meesho

"Leveraging AI to Revolutionize the E-commerce Seller Experience and Drive Platform Growth"

The Problem

Meesho, a leading E-commerce platform, is eager to expand its reach and support more sellers. However, several persistent challenges in the seller catalog workflow are hindering platform growth. Foremost among these is the approval of products miscategorized by sellers. This issue disrupts product discoverability, frustrates customers, and creates operational friction for both Meesho and its community of sellers. Moreover, a cumbersome, manual listing process prevents sellers from onboarding quickly and accurately. The lack of data driven pricing tools leaves sellers guessing and impacts their profitability. To compound matters, many sellers, especially from non metro areas, struggle with limited language support and inadequate access to efficient help when issues arise. Each of these problems restricts Meesho's ability to deliver a seamless experience, deter seller growth, and ultimately, risk the platform's long-term vision.

Proposals

1. **Ineffective Quality Checks:** The system fails to prevent miscategorized products, hurting customer experience and increasing product returns.
2. **Manual Catalog Creation:** The current process is slow, tedious, and prone to errors, making it inefficient for sellers to list new products.
3. **"View Live" Listings:** Sellers cannot easily view their live product pages, forcing them to manually search, which is a time consuming and inefficient process.
4. **AI-Powered Smart Pricing:** Many sellers lack the tools to set optimal prices, leading to lost sales and decreased profitability for both the seller and the platform.
5. **Vernacular AI Support:** Many sellers lack the tools to set optimal prices, leading to lost sales and decreased profitability for both the seller and the platform.

1. Ineffective Quality Checks

Product miscategorization stands out as one of the trickiest challenges in any growing marketplace. When sellers inadvertently tag a product to the wrong category, customers struggle to find the item, or worse, discover it only after searching in less relevant sections. This leads to confusion, higher return rates, and diminished trust in the platform.

Our solution is an automated validation layer that leverages machine learning to review every product listing before it goes live. The system will analyze the product's image, title, and description cross referencing these with learned patterns to predict the correct category. If a discrepancy is identified between the seller's selection and the AI's prediction, the system immediately prompts the seller to review and correct the category.

2. Manual Catalog Creation

Presently, creating a product listing on Meesho is a slow, manual task. Sellers must tediously select categories, fill in detailed information, and hope they've made the right choices. This not only delays business for experienced sellers but is especially discouraging for first-time entrepreneurs unfamiliar with digital workflows.

To eliminate these frictions, we propose an AI-first smart cataloging system. Sellers start by uploading a product image. Instantly, the AI suggests the most relevant category, generates a compelling product title and description, and pre-fills other essential attributes

3. "View Live" Listings

Our solution is to add a simple, one-click "View on Meesho" link next to each live product in the seller's catalog. This feature provides immediate access to the live listing, allowing sellers to easily verify details and understand the customer's perspective. Implementing this low cost, high impact feature will empower sellers, reduce support queries, and improve overall listing quality and seller satisfaction on the platform.

4. AI-Powered Smart Pricing

Pricing remains an art and a challenge for Meesho sellers. Without robust tools for analyzing market trends, competitor prices, and historic return data, sellers often default to guesswork. Some underprice and erode their margins; others overprice and lose out on customers. Either way, inaccurate pricing saps both the seller's growth and Meesho's bottom line. We propose an AI-powered smart pricing recommendation engine. This sophisticated model examines real-time competitor prices, averages within product categories, and historical sales data. By incorporating geofencing data, it tailors prices to reflect regional demand and customer spending power. Crucially, it also considers the hidden costs of returns, ensuring recommendations yield not just top-line sales but strong profitability.

5. Vernacular AI Support

As Meesho grows beyond metro cities, language and platform complexity have become large obstacles for many sellers. Communication gaps delay problem resolution, lead to misunderstandings, and discourage seller participation especially for new entrants from Tier 2 or Tier 3 cities. To address this, our proposal introduces a vernacular-first, AI-powered chatbot that operates directly within the seller dashboard. Powered by advanced language models, this chatbot supports key Indian languages and is trained on Meesho's own policy and knowledge base (using retrieval augmented generation). Sellers can receive instant, personalized answers about orders, returns, and platform policies without language being a limiting factor. By offering round-the-clock, local language support, we help more sellers become self-reliant, reduce support tickets, and foster stronger community engagement across geographies.

Additional Links
- Source Code and Prototypes : **link**
- System Diagrams and Flowcharts : **link**
- Demo Videos : link

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