

Transforming Businesses Through Technology

Case Studies in Innovation & Impact



ARTIFICIAL INTELLIGENCE (AI) SOLUTIONS

Case Study : 1

AI Booking Assistant for a Travel Company

Case Study : 2

AI Property Assistant for a Real Estate Company

Case Study : 3

AI Shopping Assistant for an eCommerce Brand

Case Study : 4

AI-Powered PDF Chat-bot



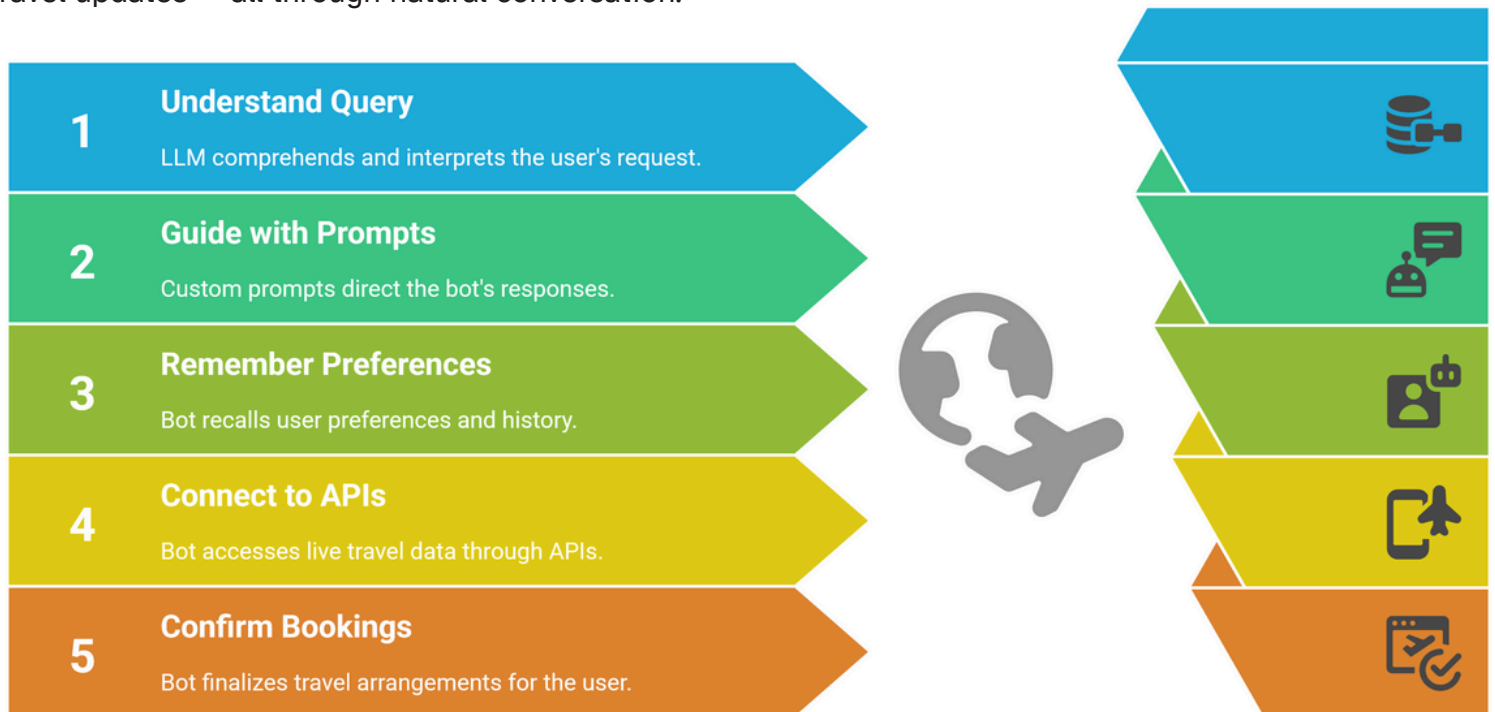
How We Help You Build Smart AI Bots for Your Business

We start by choosing the right LLM — the brain of your bot — to match your industry needs. Our team crafts intelligent prompts and builds memory so the bot feels natural and personal. We integrate external knowledge sources and tools to make it action-ready and reliable. Finally, we wrap it all in a sleek, user-friendly interface tailored to your platform — web, mobile, or internal systems.

USE CASE 1 : AI BOOKING ASSISTANT FOR A TRAVEL COMPANY

Overview:

A smart AI bot that helps customers plan trips, check availability, manage bookings, and get real-time travel updates — all through natural conversation.



Example Conversation:

User: "I need a 5-day beach vacation under \$1500."

Bot: "Great! I found 3 all-inclusive packages in Bali and Phuket. Would you like to see details?"

User: "Show me Bali."

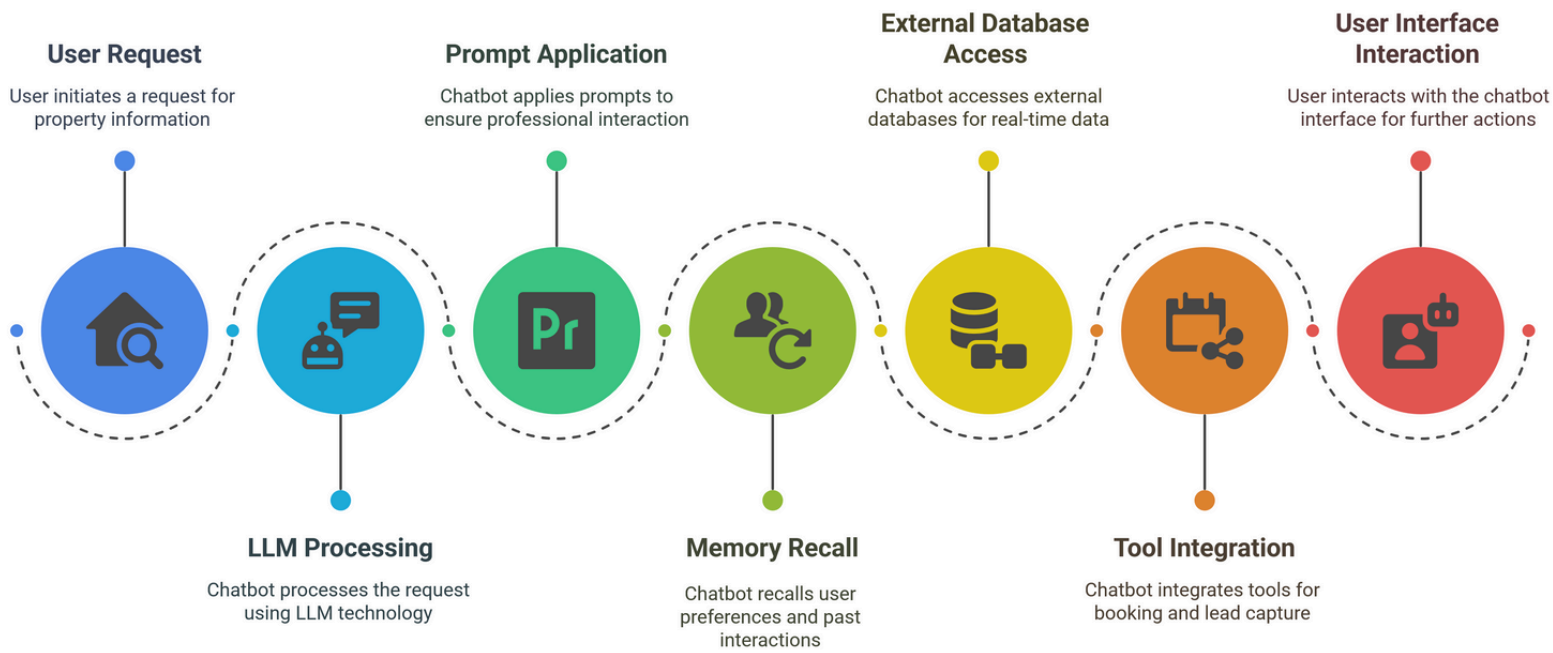
Bot: "Here are 2 top-rated options. Want to book or customize the itinerary?"



USE CASE 2 : AI PROPERTY ASSISTANT FOR A REAL ESTATE COMPANY

Overview:

An AI-powered bot that helps potential buyers or renters find the perfect property, book site visits, answer questions, and assist agents with lead qualification—all through intelligent, natural interactions.



