



hack0mani@

# DynamicWeb®

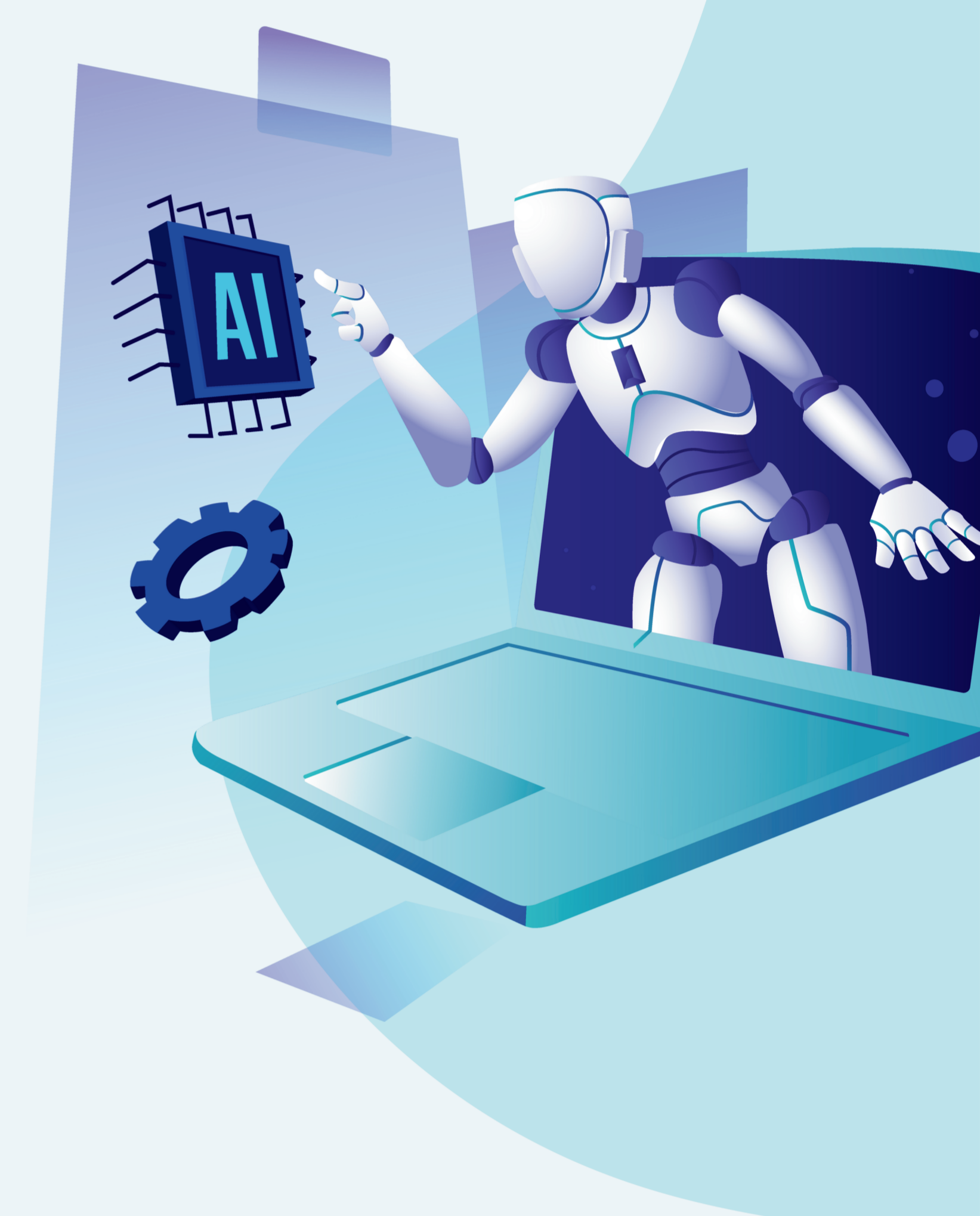
## DynamicWeb AI Innovation

### BACKGROUND

DynamicWeb is an eCommerce platform that creates an omnichannel B2b, B2C, or D2C commerce experience using a modern MACH-based application, enabling customers to build, run, and scale their online businesses. Some of the industries they focus on are Retail and Automotive dealers and distributors. Enhancing customer experiences and driving business growth through digital transformation is at the core of their operations.

### CHALLENGE STATEMENT

How can we harness the power of AI to revolutionize eCommerce experiences for retail and automotive clients?



### REQUIREMENTS

Possible Problem Areas:



#### Visual Search and Augmented Reality

Create immersive shopping experiences by integrating visual search and augmented reality functionalities powered by AI, allowing users to discover products through images and visualize them in real-world environments before making a purchase.



#### Assortment Planning

Harnessing the powers of generative AI to group associated products together to maximize logistical limitations and increase width and depth of product categories visually. Planning for related consumer product price point associations.



#### Supply chain and Demand forecasting:

Generative AI can play a pivotal role in the automotive industry's supply chain and demand forecasting. By scrutinizing historical data, market dynamics, and external influencers, it empowers more precise decisions regarding production schedules, inventory purchasing and management.



#### Dynamic Pricing Optimization

Utilize AI algorithms to dynamically adjust pricing strategies based on market demand, competitor analysis, and customer segmentation, optimizing revenue and profitability for e-commerce businesses.



#### Personalized Product Recommendations

Develop an AI-driven recommendation engine that goes beyond traditional methods, leveraging AI to provide hyper-personalized product suggestions based on user behaviour, preferences, and context.

### TARGET USERS WHO WILL USE THE SOLUTION

E-commerce retailers, automotive dealerships, marketing professionals, and technology enthusiasts.

Organized By

