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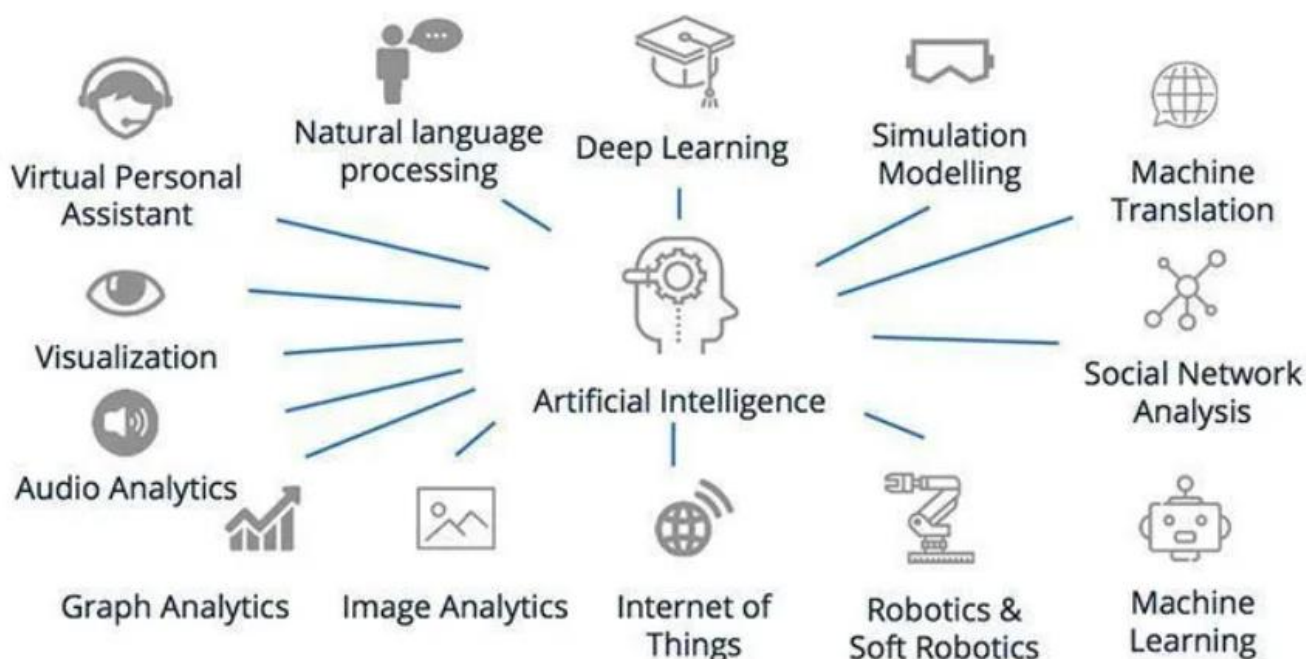
ABSTRACT

Artificial intelligence is a system of causing a computer- controlled robot or piece of software to suppose critically, much like a wise person might. The influence of artificial intelligence one-commerce is the main content of the study. operations using artificial intelligence are suitable to give and anticipate an accurateE-commerce vaticination. focuses on how artificial intelligence has affectedede-commerce and how it has been applied in colorfule-commerce fields.

INTRODUCTION

Every day your platoon postpones using innovative AI- powered results in your content marketing, you 're. It's supposed to be to get your marketing platoon on its toes and set to embrace AI- powered marketing tools. Many times, however, AI has paved its way deeper into marketing, helping brands to enhance every step of the client to more understand the rearmost machine- literacy operations in marketing. By tracking and assaying data with the purpose of driving client engagement, machine literacy has numerous operations in marketing.

INTELLIGENT MARKETERS USE ARTIFICIAL INTELLIGENCE



THE ROLE OF AI PLAYS IN BOOSTING AND BENEFITING THE ECOMMERCE INDUSTRY

Chat Bots

Chat bots are software applications that use Artificial Intelligence (AI) to have online chat conversations with people visiting on the website. They direct people to a live human agent who will assist further. Chat bots were originally designed to respond to customers with standard replies, but with time and development in AI, they have become able to assist potential customers with replies and assistance according to their needs and requirements. Ecommerce websites like Amazon, Flipkart, Myntra , etc. use AI operated chat bots. Artificial Intelligence is also used in popular applications such as Facebook Messenger.