Example Conversations:

User: "Show me villas in Whitefield with a garden."
 Bot: "Here are 4 villas under ₹2 Cr with private gardens. Would you like to book a viewing for this weekend?"
 User: "Yes, Saturday 11 AM."
 Bot: "Booked! You'll receive a confirmation SMS shortly."

User: "Show me 3BHK apartments in HSR Layout."
 Bot: "Found 6 premium 3BHK apartments starting from ₹1.2 Cr in HSR Layout. Most have modern amenities like a pool and gym. Want to explore ones with a home office space too?"
 User: "Yes, that sounds good."
 Bot: "Great! I've shortlisted 3 options with dedicated office rooms and high-speed internet. Would you like to schedule a virtual tour today evening?"
 User: "Yes, 6 PM works."
 Bot: "All set for 6 PM! A link has been sent to your email. Also, would you like a free consultation with our interior designer after the tour?"



USE CASE 3 : AI SHOPPING ASSISTANT FOR AN ECOMMERCE BRAND

Overview:

An AI-powered bot that guides customers through product discovery, personalizes recommendations, answers support questions, and helps manage orders — all in a seamless conversational experience.

E-commerce Chatbot Interaction Sequence

Example Conversation Flow:

User: "I need white sneakers under ₹3000 for men."

Bot: "Here are 5 top-rated white sneakers under ₹3000. Want to filter by brand or size?"

→ User filters by Adidas, size 10.

→ Bot shows 2 items with "Add to Cart" buttons.

User: "Add the second one to my cart."

Bot: "Done! Ready to check out or want to browse more?"

Post-Sale Support Flow:

User: "Where's my order #456789?"

Bot: "Let me check..."

Your order is out for delivery

and should arrive by 7 PM today."

User: "Can I return it if it doesn't fit?"

Bot: "Yes! You have 7 days to initiate a return.

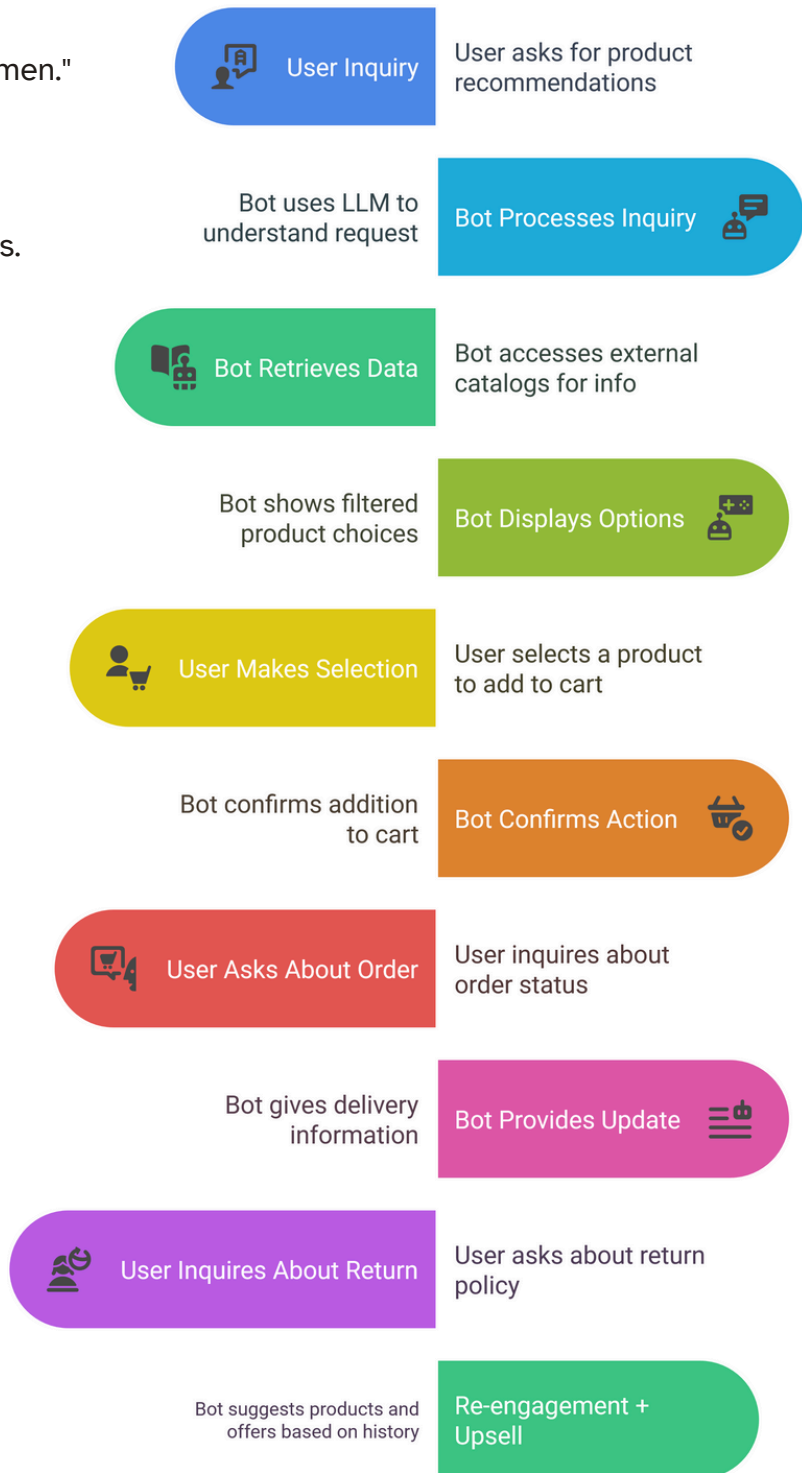
Want me to guide you through it now?"

Re-engagement + Upsell:

Bot: "Hey, the bag you liked last week

is back in stock with 20% off!

Want to grab it before it's gone again?"



AI-Powered PDF Chat-bot

OVERVIEW

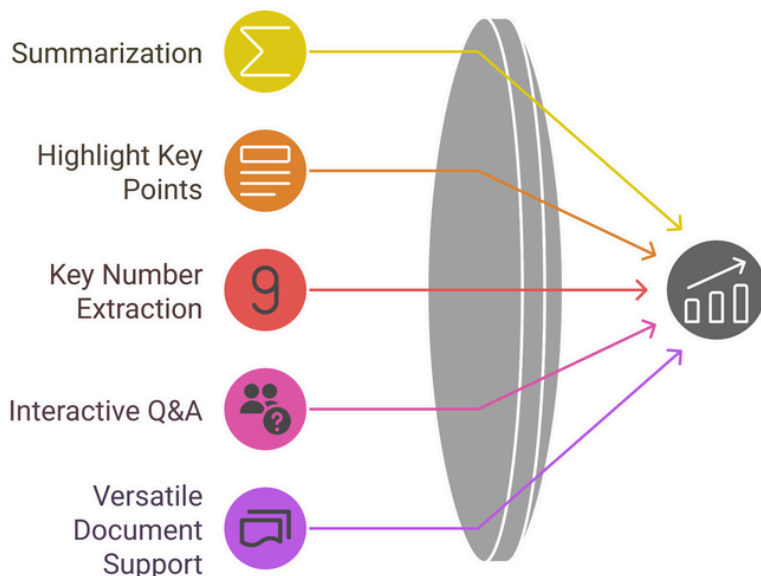
A forward-thinking technology company aiming to streamline document management for businesses, researchers, and professionals. The client's goal is to simplify the process of extracting and understanding information from complex PDF documents using AI technology.

