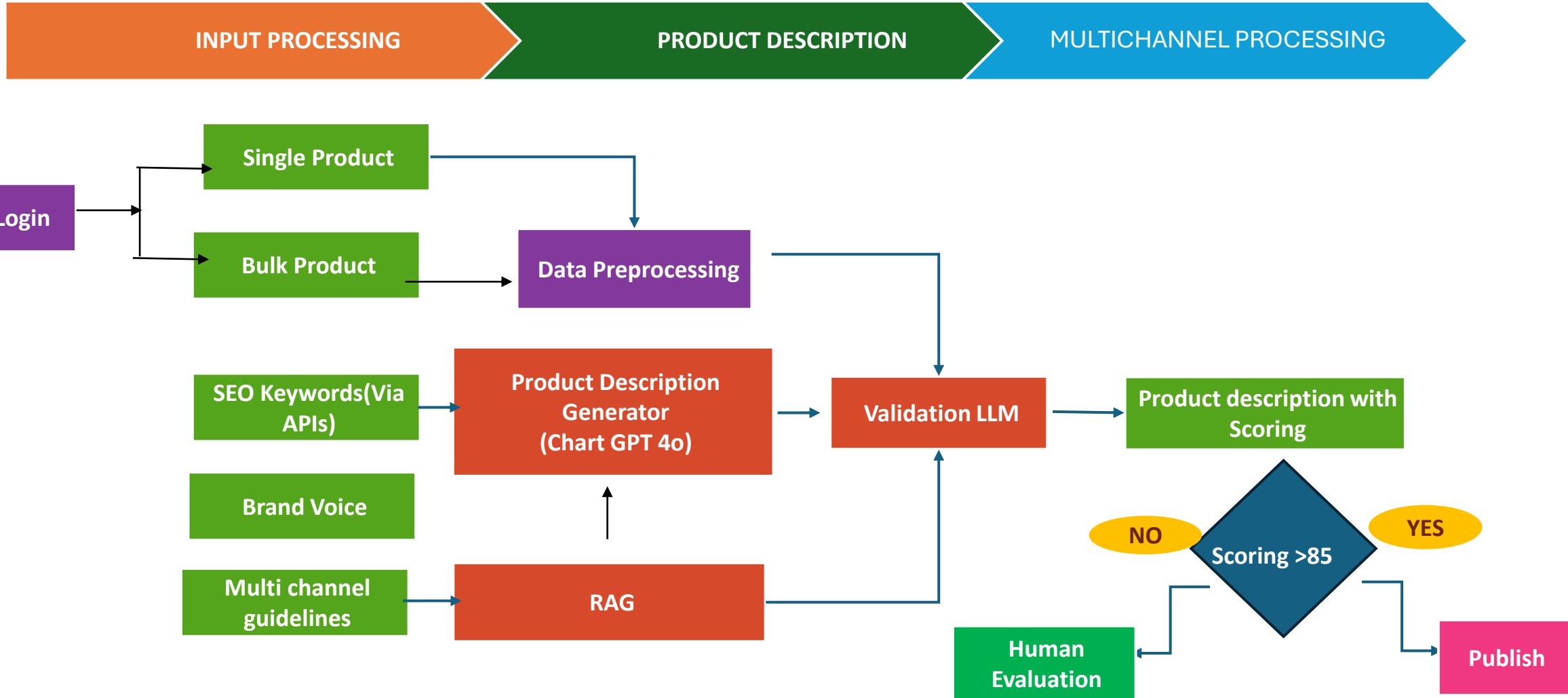


**Multi channel Efficiency:**  
Auto-format for Web, Amazon, Shopify using channel-specific templates.



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

## AI Automation to generate product Description



# AI techniques on Consistency and Scalability

## 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.



DEMO

