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section of the article addresses six emerging AI-enabled technologies that can transform

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Scant is known for overcoming these challenges when adopting and implementing AI-

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article aims to resolve the personalization-privacy paradox by introducing a solution

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**CUSTOMER JOURNEY :**

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A network of connected things, devices, and people that interact through the internet isIoT. Future devices and home appliances such as washing machines, televisions,refrigerators, microwaves, air conditioners, etc., would automatically operate throughcomplex sensors. Imagine your refrigerator automatically orders fruits, milk, eggs, bread,butter, and vegetables online, according to the stock left in the specic containers. Shortly,all devices would be advanced and smarter through the internet of things. IoT hasimmense potential to transform the shopping experience. With the help of IoT, informationlike price, usage, manufacturing date, specications, expiry date, etc., could be displayedby the product itself through wearables or smartphones