BUSINESS CHALLENGES

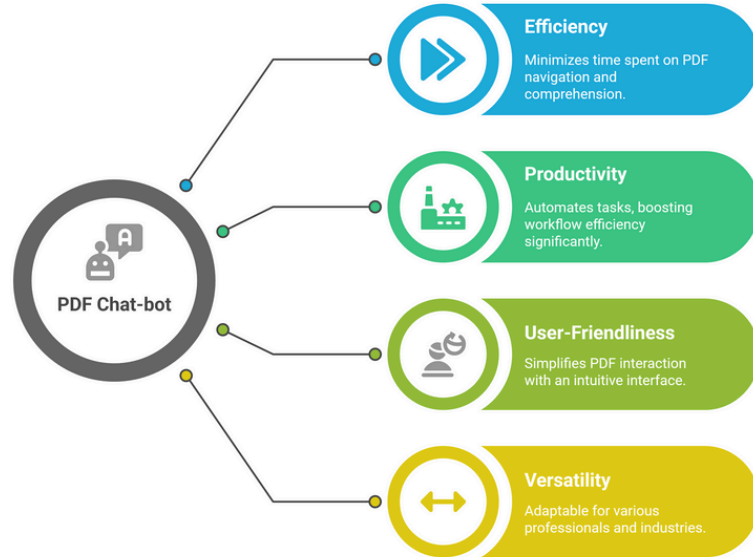
- Managing and extracting information from PDFs can be tedious and time-consuming.
- Large Volume of Data: Lengthy PDFs, such as research papers, business reports, and eBooks, make it challenging to find relevant information quickly.
- Manual Processing: Highlighting key points, summarizing content, and locating specific data often require significant manual effort.
- Productivity Loss: Professionals spend excessive time navigating documents, reducing overall efficiency.

SOLUTION WITH KEY FEATURES

Our company developed an AI PDF Chat-bot, an intelligent assistant that extracts, summarizes, and interprets PDF content using advanced AI and NLP. It enables conversational interaction, instant search, and automated insights, streamlining workflows for businesses and researchers. With seamless integration and secure cloud processing, it enhances productivity while ensuring data privacy.



BENEFITS DELIVERED



OUR CAPABILITIES

- **AI-Powered Document Processing:** Leveraging advanced AI and NLP to extract, analyze, and summarize complex PDF documents with precision.
- **Seamless Integration:** Custom-built APIs enable smooth integration with existing document management systems, enhancing workflow efficiency.
- **Scalable & Secure Architecture:** Cloud-based infrastructure ensures high performance, data security, and scalability for businesses of all sizes.
- **User-Centric Design:** Intuitive interface with smart search, categorization, and automation features for effortless document handling.

TECH STACK

- **Frontend:** React.js for dynamic and responsive user interfaces.
- **Backend:** Python with FastAPI for efficient server-side processing.
- **AI and NLP:** OpenAI GPT models for understanding and generating natural language responses.
- **Cloud Infrastructure:** AWS
- **Database:** MongoDB for data managements

FINTECH

Case Study : 1

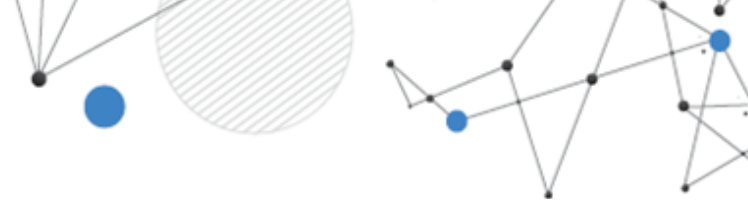
Smart FX Optimization Platform

Case Study : 2

Preloaded Debit Card Management App

Case Study : 3

Small Finance App for Loan Management



Smart FX Optimization Platform

OVERVIEW

An innovative fintech company targeting SMEs (Small and Medium Enterprises) that frequently engage in cross-border transactions. The client's mission is to reduce FX (foreign exchange) losses for these businesses by leveraging AI-driven algorithms that deliver the best possible FX rates, enabling significant savings on international payments.

BUSINESS CHALLENGES

- Fluctuating Exchange Rates
- Limited Access to Competitive FX Rates
- Manual and Time-Consuming Processes
- Lack of Forecasting Tools

SOLUTION WITH KEY FEATURES

We developed a Smart FX Optimization Platform, a forward-thinking software solution specifically designed to address these challenges. It combines advanced AI algorithms, real-time data analytics, and user-friendly design to empower SMEs to take control of their FX transactions and achieve measurable savings.



AI-Driven FX Rate Optimization

Uses machine learning to suggest optimal FX rates.



Invoice and Forecast Management

Calculates real-time costs from uploaded invoices/forecasts.



Smart Savings Insights

Provides FX purchase recommendations and savings breakdown.



User-Friendly Dashboard

Offers dynamic visualizations for tracking FX activities.



Enhanced Decision-Making Tools

Sends alerts for favorable rates and risk mitigation.



Seamless Integration

Integrates with accounting and ERP systems smoothly.

BENEFITS DELIVERED



Client Confidence

Improved financial planning boosts SME confidence in payments.

Flexibility allows growth with increasing transaction volumes.

Scalable Solution



Market Differentiation

Positioned as a leader in SME FX optimization.

OUR CAPABILITIES

- High-performance AI algorithms for FX rate predictions.
- Secure, real-time transactions with low-latency execution.
- Scalability to handle growing transaction volumes.
- Compliance with financial regulations.
- Seamless integrations with banks & payment gateways.

TECH STACK

- Frontend: React.js (Next.js), React Native (Mobile), Tailwind CSS, Firebase/Auth
- Backend: Node.js (NestJS) / Python (FastAPI for AI), PostgreSQL, Redis (Caching), WebSockets (Real-time)
- AI & Data: TensorFlow/PyTorch (FX Prediction)
- Infrastructure & DevOps: AWS, Docker GitHub Actions (CI/CD)
- Payments & Integrations: Stripe/Wise, CurrencyLayer (FX Data)



Preloaded Debit Card Management App

OVERVIEW

A dynamic startup based in the USA, specializing in innovative financial solutions, aimed at offering seamless and secure digital experiences for its users. The client sought to create a mobile application for managing preloaded debit cards, providing users with advanced features and complete control over their financial activities.

BUSINESS CHALLENGES

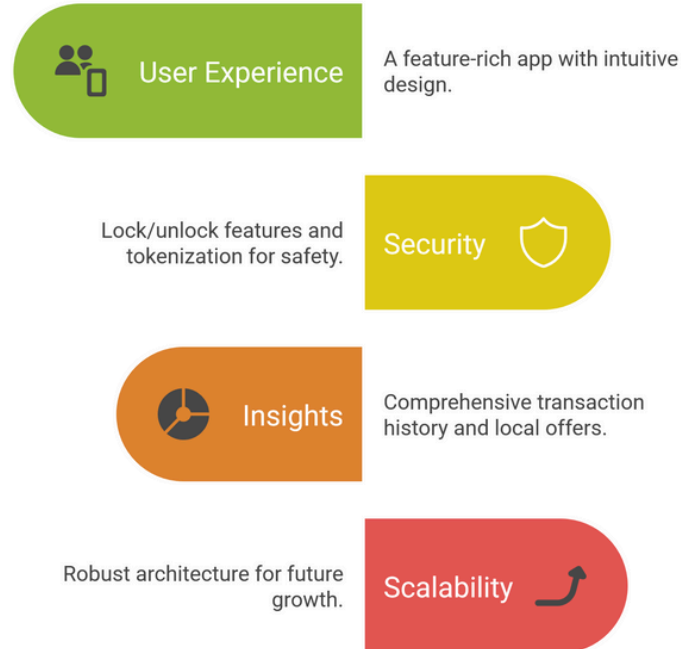
- Integration with APIs provided by the card issuer.
- Development of custom APIs to manage app-specific functionalities.
- Features like locking/unlocking cards, adding funds, and viewing transaction history.
- Integration of offers linked to the card, including interactive maps to showcase local deals.
- Real-time notifications for offers and transactions.
- Secure tokenization of cards for Apple Wallet and Google Wallet.

SOLUTION WITH KEY FEATURES

We developed a Preloaded Debit Card Management App with features like instant card control, real-time transaction tracking, and fund management. It integrates interactive maps for local deals, real-time notifications, and secure tokenization for Apple and Google Wallets. Our custom and third-party API integrations ensure seamless functionality, compliance, and scalability.



BENEFITS DELIVERED



OUR CAPABILITIES

- **API Mastery:** Proficiency in integrating third-party APIs and creating custom solutions.
- **Seamless Collaboration:** Working closely with the client's team, ensuring alignment on goals, timelines, and quality standards.
- **Agile Development:** Delivering the project iteratively and incorporating feedback to refine the app.
- **Cross-Platform Expertise:** Building a high-performance mobile app using React Native for both iOS and Android platforms.

