**Digital Transformation in Commerce: How Businesses Are Leveraging Digital Technologies**

The world is changing so quickly from cassettes to CDs to iPod and now streaming platforms like Spotify. It is natures rule that we have to adapt to these changes. Recently the everyone is taken up by digital transformation so is the commerce industry. It means digital technology is being used by businesses also. It has transformed the way business operates. Earlier predicting customers interest and offering them targeted products was shooting an arrow in the dark but now it can be done through predictive analytics using artificial information.

The Three main blocks of this transformation are Cloud Computing, Artificial Intelligence and Internet of things along with Big data and analytics, Business Process automation, Rapid innovation, Data Security, Augmented and Virtual Reality. Cloud computing is the backbone of digital transformation by providing business with scalable, flexible and cost effective infrastructure. It terminates the need for maintaining expensive on-premises hardware. All the data is saved in clouds which also offers many resources to perform EDA (explanatory data analysis). It also employs the policy “Pay-as-per-you-go” where users only have to pay for the resources and services they used instead of making monthly payments for maintenance in hardwares. Cloud computing also enables collaborations between teams from every corner of the world. This is especially useful for companies operating in different markets. Another key feature of cloud computing is real time data sharing which makes it possible to make data driven decisions especially in stock markets.

Have you noticed that if you search something on e-commerce website and next thing you know you are getting ads about it everywhere. This is artificial intelligence. It helps to analyze customer sentiments and their purchase or search history to make recommendations based on that for targeted marketing. AI also made customer service automation available where an AI Chatbot is available 244/7 for any queries or complaints that a customer can have. This not only reduces operational costs but also increases customer satisfaction.

This all coincides in digital world. For making real time decisions and extracting insights it needs to be connected to physical world. Internet of Things (IoT) connects the physical world to digital world. IoT devices make interaction with users easy and meaningful. They are also helpful in collecting real time data so that data driven decisions can be made. The best examples would be the release of any new album. In 2000s whenever a new album of your favorite artist was released you would have to wait in a line one day before for a chance to buy its CD. But now as soon as the album is released it is available on music streaming platforms. Another example would be of stock market. There are many apps these days from where even students can trade and watch live updates to take their decisions.

The above listed uses of digital technology in commerce are only the tip of an iceberg. With these we can innovate many new business ventures while satisfying customers and building strong client customer relationships leading to increase in loyalty and retention. This can support many startups. Suppose you have an idea for a business venture, with cloud computing you can manage to work on a small site while your data is saved on cloud. With video calling you can collaborate with inventors around the world and use AI to derive meaningful insights from data along with providing customers with a superior customer service.

India's [UPI](https://www.livemint.com/topic/upi) payment system is one leading example of digital transformation, facilitating nearly 10 billion monthly transactions and processing 45% of global real-time payments. From street vendors to businessman, everyone uses the UPI system. College students like us also make UPI payments even for small things like buying Rs. 5 pen. Governments are also mandating digital transformation in their mandate.

One of the key points in PM Narendra Modi’s speech while addressing G20 nations last year was Digital Transformation. He encouraged the nations *to lay the foundations for a prosperous and secure global digital future. Digital India is an initiative started by PM Modi in 2015 so that no one gets left behind during the digital revolution. It is our responsibility as the citizens of this country to help in this initiative.*

Much like the Jedi’s understanding of the Force beyond mere mystical powers, we should perceive digital transformation as a shift in mindset and organizational culture, rather than just a tech upgrade. **"Digital transformation is not about technology - it’s about change."**

Jeff Bezos, Founder of Amazon, stated during a conference **“There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves – those that don’t adapt will fail.” Meaning** that organizations have no options other than to digitally transform themselves or their businesses will likely fail because their competitors will digitize to improve their productivity and maximize profits.