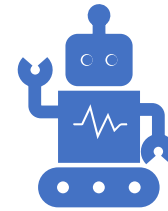









ARTIFICIAL INTELLIGENCE IN **ECOMMERCE**

- Artificial Intelligence e-commerce for small and big businesses. AI is being used by various e-commerce companies to get a better understanding of customers.
- AI applications in e-commerce are hugely unavoidable as retailers need to keep up with the fast-paced competition.
- AI has helped companies predict what services or products their customers would prefer. One of the best examples of this is the media services provider, Netflix. With AI, it can foresee what their users would like to watch based on historical activities. AI assists businesses in accumulating precise data and then interpreting it appropriately.

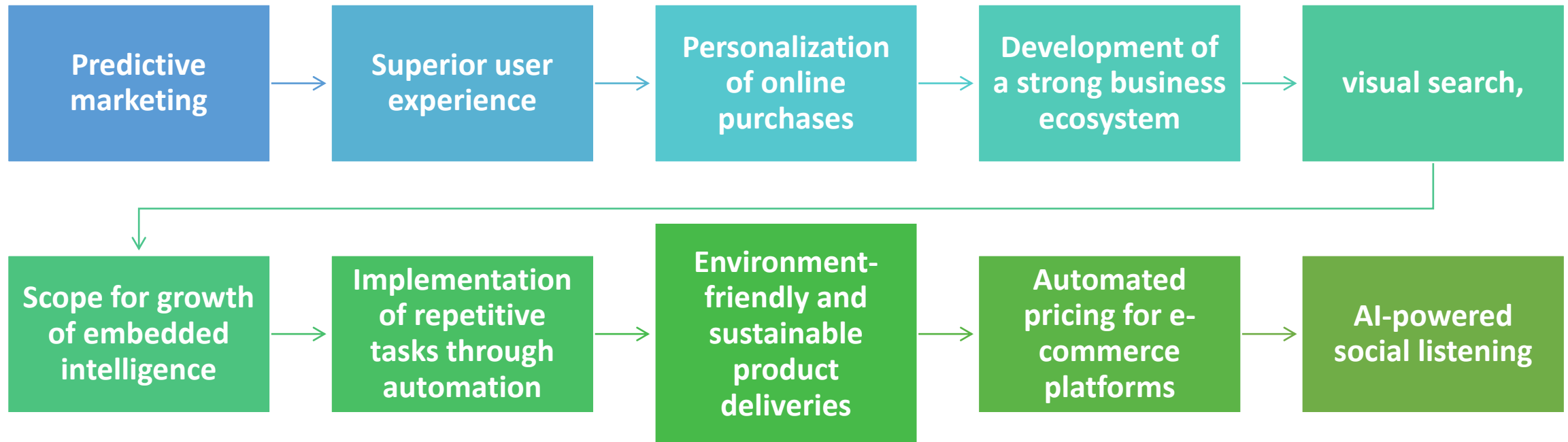


Benefits of Artificial Intelligence in Ecommerce

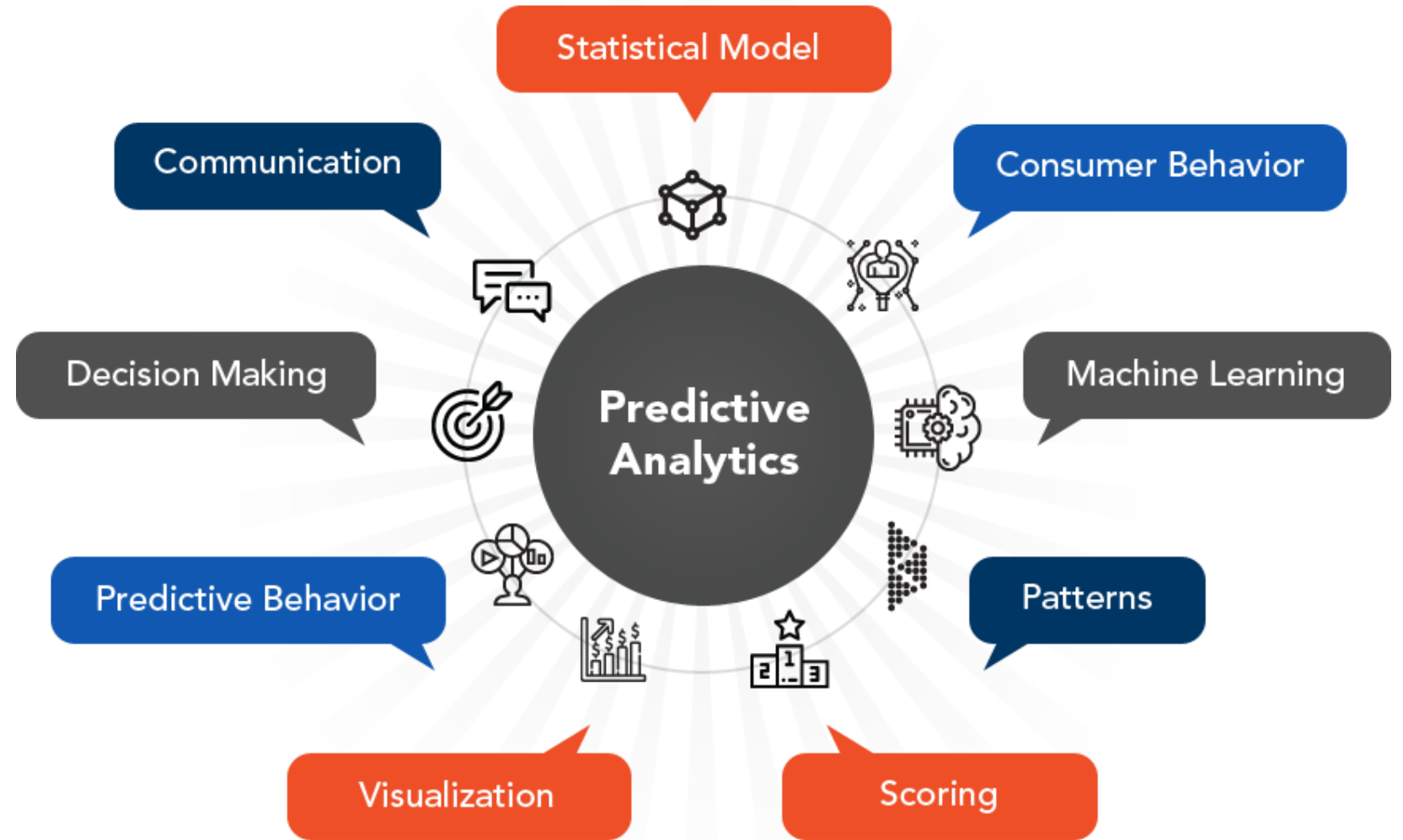


-  ENHANCED CUSTOMER RELATIONSHIP
-  COST EFFECTIVE
-  INCREASED OPERATIONAL EFFICIENCY
-  HIGHLY SECURED & SAFE
-  FOCUS ON NEW PRODUCTS & SERVICES