TECH STACK

- **Frontend:** React Native (Cross-platform app development)
- **Backend:** Node.js (Scalable server-side operations)
- **Database:** MongoDB (Reliable data management)
- **Cloud & Infrastructure:** AWS (High Scalability)
- **APIs & Integrations:** Third-party card provider APIs
- **DevOps & Monitoring:** Docker, Firebase



Small Finance App for Loan Management

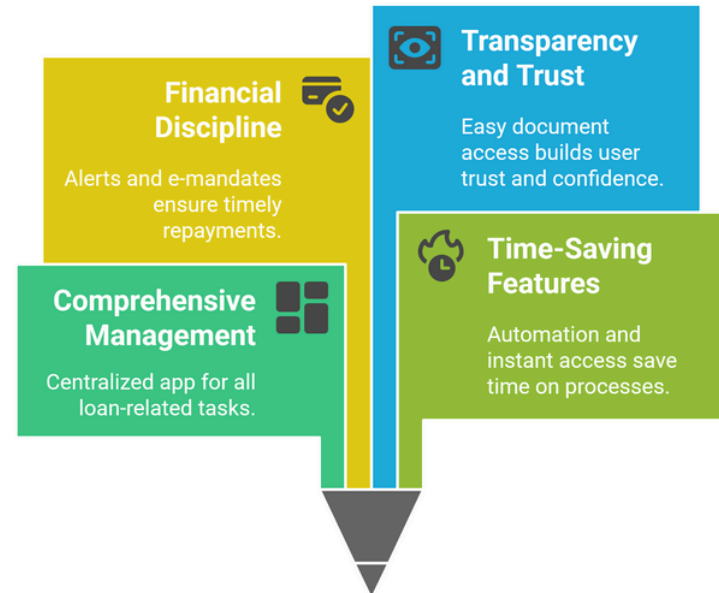
OVERVIEW

An emerging Indian startup revolutionizing the financial services space by offering a mobile app that consolidates all loan-related needs in one place. The app caters to individuals seeking fast, secure, and user-friendly access to financial services, ensuring seamless management of loans and payments.

BUSINESS CHALLENGES

- The client aimed to simplify the often complex process of managing loans by creating a digital platform.
- A single interface for accessing various financial services.
- Fast and secure loan management features.
- Tools for automating and tracking payments to improve financial discipline.
- Transparent access to loan agreements and repayment schedules.

BENEFITS DELIVERED



SOLUTION WITH KEY FEATURES



Easy Login

Users can set up a 4-digit login PIN for quick access. Eliminates the need for customer IDs and passwords.

Enables EMI payments through various digital methods for convenience. Offers 24/7 access for payment handling.

Secure Payments



e-Mandate Automation

Automates EMI payments to avoid penalties and maintain repayment history. Ensures timely payments with minimal intervention.

Users can download repayment schedules using their mobile numbers. Provides visibility into upcoming payments.

Repayment Schedule



Payment History

Displays a detailed history of past payments for financial tracking.

Allows access to important documents like loan agreements and terms.

Loan Documents



OUR CAPABILITIES

- **User-Centric Design:** Developed an intuitive interface tailored to the needs of Indian consumers.
- **Secure Transactions:** Implemented robust security protocols to safeguard sensitive financial data.
- **API Integration:** Integrated with third-party payment gateways and banking systems to enable seamless digital payments.
- **Regulatory Compliance:** Ensured the app adhered to Indian financial regulations and standards.
- **Scalability:** Built a scalable backend to support future growth and additional features.

TECH STACK

- **Frontend:** React Native for cross-platform app development.
- **Backend:** Node.js for efficient and scalable server-side operations.
- **Database:** MongoDB for secure and flexible data management.
- **Payment Integration:** UPI and third-party payment gateway APIs for seamless transactions.
- **Monitoring and Analytics:** Firebase and CleverTap.

HEALTH AND WELLNESS

Case Study : 1

Launcher for Senior Citizens

Case Study : 2

Health Tracking App for Optimized Living

Case Study : 3

Comprehensive Fitness, Nutrition & Sports App

Launcher for Senior Citizens

OVERVIEW

An innovative startup in India focused on AgeTech, dedicated to improving the quality of life for the elderly population. The goal is to simplify smartphone usage for seniors, empowering them to embrace technology with ease and confidence.

BUSINESS CHALLENGES

- Complex interfaces and overwhelming design.
- Difficulty accessing emergency contacts during critical situations.
- Inconvenience in handling essential tasks like reading OTPs and ordering medicines.
- Limited personalization options that cater to their specific needs.

SOLUTION WITH KEY FEATURES

Our company collaborated with the startup to develop a customizable smartphone launcher tailored to meet the unique needs of the elderly population. The application incorporates advanced yet user-friendly features to enhance convenience, safety, and overall usability.



One-Touch Emergency

Instantly sends SMS with location for help.

Detects and reads OTPs for secure access.

Automatic OTP Reading



Personal Digital Concierge

Assists seniors in ordering medicines easily.

Simplified interface for easy navigation.

Clutter-Free Home Screen



Apps Organized by Categories

Groups apps for better accessibility and use.

Allows personalization of home screen for quick access.

Build Your Own Screen



Community

Provides smartphone tips and support for seniors.

BENEFITS DELIVERED



OUR CAPABILITIES

- **Human-Centered Design:** Understanding the unique needs of seniors and creating an intuitive interface tailored to their preferences.
- **Automation Expertise:** Incorporating features like automatic OTP reading and location-based SMS alerts.
- **Scalable Development:** Designing a robust and scalable solution to support growing user adoption.
- **Continuous Support:** Providing ongoing updates and maintenance to ensure a seamless user experience.

TECH STACK

- **Frontend:** React Native (Cross-platform mobile), React.js (Web dashboard for caregivers)
- **Backend:** Node.js (Real-time data processing, secure communication), PostgreSQL (Database)
- **Cloud & Infrastructure:** AWS (Scalability, secure storage, high availability)
- **APIs & Integrations:** REST APIs (Financial data, healthcare providers, emergency response)
- **Security & Compliance:** OAuth 2.0

Health Tracking App for Optimized Living

OVERVIEW

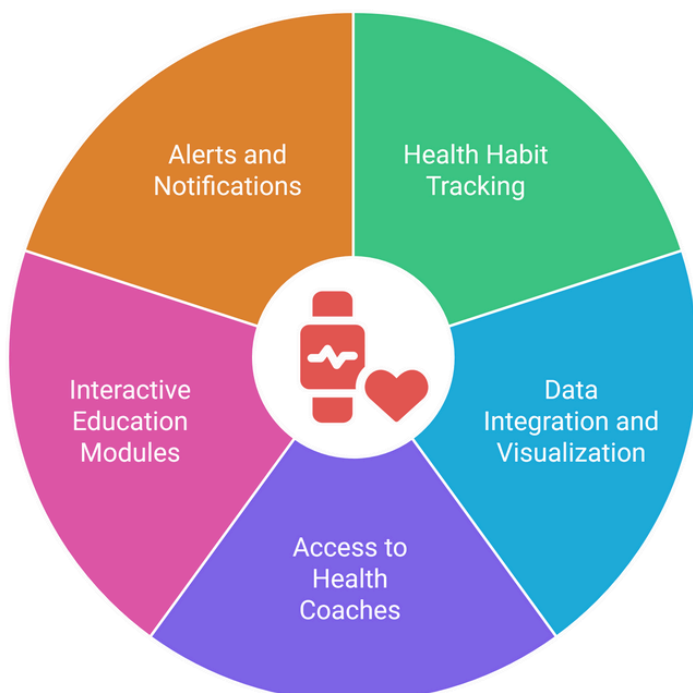
A forward-thinking startup based in the USA, committed to empowering individuals to lead healthier lives. The client's vision was to develop a health tracking app that combines technology with expert guidance to help users make sustainable lifestyle changes and reduce their risk of chronic diseases.

BUSINESS CHALLENGES

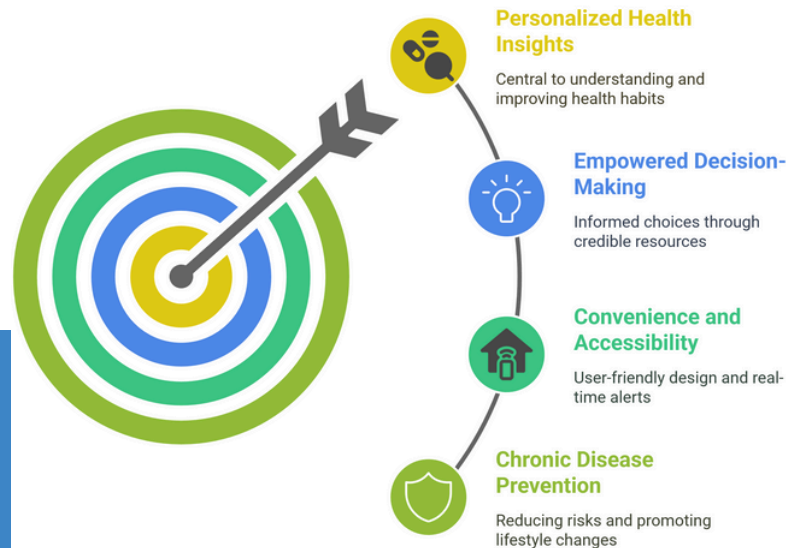
- Aggregating and displaying health data from Google Fit.
- Developing tools to track a wide array of health habits.
- Enabling easy communication with health coaches.
- Delivering educational content interactively.
- Providing alerts and notifications to keep users on track.

