AI Project Outline

## Scenario: **Product Recommendation**

**What is the business problem that needs solving?**

There is limited effectiveness of recommendations provided to customer at checkout. This results in a potential missed opportunity to earn additional revenues from impulse purchases by the customer at Point of sale (POS) for the grocery store.

**How can AI solve this problem?**

Ai can leverage a combination of factors like

* Current purchase bucket
* Past purchase trends if available for a repeat customer
* Analysis of purchases to identify inclination towards a specific product category
* Analysis of trends to identify affinity to brands or discounts.

These factors can then be used to create a more relevant recommendation to users driving increased probability of purchase.

**What are tools/resources needed to implement the solution?**

User data like Age/ Sex/ previous purchase trends. Aggregation of data by these trends to generate recommendations based on trends across similar data groups to provide a high probability recommendation

**What ethical challenges might arise?**

The system needs to track individual purchase data of each user tagged to their socio-economic indicators. This could lead to potential infringement on privacy of individuals.

**What are some tactics for addressing these ethical challenges?**

Ensure that there is no collection or tagging of individually identifiable data points like social security numbers, full names, addresses. The data needs to be collected only into socio economic buckets such that its individually not identifiable.