



HackAP Hackathon – eCommerce & Retail

Detailed problem statements for our eCommerce & Retail hackathon:

1. **Personalized Shopping Experience:** Develop a solution that uses AI to provide personalized product recommendations based on user behaviour, preferences, and purchase history. The goal is to enhance customer satisfaction and increase sales.
2. **Sustainable Packaging Solutions:** Create an innovative packaging solution that reduces waste and is environmentally friendly. The solution should be cost-effective and scalable for large retailers.
3. **Customer Feedback Analysis:** Build a tool that analyses customer feedback from various sources (e.g., reviews, social media, surveys) to identify common issues and areas for improvement. This can help retailers enhance their products and services.
4. **Fraud Detection System:** Develop a robust fraud detection system that uses machine learning to identify and prevent fraudulent transactions in real-time. This can help protect both retailers and customers from financial losses.
5. **Omni-Channel Integration:** Create a seamless omni-channel experience that integrates online and offline shopping. The solution should allow customers to easily switch between different channels (e.g., website, mobile app, physical store) without any disruption.
6. **Local for Vocal:** Visakhapatnam has a rich heritage of handicrafts and handloom products. Design an e-commerce platform that connects local artisans directly with consumers across India, emphasizing traceability, storytelling, and ensuring fair compensation for the artisans.
7. **Waste Reduction in Packaging:** E-commerce is a major contributor to packaging waste. Design innovative and eco-friendly packaging solutions that are sustainable, cost-effective, and easy for consumers to dispose of responsibly.
8. **Social Commerce for Rural Communities:** Internet penetration is increasing in rural areas. Design a social commerce platform that leverages the power of social media and local community networks to enable rural entrepreneurs and farmers to sell their products directly to consumers.
9. **Combating Counterfeit Products:** Counterfeit products are a major concern in online shopping. Develop a system that uses AI or blockchain technology to identify and eliminate counterfeit products from e-commerce platforms, protecting both consumers and businesses.
10. **E-commerce for Differently Abled Users:** E-commerce platforms often lack accessibility features for users with disabilities. Design solutions that make online shopping experiences easier and more inclusive for differently abled people, using features like voice commands, screen reader compatibility, and clear product descriptions.