

류형규 마켓컬리 대표님 세미나 보고서:

During a lecture, five problems were discussed by the ceo of Market Curly regarding the delivery of food products. Market Curly is a delivery method that uses AI to supply products before the user orders them. The initial problems addressed were the quality of the products, the trust that the food will be in good condition, and the challenge of packaging and sending the products simultaneously.

The first problem addressed was forecasting, which includes the challenge of sending products within 24 hours and filling supply without causing waste. The lecture also discussed the importance of accurate prediction to ensure that enough people are available to package and deliver the products. Additionally, the lecture touched on the challenges of delivery, including how to divide deliveries by city and which vehicles to allocate for delivery. Finally, the lecture discussed the need for a personalized recommending system and the importance of multi-armed bandit (MAB) for personalization.

The lecturer also talked about how the Market Curly delivery method was initially created to solve the problem of busy people who cannot buy food when supermarkets close or when products sell out due to high demand.