My part

Could you imagine that walk into a store grab what you want and just walk out? I mean legally. Okay, my name is Zhang Haoyu and my major is Computer Science and he's my partner Ryu Suhyun. He majors in Business. Today we'd like to talk about the AI and its application in business mainly in the retail industry. Because it's not only most associated industry between our different majors, but also hot topic since the unmanned store appeared in the public eye.

AI can do a lot of things that humans can't do, the unmanned store is a good example. Amazon Go unmanned store employs check-out-free technology that allow customers to shop and leave. Customers use the app to check in and ensors will track which goods customers pick up and put in their basket, and also their accounts are automatically charged after they exiting the store.

In traditional store, customers' data is analyzed by membership cards data and purchase data. However the customer's shopping behavior is easier to analyze and further entice customer to shop. Let's imagine a situation that a woman grab a cupcake and after a few seconds of hesitation she put it back and just walk away. What does it mean? Maybe she's on a diet. So the AI will send some healthy food coupons to her based on this behavior. The AI will take the customer preference data and make recommendations, but the salesclerk is hard to do that. And also AI can adjust the inventory Intelligently. For example, H&M is using big data and AI to analyze returns, receipts and membership card data to adjust the inventory in each store. If humans want to master it, they need lots of experience. Although the cost of store using AI technology much more than traditional ones. But those customers' data is good for long-term operations.