

* Artificial Intelligence - Case Study - 1.

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Kroger: How this US retail giant is using AI and Robots to prepare for the 4th Industrial Revolution.

Kroger, one of America's largest grocery chains has decided to embrace technology to help it survive and thrive in the 4th industrial revolution. With 2,782 grocery stores under nearly two dozen names in 35 states, Kroger plans leverage its data shopper insights and scale to help it remain a leader in the market place of the future. According to a study by the food marketing institute online grocery is expected to account for 20% of all grocery retail by 2022 and reach of 100 billion in consumer sales, so Kroger and its competition are smart to figure out ways to use technology to their advantage.

Restock Kroger Initiative-

In the fall of 2017, Kroger unveiled an audacious three-year \$9 billion plan called Restock Kroger with the goal to build out its e-commerce digital and channel businesses and redefine the customer experience. The grocer already delivers

3 billion personalised recommendations each year, but they will enhance the personalization efforts to "create different experience for customers".

Delivery by autonomous vehicles-

Today we can get groceries delivered, but Kroger is testing that delivery of the future - grocery delivery by an autonomous vehicle. Kroger partnered with Muro, a Silicon Valley company that specialises in autonomous vehicle for delivery on its pilot programme customers can use Kroger's click-list ordering system Muro.

Machine Learning-

Kroger has made it a priority to enable and embed machine learning into Kroger's operations. "We're a machine learning into Kroger's machine" can build and deploy a lot of models with very little human intervention in a project called Embedded Machine Learning.

Smart Shelves-

When a Kroger customer walk down the aisle with Kroger app open, sensors identify the shopper and provide personal pricing and highlight products the customer might be interested via smart shelves technology.