**BuyWise**

SE-D-7

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BuyWise is a system that enhances the online shopping experience by employing advanced AI, ML, and NLP. Using a retrieval-augmented generation (RAG) approach, it processes text, images, and PDFs to generate tailored shopping lists. This automation saves time, reduces errors, and provides retailers with customer insights. Based on user requirements, the final solution focuses on intuitive design and data-driven recommendations. The successful integration of these technologies demonstrates the potential for streamlining e-commerce processes and delivering personalized value. Additionally, the system employs advanced analytics to identify purchasing patterns and optimize recommendations, enhancing overall consumer loyalty, engagement, and satisfaction.

Keywords: AI; e-commerce; machine learning; shopping