SOLUTION WITH KEY FEATURES

We developed a Health Tracking App that enables users to track activity, diet, sleep, and stress, integrating seamlessly with Google Fit for data visualization. The app offers personalized coaching, session scheduling, and reminders, along with educational content through articles and videos. Real-time alerts and motivational notifications keep users engaged and on track with their wellness goals.



BENEFITS DELIVERED

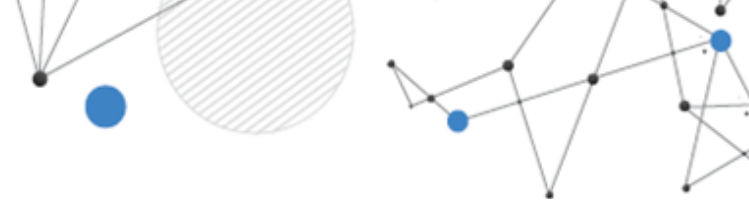


OUR CAPABILITIES

- **Data Integration Expertise:** Seamlessly integrating Google Fit and other data sources to create a centralized hub for user health information.
- **User-Centric Design:** Crafting an intuitive interface that prioritizes ease of use and engagement.
- **Scalable Architecture:** Developing a robust backend to accommodate future feature expansions and user growth.
- **Collaborative Approach:** Working closely with the client to align the app's features with their vision and goals.

TECH STACK

- **Frontend:** iOS Swift and Android Kotlin
- **Backend:** .NET Core for scalable server-side operations.
- **Database:** MSSQL for secure and efficient data storage.
- **Data Integration:** Google Fit API, Apple HealthKit for seamless health data synchronization.
- **Cloud Infrastructure:** Microsoft Azure.
- **Monitoring and Analytics:** Firebase



Comprehensive Fitness, Nutrition & Sports App

OVERVIEW

An innovative startup in the health and wellness sector aiming to deliver a holistic fitness solution through a mobile app. The app caters to individuals across all age groups, offering fitness training, nutritional guidance, mental health support, and engaging fitness challenges, all from the comfort of their homes.

BUSINESS CHALLENGES

- Provide personalized fitness and nutrition plans for various age groups and goals.
- Enable access to live and on-demand video training sessions.
- Address mental health and physical well-being through expert consultations.
- Introduce gamified elements like challenges and point systems to motivate users.
- Create a user-friendly experience that ensures inclusivity for diverse lifestyles and fitness levels.

SOLUTION WITH KEY FEATURES

Our company partnered with the client to develop an all-in-one Fitness, Nutrition & Sports App, designed to meet diverse health and wellness needs.



Workout Sessions

Age-specific fitness sessions for all ages.

Customized meal plans for various health goals.

Diet & Nutrition Plans



Healthy Recipes

Easy and quick recipes for nutritious meals.

Appointments for mental health and physiotherapy.

Online Counseling



Fitness Challenges

Fun challenges to motivate users to stay active.

Earn and redeem points for app engagement.

Point System



BENEFITS DELIVERED

Inclusive

Tailored offerings for all age groups and fitness levels.



Holistic Health

Integration of physical fitness, nutrition, and mental well-being.



Education

Informative content like recipes and nutrition advice to build healthier habits.



Convenience

Access to expert guidance and workouts from home.



Engagement

Gamified challenges and rewards to boost motivation.

OUR CAPABILITIES

- **End-to-End Development:** Delivered a robust and scalable solution from concept to deployment.
- **User-Centric Design:** Created an intuitive interface tailored for diverse user profiles.
- **Seamless Integrations:** Integrated live streaming, payment gateways, and reward systems.
- **Gamification Expertise:** Developed features like fitness challenges and point systems to enhance user engagement.
- **Scalability:** Designed the backend to support future feature expansions and increasing user base.

TECH STACK

- **Frontend:** iOS Swift, Android Kotlin
- **Backend:** PHP for efficient server-side operations.
- **Database:** MySQL for flexible and secure data management.
- **Monitoring and Analytics:** Firebase and Google Analytics

CONSTRUCTION

Case Study : 1

Comprehensive Construction Project Management App

Case Study : 2

Business Intelligence (BI) for Project Management Services

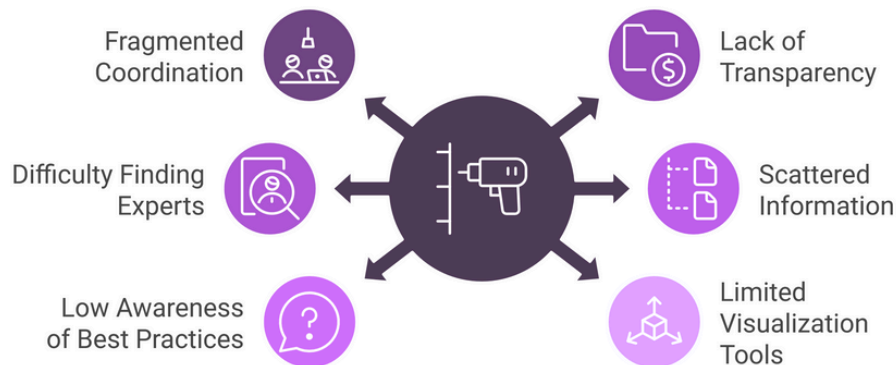
Comprehensive Construction Project Management App

OVERVIEW

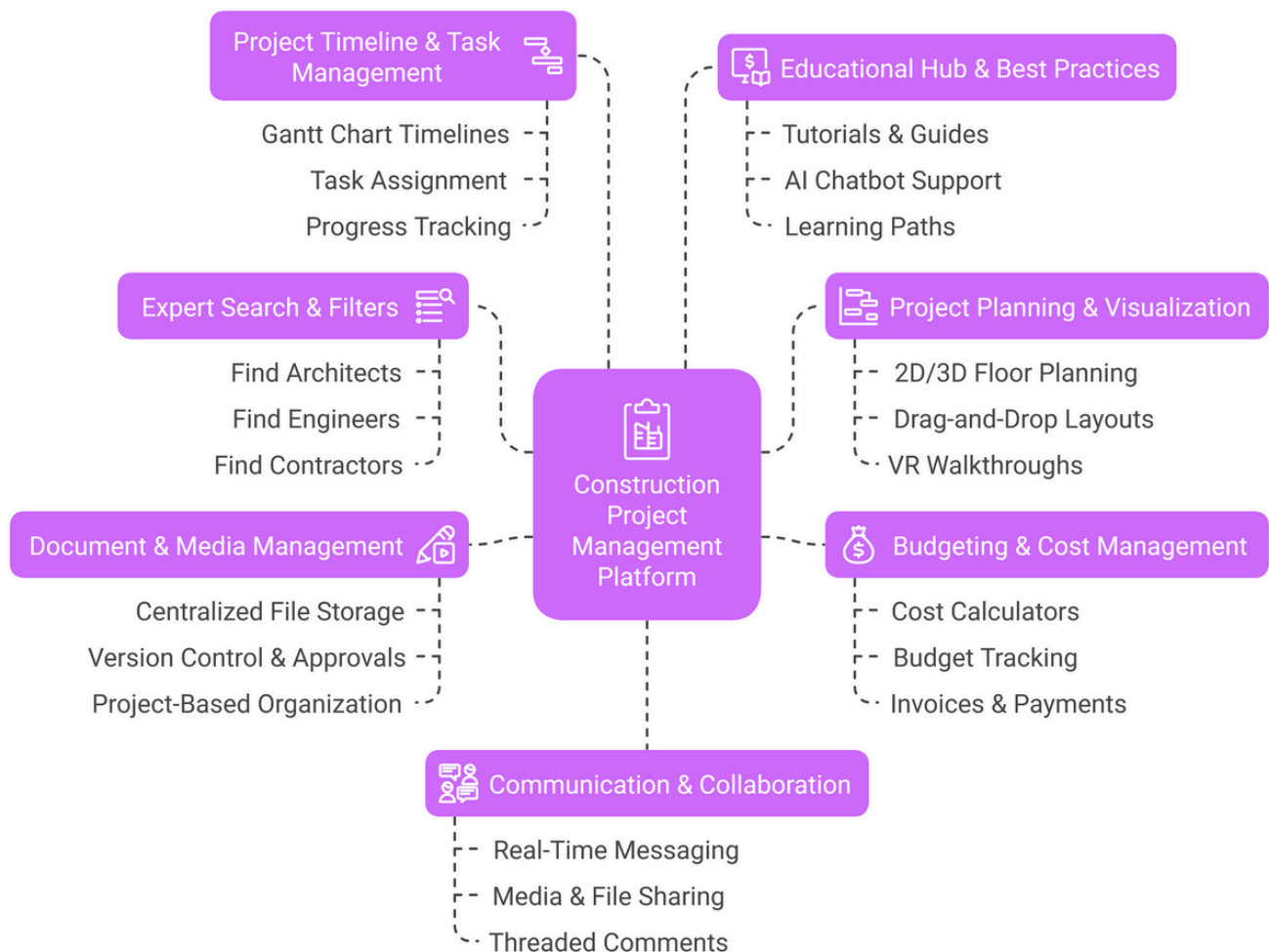
A forward-thinking Company in construction domain with focused on revolutionizing the home building and construction industry through innovative technology. With a user-first mindset and deep industry insights, we bridge the gap between traditional construction challenges and modern convenience.

