

High-performance commerce pod — Spree, Rails & AI catalogue ingestion

Domain: E-commerce / marketplace **Stack:** Rails · Spree · Sidekiq-style jobs **Engagement:** Product velocity pod

Spree Commerce programme with AI-assisted catalogue import — scraping pipelines guided by prompts, product generation, background jobs, and operator workflows for brands that need custom marketplace infrastructure beyond template storefronts.

CHALLENGE

Commerce scale with intelligent catalogue operations

Launch and operate a Spree-based store where catalogue depth, import automation, and fulfilment hooks matter — with sober release governance on payments, promotions, and background processing.

APPROACH

Rails conventions + AI-assisted import pipelines

- Spree + Rails for marketplace flows, admin, and checkout boundaries
- Background jobs for imports, scraping, and async catalogue updates
- AI-assisted catalogue ingestion with senior oversight on quality and cost
- Phased milestones tied to releases — assumptions documented before build

TECHNOLOGY

Stack & delivery surface

Ruby on Rails Spree Commerce Sidekiq patterns AI import Marketplace

OUTCOMES

What the programme proved

- Reference on sevendyne.com/projects/ror/ — AI-powered store builder
- Commerce pod narrative for buyers outgrowing Shopify
- Combines product velocity with governed Rails delivery