

AI-Driven Sustainability Scoring for E-Commerce Products

Overview

TrueShift is an AI-powered consumer platform operating in the e-commerce and consumer sustainability technology space, evaluating products for sustainability, material safety, and environmental impact to help shoppers choose healthier, more sustainable options.

Business Challenge

Assessing a product's sustainability requires analysing its constituent materials and supply chain attributes, a task that is impractical to perform manually across large, constantly changing e-commerce catalogues. Shoppers and retailers lacked a scalable way to compare products on sustainability.

- Manually assessing product materials and supply chains is impractical at catalogue scale
- Shoppers and retailers lacked a scalable way to compare products on sustainability
- Retailers and marketplaces needed consistent scoring to support ESG reporting

The Solution

An AI-driven solution was built to analyse the constituent materials and supply chain attributes of e-commerce products and compute a sustainability score for each one at scale, enabling the platform to surface clear, eco-friendly product rankings directly to shoppers and retailers alike.

- Analyses the constituents and supply chain attributes of e-commerce products
- Computes a sustainability score for each product at scale
- Surfaces clear, eco-friendly product rankings to shoppers and retailers on the platform

Impact Delivered

The solution enabled scalable, data-driven sustainability scoring across large and constantly changing product catalogues, giving shoppers clearer insight into product impact and helping them identify healthier, more sustainable choices. It also strengthened consumer trust in the platform and gave retailers and marketplaces a consistent, structured basis for ESG reporting.

- Scalable, data-driven sustainability scoring across large, constantly changing catalogues
- Improved consumer trust through clearer, more transparent sustainability insights
- Consistent, structured support for ESG reporting

Technology Stack

- Material and supply-chain data analysis engine
- AI/ML-based sustainability scoring model
- E-commerce platform integration for score display

Services Delivered

- Product material and supply-chain data analysis
- AI-driven sustainability scoring at scale
- Eco-friendly product ranking and surfacing for shoppers and retailers
- ESG reporting support for retailers and marketplaces

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