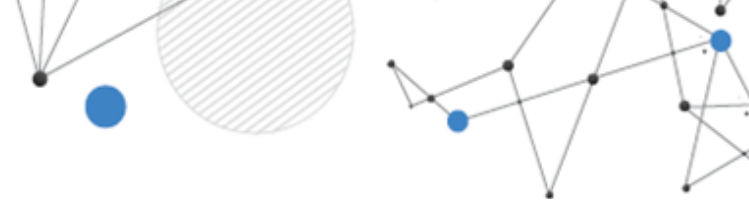
The goal is simple yet ambitious to make home construction stress-free, transparent, and efficient for every stakeholder—from homeowners and contractors to architects and material suppliers.

BUSINESS CHALLENGES



KEY MODULES





SOLUTION AND FEATURES IMPLEMENTED

Service Discovery & Booking : Easily find verified architects, engineers, and contractors using advanced search and filters. View detailed profiles, portfolios, and user reviews before hiring. In-app booking and chat allow for direct scheduling and seamless communication.



Service
Discovery

Project Planning & Visualization : Create interactive 2D/3D floor plans with drag-and-drop functionality. Arrange rooms, furniture, and components effortlessly. Experience designs in immersive VR using Meta Quest before construction begins.



Project
Planning

Budgeting & Cost Management : Estimate material, labor, and total project costs with built-in calculators. Track expenses in real-time to prevent budget overruns. Manage invoices and payments seamlessly through integrated solutions.



Budgeting

Document & Media Management : Store blueprints, contracts, and project files in a centralized system. Track document versions and approvals with ease. Organize files efficiently for quick retrieval per project.



Document
Management

Project Timeline & Task Management : Visualize project phases and deadlines with Gantt charts. Assign tasks, set due dates, and track progress in real time. Keep teams aligned with automated status updates.



Timeline
Management

Educational Hub & Best Practices : Access tutorials, guides, and instructional videos for hands-on learning. Get instant AI-powered chatbot support for construction queries. Follow tailored learning paths for both beginners and professionals.



Educational
Hub

Communication & Collaboration : Chat with clients, vendors, and teams in real time. Share documents, images, and media files directly within conversations. Use threaded comments for focused discussions on specific tasks or updates.



Communication

TECH STACK

- Frontend: React.js (Web), React Native (Mobile)
- Backend: Node.js + Express.js
- Database: PostgreSQL (structured data), MongoDB (flexible content/data)
- Cloud Services: AWS (S3 for file storage, EC2 for hosting, RDS for database)
- Authentication: Firebase Auth + OAuth 2.0
- DevOps & Deployment: Docker + Kubernetes, CI/CD with GitHub Actions
- AI Integration: OpenAI API for chatbot and smart recommendations
- Visualization: Three.js + WebGL for 3D/VR, Unity for immersive experiences
- Real-Time Features: WebSockets for messaging and collaboration
- Search & Indexing: Elasticsearch / Algolia
- Analytics: Mixpanel / Google Analytics



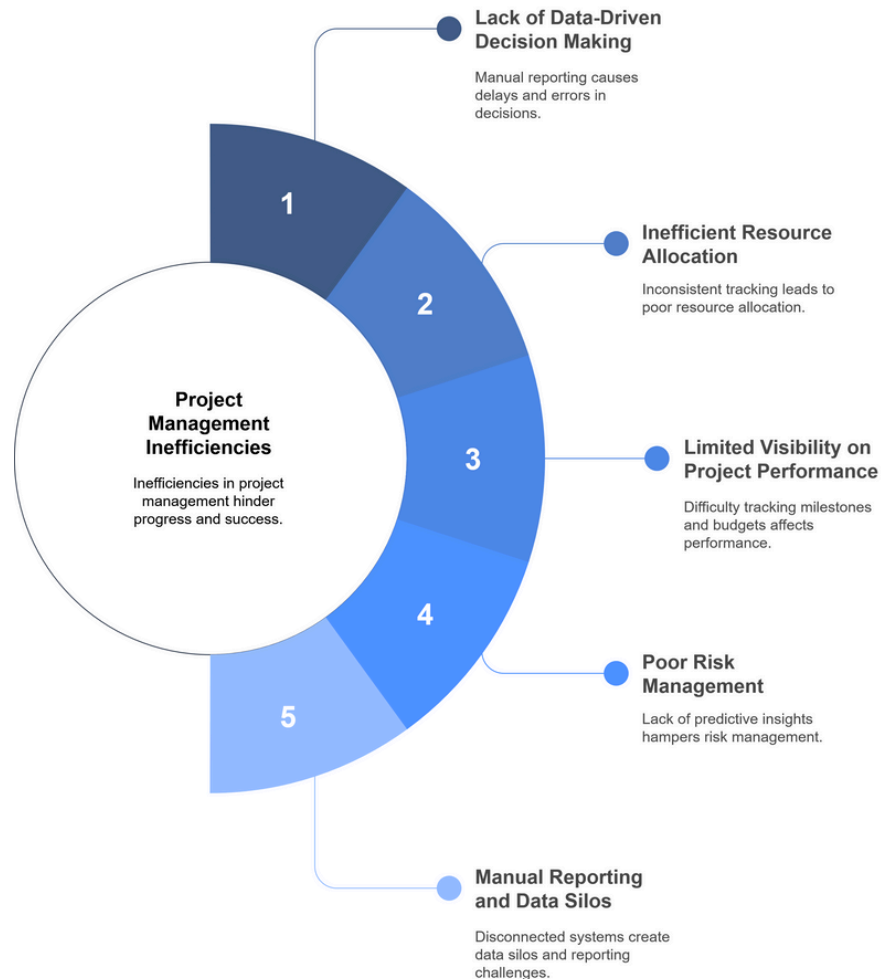
Business Intelligence (BI) for Project Management Services

OVERVIEW

A leading project management firm sought to enhance its decision-making, optimize resource allocation, and improve project tracking by implementing a Business Intelligence (BI) Software tailored for Project Management Services (PMS). The BI solution provided actionable insights through real-time data analysis, predictive analytics, and performance tracking.

