Supporting Online Customers by Plausibility Checking

Project in Cooperation with BAUHAUS

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Online Shopping at Bauhaus
Supporting Online Customers by Plausibility Checking

Or: preventing DIY fails
Online Shopping at Bauhaus

• >400M Euro turnover/year
• Unlike in store shopping: no customer support
Goals of the Project

• Learn product (in)compatibilities
• Collect data from various sources
  • From shopping histories
  • From product catalogues
  • From existing AI
    • e.g., common sense knowledge graphs
    • e.g., LLMs
• Include common sense reasoning
  • Iron and steel are metal
  • Metal is not wood
Goals of the Project

• Improve shopping experience and customer satisfaction
• Reduce returns
• Assist the user by
  • Finding possible compatibility issues in shopping carts
  • Identifying compatible substitutes
Your Tasks & Challenges

• **Overall goal:** Create an AI-based shopping assistant

• Define test cases
• Gather and integrate data
• Evaluate quality
• Fine tune models
• Present to people at BAUHAUS
Us...

Heiko Paulheim, DWS

Franz Krause, DWS

Hauke Mang, Bauhaus
You...

...have attended a few AI related lectures, e.g.,
  ...Data Mining
  ...Knowledge Graphs
  ...Web Data Integration
...are knowledgeable in programming
...have basic knowledge of German