CRM- Customer Relationship Management

Artificial Intelligence has revolutionized Customer Relationship Management, allowing for the transfer, use and sharing of data to observe customer buying trends, choices, and factors that affect their buying decision. CRM is an important part of the ecommerce industry, as it allows for better accuracy and better results. AI can be used to transfer, use and share huge volumes of data to observe customer buying trends, choices, and factors that affect their buying decision.

Artificial Intelligence helps to achieve the sales goals

AI, data scientists and Data Analytics are all important for ecommerce companies to find a clear perspective on the sales trend and can help them achieve higher sales and improve insights and forecasts. AI can help companies use their resources to the best and come up with healthy pipelines that can fetch better and profitable sales.

Product content management (PCM)

The primary thing of every ecommerce company is to give the stylish client experience to all their guests and this is what AI helps them to achieve. Starting right from the cataloguing, designing the products to making sure that the client is having the stylish experience. It can be said that it's the Artificial Intelligence itself which helps people in the ecommerce assiduity to come up with the stylish and quality PCM(Product Content operation)

Customer Service

Artificial Intelligence is an important tool for ecommerce businesses to ensure their customers have the best experience. AI can help companies understand customer satisfaction and address their needs and requirements. If customer service is great, it will yield huge volumes of profiting sales. AI helps people to create a balanced environment in which a man and machine work together to achieve profit and sales.

AI helps in automation

Automation is a process that helps businesses understand their customers' needs despite time constraints. AI can help sales representatives from around the world connect with customers to ensure the best customer experience and high sales.

ARTIFICIAL INTELLIGENCE IS USED FOR FORECASTING THE SALES

One of the most significant and common uses of Artificial Intelligence is that, it can help in deals soothsaying buy helping people and experts to dissect huge volumes of client data so that one can get useful and proper perceptivity regarding the same. The reasons why it's better to make use of Artificial Intelligence is that, if a person would be doing similar work, also it's natural for him/her to take numerous days and hours, at times indeed months. thus, to save time and coffers, AI is used for similar purposes.

AI IS USED TO PRESENT THE BEST OF SERVICES AT ECONOMIC COSTS

Artificial Intelligence can help ecommerce companies to do down with redundancies by simply automating the usual processes so that substantiated marketing can be offered. This can be more understood with the simple and generally used illustration of a discourse bot. By now, we suppose that all the people must of alive of the great benefits these converse bots brings to the business by helping them to save a lot of capitalist in customer service.

- Chat bots make sure that the response time of the e-commerce increases.
- Allow the agents can get enough time to perform other important and tough tasks.
- These chat bots can help to address almost 90% of the regular questions asked by the customers.

USE OF ARTIFICIAL INTELLIGENCE WILL HELP ECOMMERCE COMPANIES TO IMPROVE CUSTOMER SATISFACTION AND ENSURE HIGHER SALES

Artificial Intelligence (AI) has been used to improve customer experience and help ecommerce companies in conversational commerce. Smart services are created in which the technology asks customers questions and offers customized recommendations tailored to their expectations and requirements. Examples of this include Ebay 's shop bot, Starbucks' chat bot, and Pizza Hut's chat bot. These chat bots allow customers to keep a track on their order, know about the latest deal, and reorder the same. This has enabled ecommerce businesses to pitch higher and profitable sales.

Working of Chat bot

Bots are created for specific purposes, such as placing orders or providing customer service. There are two categories of chat bots: one that follows rules and one that uses artificial intelligence.

Rule-based chat bots

Rule- grounded converse bots are easier to make as they use a simple true- false algorithm to understand stoner queries and give applicable answers.

AI-based chat bots

AI converse bot is trained using machine- learning algorithms and can understand open- concluded queries, orders, and language. It learns from relations and reacts consequently to language, environment, and intent.

