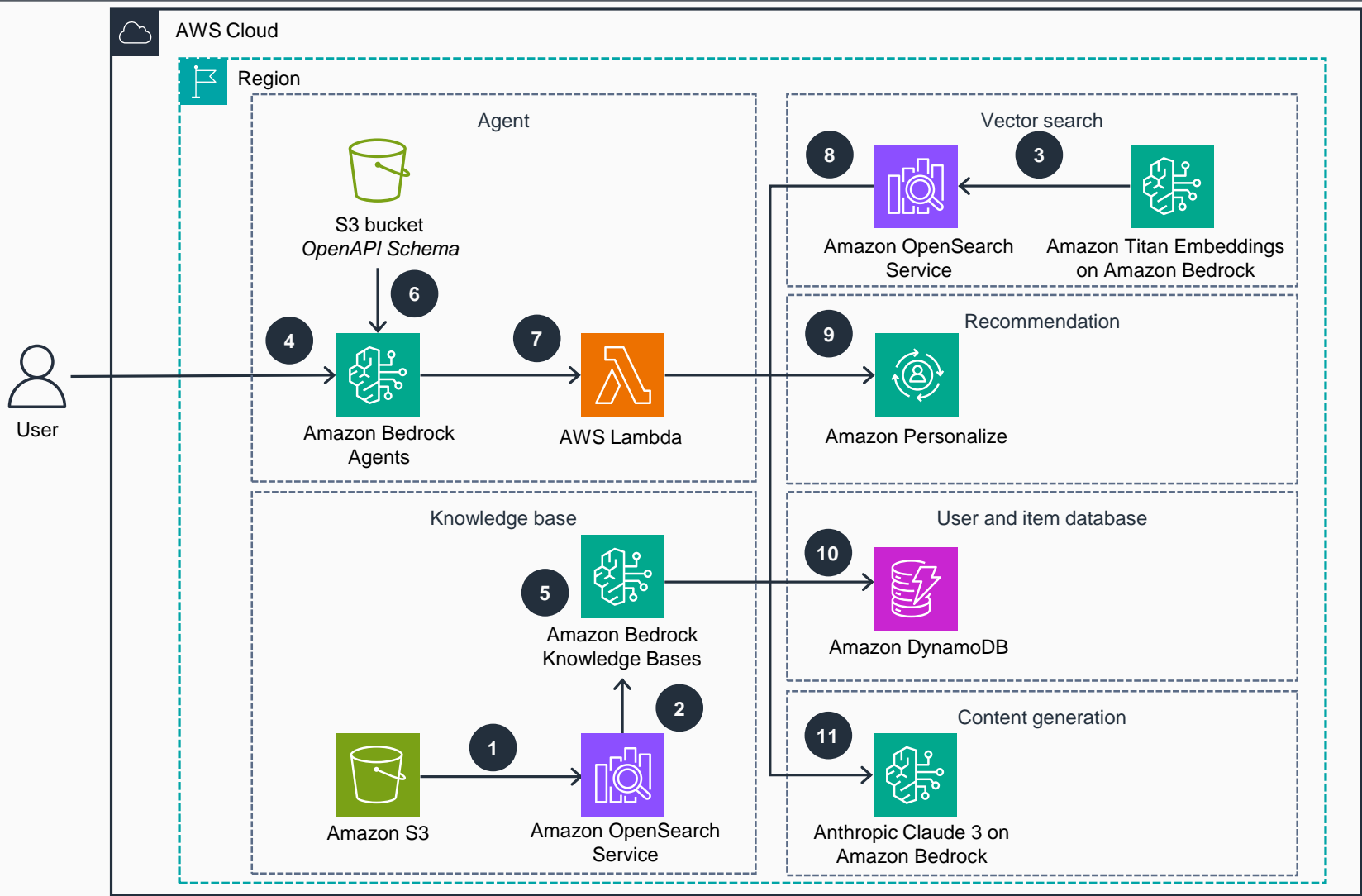


# Guidance for Personalized Ecommerce Recommendations Using Amazon Bedrock Agents

This architecture diagram illustrates how to integrate Amazon Bedrock Agents with ecommerce systems to provide tailored shopping recommendations, improving the shopping experience.



- 1** **Amazon Simple Storage Service (Amazon S3)** stores sales pitch data for the knowledge base to reference.
- 2** **Amazon Bedrock Knowledge Bases** contains historical sales scripts that **Amazon Bedrock Agents** uses to guide interactions.
- 3** **Amazon Titan Embeddings models on Amazon Bedrock** generates embeddings for vector search to find relevant products.
- 4** The user interacts with the chatbot, triggering product recommendations and sales processes.
- 5** **Amazon Bedrock Agents** acts as the chatbot interface that recommends and sells products to the user based on their inquiries and needs.
- 6** The OpenAPI Schema hosted on an **S3** bucket contains schema or structured data that helps **Amazon Bedrock Agents** interpret and process information accurately.
- 7** **AWS Lambda** executes backend logic in response to triggers from **Amazon Bedrock Agents**, enabling real-time operations and responses.
- 8** **Amazon OpenSearch Service** supports vector search to quickly retrieve relevant products or content for the user.
- 9** **Amazon Personalize** generates personalized product recommendations based on user IDs.
- 10** **Amazon DynamoDB** manages user and item data to provide personalized recommendations based on user behavior and preferences.
- 11** **Anthropic Claude 3 in Amazon Bedrock** generates content using AI, crafting personalized responses or product descriptions to effectively engage users.

