

7 USE CASES OF AI IN RETAIL

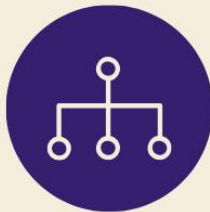
1. DATA CREATION AND LABELLING

AI can help in creating rich metadata for every product, eliminating human fatigue & errors.



2. DATA STRUCTURING AND TRANSFORMATION

AI can be used to structure & transform data from a semi-structured or an unstructured format to the one used by the marketplace.



3. DATA INSIGHTS TO DRIVE BETTER DECISIONS

With AI, retailers can create data models to derive insights and in-turn build prescriptive or predictive decision engines.



4. PRODUCT DISCOVERY

An AI-powered personalized search can help tailor the search results, by boosting specific affinities for each shopper.



5. REAL-TIME PERSONALIZATION OF THE SHOPPER JOURNEY

With real-time personalization, retailers can understand shopper intent with each click & serve personalized product recommendations with the highest likelihood of engagement.



6. PERSONALIZED CURATION

An AI styling assistant can curate looks, mood boards, outfits & collections for each shopper based on their visual style preferences.



7. CART ABANDONMENT EMAILS

An AI-powered cart recovery tool that recommends visually similar products & personalized styling suggestions can power compelling cart abandonment emails.

