

Assignment 01

Objective: To understand how innovation has altered the IT Industry.

Topic: AI-based Online Fashion Store mentioned in medium.com.

Mentioned in: medium.com, exponea.com and gartner.

Table of Content:

1. **Section I** - An Introduction
2. **Section II** - Author's View
3. **Section III** - General View
4. **Section IV** - My Point of View

Section I - An Introduction:

Currently, AI is often presented as a black box - you feed it data and you get great results fast. Although this may be true in certain AI fashion use cases, for the most part, we are still far from such immediate successes.

Gartner predicts that by 2021, customers will manage 85% of their relationships with an enterprise without interacting with a human, which means customers will communicate with chatbots instead of humans.

The reason behind using AI in the online fashion store is that it can reduce the investment, it economizes time and human resources are saved.

Section II - Author's View

The author gave several areas for using AI in the online fashion store. Let's discuss them in detail.

First, Using AI for Visual Recognition, this fashion algorithm recommends similar looking apparel to customers, ensuring that customers will always find the right product, thus saving time.

Secondly, Using AI for Trend Predictions, AI could be utilized to predict the next trend in fashion through monitoring social media and other data sources, learning from similar past behavior and its results.

Next, Using AI to Find an Ideal Price Point Recommendation, Using freely available data, AI can monitor your competitors' product prices and recommend ideal price points to maximize your revenue.

Last, but not the least, using AI chatbots, these AI chatbots could be used by online retailers to mimic customer service agents, helping their customers find what they are looking for.

Therefore, we see the author agrees that in the current world, online fashion stores must use AI.

Reference: <https://exponea.com/blog/impact-artificial-intelligence-online-fashion-retail/>

Section III - General View:

In an article of Fashionunited, it was reported, **44% of UK fashion retailers are facing bankruptcy**. An absence of AI could be part of the reason.

This clearly states that without AI in the online fashion retail store, there are high risks of failing, and if one needs to be successful in today's world, one needs to use AI to save time and money, and ease the tasks. Hence, supporting the claim of the previous author.

Reference: <https://fashionunited.uk/news/business/44-percent-of-uk-fashion-retailers-facing-bankruptcy2/2017010122965>

In another article, it was stated, fashion and retail businesses are predicted to spend \$7.3 billion annually on the adoption of AI-powered solutions in 2022.

Here, the author has described a few areas where AI can be used in the online fashion store, and these areas are well aligned with the former areas discussed in section II.

Reference: <https://theappsolutions.com/blog/development/ai-in-online-clothing-retail/>

Section IV - My View:

After reading several articles about the use of Artificial Intelligence in the online fashion stores and how useful it is, I totally agree with the author.

Looking at the past, and looking at where we are in the present, we can predict how great it will be when artificial intelligence will be used in more areas in the online fashion stores.

Understanding the fields, such as visual recognition, trend prediction, price recommendation, and chatbots; I believe it will have a great impact on the online fashion stores and other businesses.