AI in retail

AI in retail has empowered businesses with high-level data and information that is leveraged into improved retail operations and new business opportunities. In fact, it is estimated that $40 billion of additional revenue was driven by AI in retail in a 3-year span.

Generally, AI help retailers make accurate, data-driven business decisions.

AI in retail also utilizes behavioral analytics and customer intelligence to glean valuable insights about different market demographics and improve many different touchpoints in the customer service sector of business.

Inventory Management

AI in retail is creating better demand forecasting. By mining insights from marketplace, consumer, and competitor data, AI business intelligence tools forecast industry shifts and make proactive changes to a company’s marketing, merchandising, and business strategies. This also impacts supply chain planning, as well as pricing and promotional planning.

2.Personalization & Customer Insights

Intelligent retail spaces recognize shoppers and adapt in-store product displays, pricing, and service through biometric recognition to reflect customer profiles, loyalty accounts or unlocked rewards and promotions creating a custom shopping experience for each visitor, at scale. Stores are also using AI and advanced algorithms to understand what a customer might be interested in based on things like demographic data, social media behavior, and purchase patterns. Using this data, they can further improve the shopping experience and personalized service, both online and in stores.

3.Operational Optimization – AI-supported logistics management systems adjust a retailer’s inventory, staffing, distribution, and delivery schemes in real-time to create the most efficient supply and fulfillment chains, while meeting customers’ expectations for high-quality, immediate access and support.

4.In-store Customer Experience Management

A consumer’s in-store experience can be improved by an AI-based humanoid robot that can directly interact with customers as a concierge or sales associate. The robot can help customers find what they are looking for them or point them in the right direction. Pepper robot is a humanoid robot capable of interacting with customers and perceiving human emotions. Thus far, it has helped increase store interest and sales at companies such as Nestle, The Ave and SoftBank mobile store. However, how long this effect will last is uncertain.

 However, AI bring some negative impact on society.

1.Loss of certain Jobs

While many[jobs will be created by artificial intelligence](https://www.itpro.co.uk/automation/30463/gartner-by-2020-ai-will-create-more-jobs-than-it-eliminates) and many people predict a net increase in jobs or at least anticipate the [same amount will be created to replace](https://www.itpro.co.uk/automation/30463/gartner-by-2020-ai-will-create-more-jobs-than-it-eliminates) the ones that are lost thanks to AI technology, there will be jobs people do today that machines will take over. This will require changes to training and education programmes to prepare our future workforce as well as helping current workers transition to new positions that will utilise their unique human capabilities.

2. AI widening socio-economic inequality

Widening socioeconomic inequality sparked by AI-driven job loss is another cause for concern. Along with education, work has long been a driver of social mobility. However, when it’s a certain kind of work — the predictable, repetitive kind that’s prone to AI takeover — research has shown that those who find themselves out in the cold are much [less apt](https://www.theverge.com/2017/7/13/15963710/robots-ai-inequality-social-mobility-study)to get or seek retraining compared to those in higher-level positions who have more money. (Then again, not everyone [believes](https://medium.com/datadriveninvestor/ai-will-reduce-socioeconomic-inequality-f40a19b18340) that.)