

1. Smart Bag Creator Challenge for Flipkart Grocery

Forgot to order fresh coriander or your favorite box of strawberries or tomatoes while placing your weekly grocery order online? Wondering that you'll need to place another small order for the items missed? Well, that's something all of us have faced while ordering online, and that's what this challenge attempts to solve! In this challenge, teams are required to create a smart bag that, based on past order history, can predict future orders and create a smart order basket for the customer - selecting the items required in advance and enabling a faster buying experience.

2. Conversational Credit Application

As we go deeper into customer segments, conversational interfaces could be more engaging than typical form-based ones. As part of this challenge, teams are expected to build a chat based conversational interface based on application metadata.

- application metadata will include: field info (label, data type, validation constraints, value options if applicable, etc.)

- chat interface should adapt to the product-specific form definition (the metadata format will be preserved)

Preferred tech: React widgets that are themable

Bonus: innovation within the chat experience

3. Trust and affluence signal extraction from social media data

Less than 10% Indians have a credit bureau presence, so it is essential to identify and utilize alternate forms of data to assess customers' credit worthiness. As part of this challenge, teams are expected to identify markers from social media data that indicate trust and affluence; Generate sub-indicators for each of those markers & subsequently, attempt to utilize all signals available (ex. posts, sessions, check-ins, social graph, media content, etc.) & come up with an explainable trust and affluence score/classification based on all the signals

Preferred tech: Open source

Bonus: Signal extraction from multiple social media channels (ex. FB, Instagram, Twitter, etc.)

4. Interactive voice bot for user engagement

Key problem statement: How can we instantly and effectively engage with millions of customers at zero marginal cost. Teams are required to build an interactive voice bot that is expected to have human-grade voice synthesis and voice understanding. It should have NLP-based understanding of context and user intent (trained on domain-specific data) & have ability to understand mixed-language speech.

- Preferred tech: Open source

- Bonus: Multi-lingual bot (english, hindi), Fintech-specific domain training