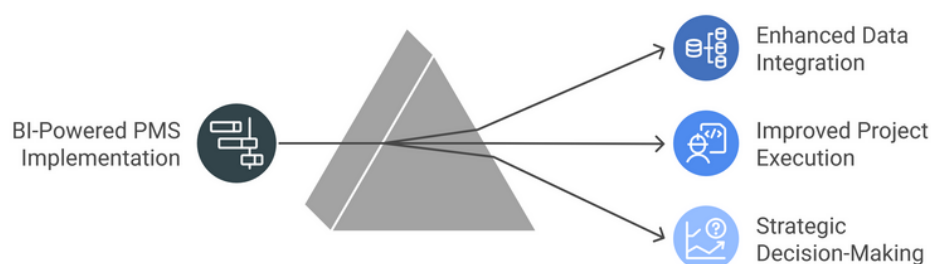
BUSINESS CHALLENGES

- **Lack of Data-Driven Decision Making :**
Project managers relied on manual reporting, leading to delays and errors.
- **Inefficient Resource Allocation:**
Inconsistent tracking of team workloads and resource utilization.
- **Limited Visibility on Project Performance:** Difficulty in tracking project milestones, budgets, and deadlines.
- **Poor Risk Management:** No predictive insights to identify potential risks and mitigate them proactively.
- **Manual Reporting and Data Silos:**
Disconnected systems led to data silos, making it difficult to generate comprehensive reports.



SOLUTION

Along with the collaboration with the firm we implemented a custom BI-powered PMS that seamlessly integrated with existing project management tools, providing a data-driven approach to project execution.



THE SOFTWARE INCLUDED THE FOLLOWING FEATURES:

Real-Time Project Analytics : Live dashboards display project progress, deadlines, and milestones in real time. Automated alerts notify stakeholders of delays, budget overruns, and milestone completions.

Resource Optimization : AI-driven workload balancing ensures efficient task distribution and prevents bottlenecks. The system tracks skill availability and integrates with HR tools for better team management.

Predictive Analytics & Risk Management : AI analyzes historical data to predict risks, delays, and budget issues. Real-time alerts and mitigation strategies help prevent potential project disruptions.

Financial & Budget Tracking : Automated cost tracking monitors expenses in real time while supporting multi-currency budgeting. Profitability analysis ensures cost-effective project execution.

Automated Reporting : One-click custom reports provide key financial and performance insights. Reports can be scheduled, exported, and summarized using AI-driven analysis.

Task and Workflow Automation : Smart task assignments automate work based on priority and deadlines. Workflow approvals and real-time tracking ensure efficient execution.

Performance Benchmarking : KPI dashboards compare project performance with industry standards. Managers can track efficiency and set measurable goals for improvement.

Customizable Dashboards : Role-specific dashboards offer personalized insights for different users. Integration with Power BI and Tableau enhances data visualization.

Data Security : End-to-end encryption and role-based access controls protect data.



Real-Time Analytics



Resource Optimization



Predictive Analytics



Financial Tracking



Automated Reporting



Workflow Automation



Performance Benchmarking



Custom Dashboards



Data Security

TECH STACK

- Frontend: React.js, Redux, D3.js/Chart.js, Material UI (Dynamic dashboards, state management, data visualization).
- Backend: Node.js (Express.js), GraphQL/REST API (API development)
- Database: PostgreSQL (structured data), MongoDB (unstructured data), Redis (caching).
- BI & Analytics: Power BI (visualization, forecasting).
- Cloud & Deployment: AWS (EC2, S3, RDS), Docker, NGINX (scalability, containerization, load balancing).
- Security & Compliance: OAuth 2.0/JWT, SSL Encryption.

RETAIL

Case Study : 1

AI-Powered Mall Engagement App

Case Study : 2

Eco-Friendly Products Shopify Store with ActiveCampaign Integration

AI-Powered Mall Engagement App

OVERVIEW

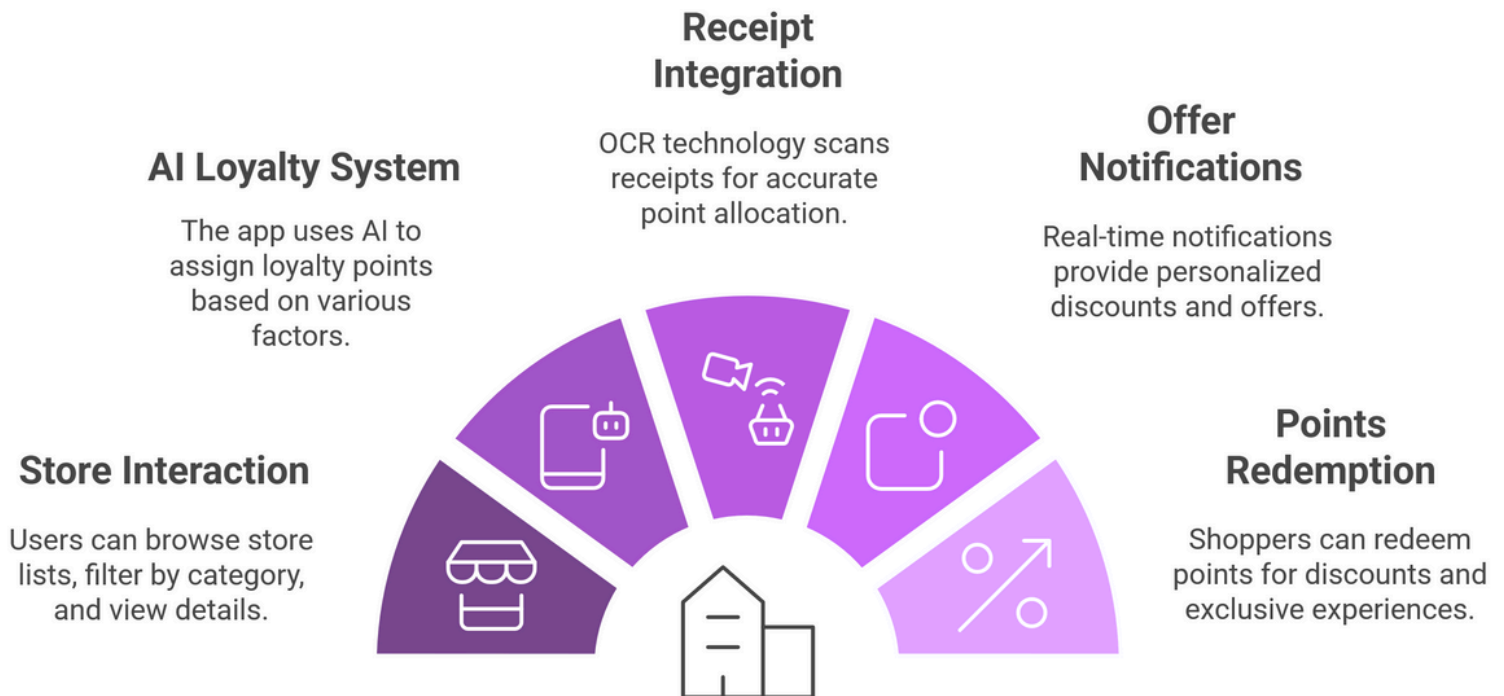
A leading shopping mall sought to enhance customer engagement and loyalty through a mobile app that connects shoppers with retailers. The app provides an interactive shopping experience, allowing users to earn and redeem loyalty points, view exclusive offers, and access a digital directory of stores. Integrated with kiosks and AI-driven analytics, the solution personalizes rewards based on user purchases, ensuring a seamless and rewarding shopping journey.

BUSINESS CHALLENGES



SOLUTION

The mall introduced a feature-rich mobile app that leverages AI, OCR technology, and smart analytics to enhance customer experience. The app integrates with mall kiosks for real-time receipt scanning, allowing users to earn AI-calculated reward points based on purchase history and store category. Personalized push notifications and in-app promotions further drive engagement.





FEATURES AND DETAILS

Store Directory & Navigation : Users can browse stores, filter by category, and view details like offers and contact info. React Native powers the UI, while GraphQL APIs fetch real-time data. Google Maps SDK enables interactive navigation, guiding users efficiently within the mall.

AI-Powered Loyalty Program : An AI engine, built with Scikit-learn & Pandas, dynamically assigns loyalty points based on store category, purchase value, and promotions. A Node.js backend processes transactions, ensuring fair point distribution with configurable reward tiers.

Receipt Scanning & OCR Integration : A kiosk and in-app scanner use TensorFlow OCR to extract text from receipts, verifying purchase details instantly. FastAPI processes image data, while PostgreSQL stores transaction records, enabling accurate point allocation.

Offer & Discount Notifications : AI-driven promotions leverage Firebase Cloud Messaging to send personalized notifications. The backend (Node.js + AI models) analyzes user shopping patterns and triggers relevant discount alerts based on behavior and location.

