# Artificial Intelligence & Machine Learning

Rebuy's AI & ML Strategy

Rebuy's artificial intelligence (AI) is a collection of different machine learning (ML) models that each serve a useful purpose in ecommerce. The personalization platform's goal is to deliver a **dynamic AI tool that predicts relevant trends on a brand's website, while offering an excellent out-of-the-box experience**.

Although Rebuy's out-of-the-box AI does not come made-to-order for each merchant, **brands have the ability to configure customized rules and behaviors to build tailor-made product recommendation for their customers**. Rebuy differentiates itself with comprehensive datasets that power precise internal models and with robust app integrations that allow brands to easily leverage AI through various sales channels.
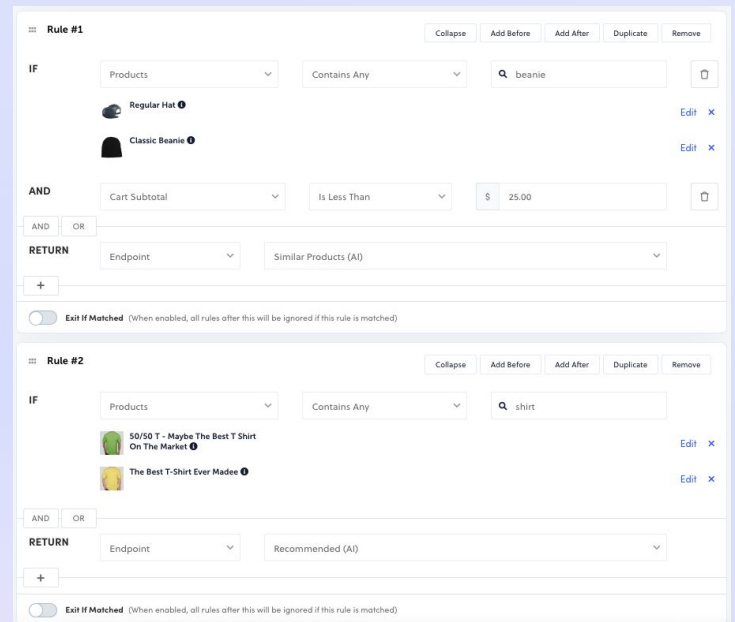
Rebuy's AI & ML Solutions

Data Sources are Rebuy's main AI solution and are what can be used to customize how the platform's ML models are combined together to surface product recommendations. Brands can leverage Data Sources to define rules and behaviors that make sense for their business and/or industry.

Notable features within Rebuy's Data Sources include:

- **Smart Sort:** Arrange products based on which are most likely to convert using an ML model that indicates a "likelihood to convert" score for each item.
- **Recommended (AI) Endpoint:** Surface personalized product offers using Rebuy's AI to cross-reference input products with others that customers have purchased.
- **Similar Products Endpoint:** Predict and return similar products by leveraging AI to capture the details and relationship of items in complementary catalogs.

The Rebuy Assistant Smart Cart™ App is an advanced, generative AI feature that is based upon large language model (LLM) technology. **Rebuy Assistant provides a holistic product discovery experience to digitally recreate a brick and mortar store experience** by chatting with users to find out what they want and then providing viable product recommendations that are available on the store's website.

💡 **Learn more about Rebuy's AI-powered Data Sources**