Workflow of AI in E-Commerce



Predictive marketing

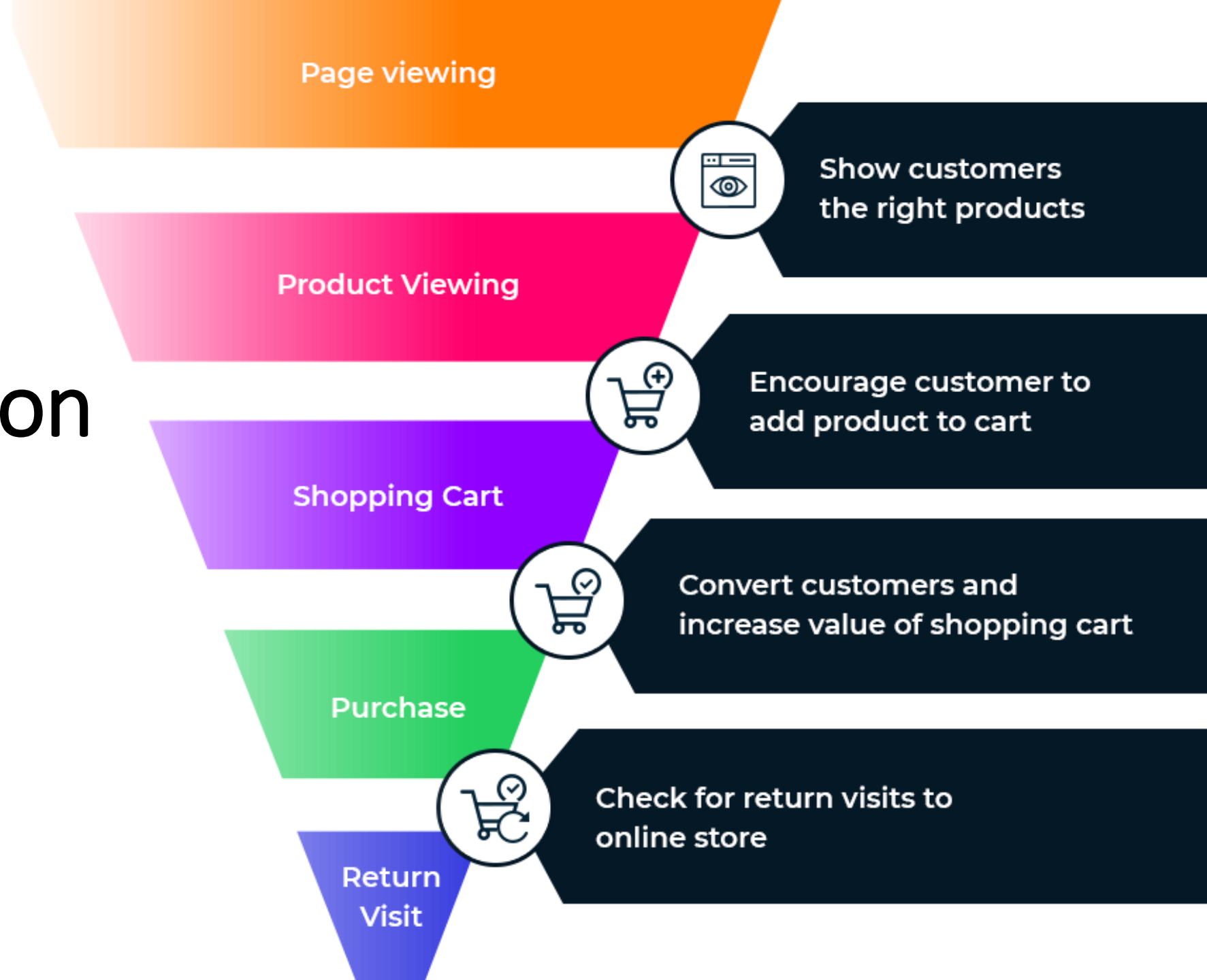


Superior user experience

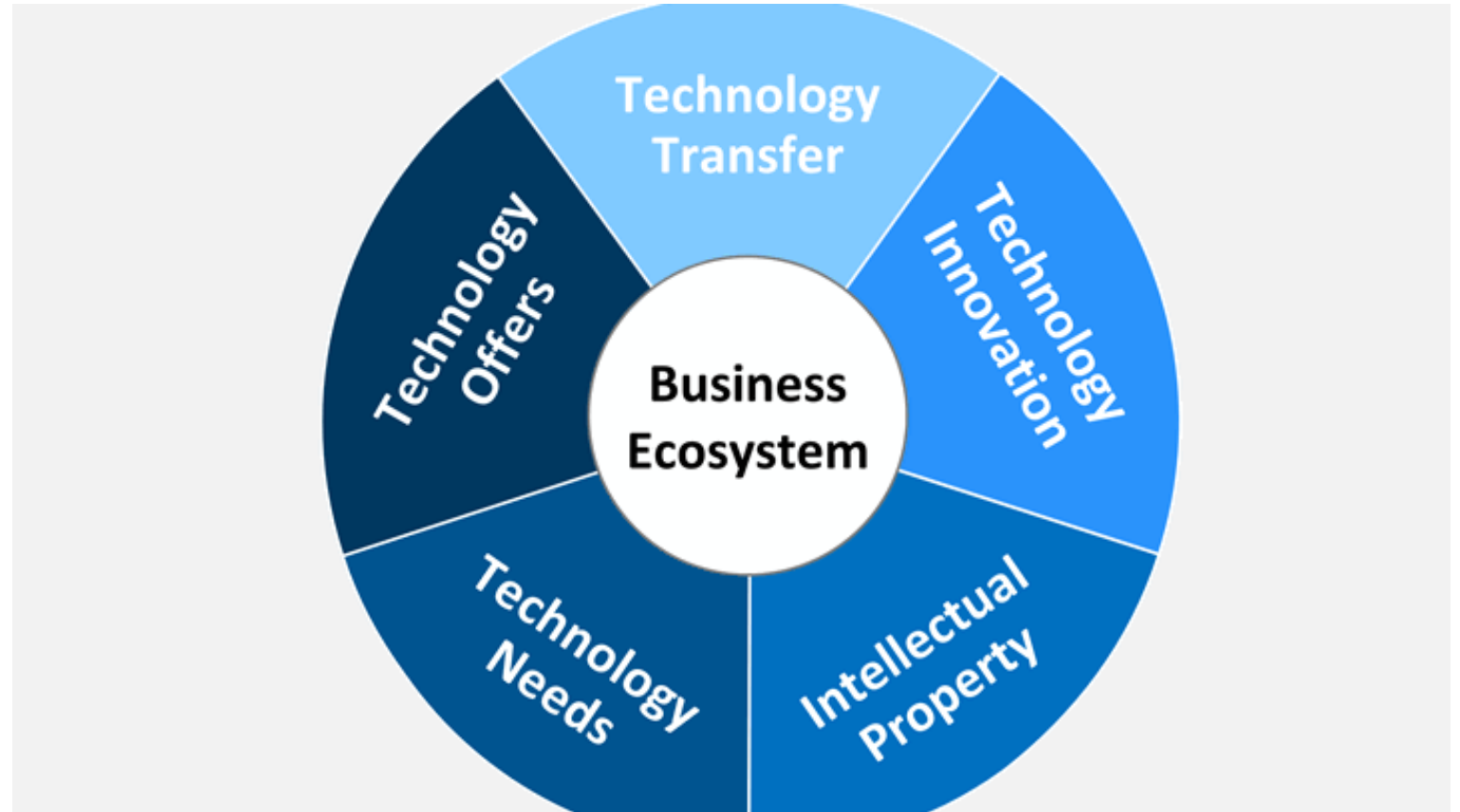
- With AI and machine learning, certain advanced systems such as facial recognition and voice interfaces are being used by e-commerce platforms.

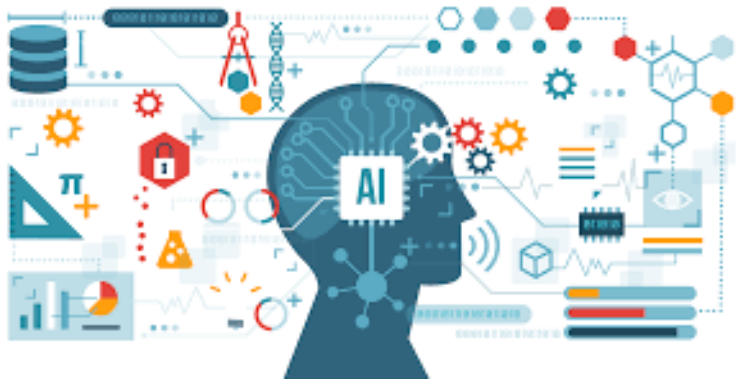


Personalization of online purchases



Strong AI





- **Advanced visual search:** With AI, the idea of a visual search is transforming every single day. Online buying is getting even more simplified with the help of visual search.
- **Scope for growth of embedded intelligence:** Embedded intelligence is a cutting-edge feature that is enabled by AI. It provides an item or service with the capability to assess its own usage load and performance.
- **Automated pricing for e-commerce platforms:** AI enables automated dynamic pricing for any number of products based on the inventory, demand, capacity, consumer behavior, and existing market conditions.
- **AI-powered social listening:** Artificial intelligence allows businesses to perform excellent social listening by monitoring keywords, brands, or key phrases that are commonly used on multiple social media networks.

Benefits for customers in Artificial Intelligence



Case study- The North Face

The North Face is a large e-commerce in the clothing and outerwear industry and they are a great first example of a company using AI to help them better understand their customers' wants, needs, and buying habits.

Conclusion

- Businesses will not be able to keep up with their competitors if they stick to manual methods or minimal digitization.
- Companies need to start accepting that AI in e-commerce is essential to last long and remain competitive in the market. Implementation of AI can initially be on a small scale for the purpose of testing.



Question And Answer





Thank you