Points Redemption & Rewards : Users redeem points via a digital rewards catalog, integrating Stripe API for seamless checkout. Redis caching optimizes reward availability checks, ensuring real-time updates on point balance and redemption options.

AI-Driven Purchase Insights : User shopping behavior is analyzed using Python AI models (Scikit-learn, Pandas) to generate insights on spending patterns. A BI dashboard (Power BI / Tableau) helps mall retailers track trends and refine marketing strategies.

Kiosk & Mobile App Synchronization : The app and kiosks sync user activity in real-time via WebSockets & Firebase Realtime Database. Scanned receipts, point updates, and transaction logs are instantly reflected across devices, ensuring a seamless omnichannel experience.

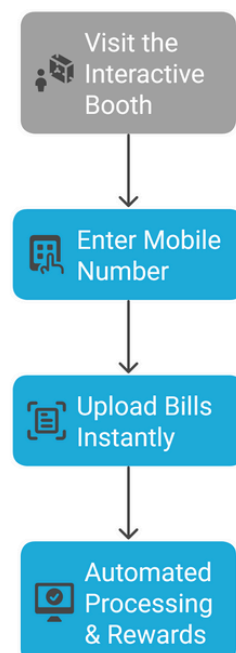
AUTOMATED BILL SUBMISSION VIA KIOSK

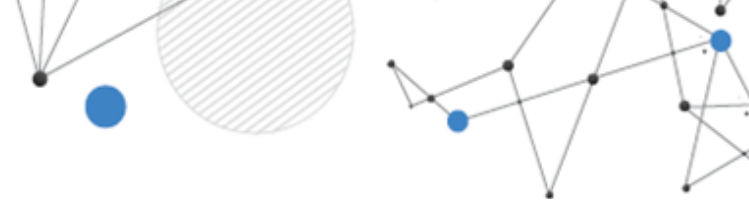
Visit the Interactive Booth : Customers approach the self-service booth installed within the mall premises.

Enter Mobile Number : They input their mobile number to initiate the submission process.

Upload Bills Instantly : Customers can scan and submit multiple shopping bills within seconds using the booth.

Automated Processing & Rewards : Platform reads and verifies bill details automatically, crediting eligible rewards to the customer's account.





WHAT IS ACHIEVED

Integrated Digital Platform for Events & Campaigns : A comprehensive digital solution designed to help you effortlessly create, manage, and analyze all your marketing campaigns and events throughout the year.

Seamless Event & Campaign Management : Utilize a combination of Touchscreen Kiosks, WhatsApp, and a Mobile App to streamline the end-to-end management of mall events and promotional campaigns.

Automated Operations : Minimize the need for on-ground staff by guiding customers to submit their shopping bills through the Kiosk, WhatsApp, or App—ensuring a smooth, self-service experience.

Customer Data & Engagement Management : Track customer participation across all campaigns and create a unified Customer Profile for deeper insights into shopper behavior and preferences.

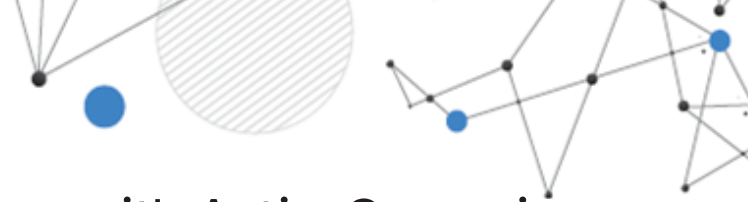
Digital Rewards Distribution : Distribute vouchers, rewards, and tokens digitally, based on customer activity and eligibility—ensuring a transparent and efficient rewards system.

Digital Bill Submission & Verification : Enable customers to easily upload their shopping bills via WhatsApp, App, or Kiosk. An electronic token is issued for tracking and future interactions.

Unified Experience Across Three Touch-points : Manage raffle draws, giveaways, and reward programs through a centralized system accessible via Kiosk, App, or WhatsApp.

Year-Round Data Intelligence : Gain access to real-time reports, analytics, and campaign data throughout the year—empowering the mall with valuable insights for strategic decision-making.





Eco-Friendly Products Shopify Store with ActiveCampaign Integration

OVERVIEW

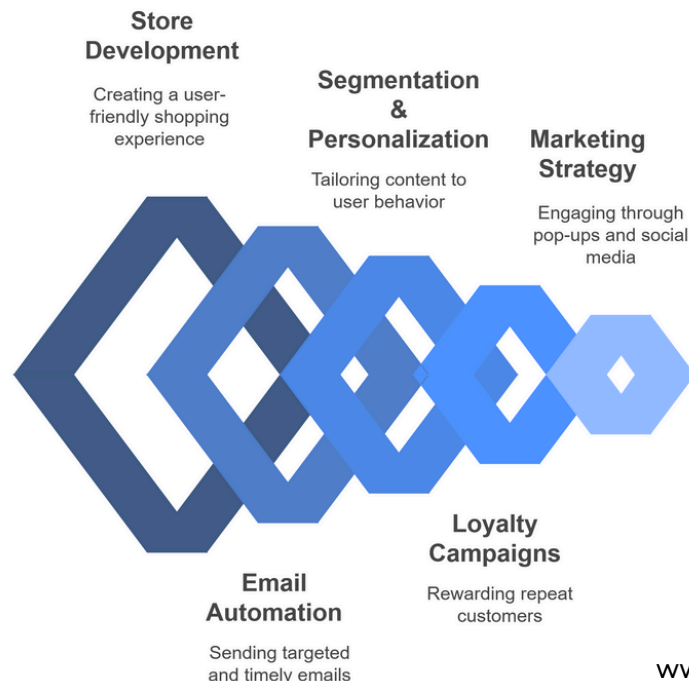
An eco-conscious startup aimed to sell sustainable and environmentally friendly products through an online store. They wanted a Shopify website with seamless marketing automation to engage customers and drive sales.

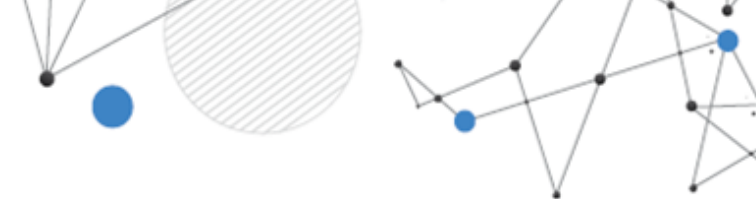
BUSINESS CHALLENGES



SOLUTION

A Shopify store with a custom eco-friendly design and integrated ActiveCampaign for automated marketing. The solution included personalized email sequences, abandoned cart recovery, and customer segmentation to boost engagement and retention. By leveraging AI-driven product recommendations and loyalty campaigns, the brand saw a 30% increase in conversions and a 40% reduction in cart abandonment, improving customer lifetime value.





SOLUTION

1. Shopify Store Development

Custom Theme: Designed a nature-inspired, minimalist UI/UX with green tones and sustainable messaging.

Product Pages: High-quality images, detailed descriptions, and eco-certification badges.

Subscription Model: Integrated a subscription feature for recurring purchases of sustainable essentials.

2. ActiveCampaign Integration

Email Automation: Set up automated workflows for welcome emails, cart recovery, and post-purchase follow-ups. **Segmentation & Personalization:** Categorized users based on behavior (first-time buyers, frequent shoppers, cart abandoners).

Product Recommendations: AI-driven product suggestions in emails based on browsing history.

Loyalty Campaigns: Rewards-based email sequences for repeat customers.

3. Marketing & Growth Strategy

Pop-ups & Lead Magnets: Used exit-intent pop-ups offering discounts in exchange for email sign-ups.

Social Media Integration: Auto-synced customer lists for retargeting on Facebook & Instagram.

SMS Campaigns: Sent promotional offers and order updates via SMS through ActiveCampaign.

TECH STACK

- Shopify for building and managing the online store.
- Liquid (Shopify's templating language), HTML, CSS, and JavaScript for customizing themes and creating a dynamic front-end.
- ActiveCampaign for email marketing automation, segmentation, and customer engagement.
- ActiveCampaign AI features and Shopify app integrations (like Recom.ai or LimeSpot) for personalized product recommendations.
- Facebook & Instagram Ads for retargeting, and Google Analytics for tracking user behavior and conversions.
- Google Tag Manager for managing marketing tags, and Google Search Console for SEO tracking and optimization.
- Recharge Subscriptions for managing recurring orders and subscriptions.



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