How do Chatbots Work?

Chatbots work by adopting 3 classification methods:



Pattern Matching



Algorithms



Artificial Neural Networks

Pattern Matchers

Bots use pattern matching to classify the textbook and produce a suitable response for the guests. A standard structure of these patterns is “ Artificial Intelligence Markup Language ”(AIML).

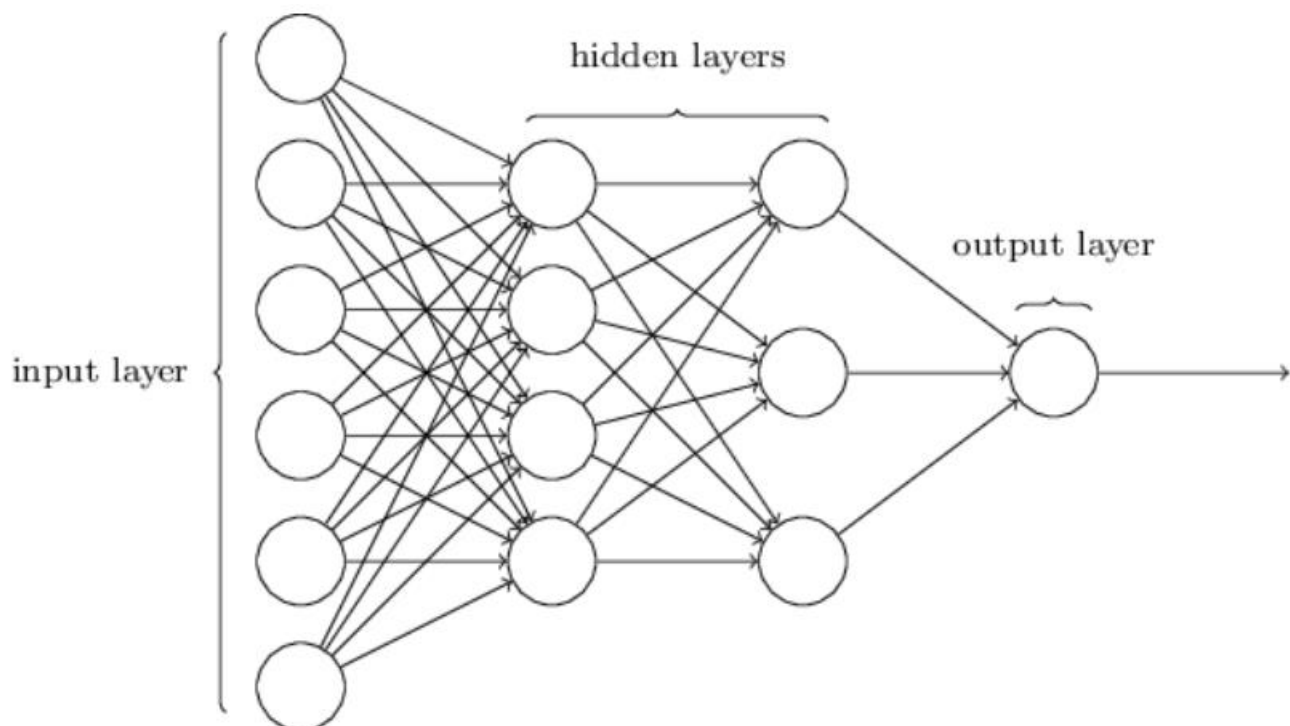
Algorithms

A unique pattern must be available in the database to give a suitable response for each kind of question. A scale is created with lots of combinations of patterns. Algorithms are used to reduce the number of classifiers and produce a more manageable structure.

Computer scientists call it a “Reductionist” approach- to give a simplified solution; it reduces the problem.

Transnational Naive Bayes is the stylish illustration of the algorithm for NLP and textbook bracket. For case, let’s look at the set of rulings that belong to a particular class. With new input rulings, each word is counted for its circumstance and is reckoned for its congruity. also, each class is assigned a score. The loftiest scored class is the most likely to be associated with the input judgment .

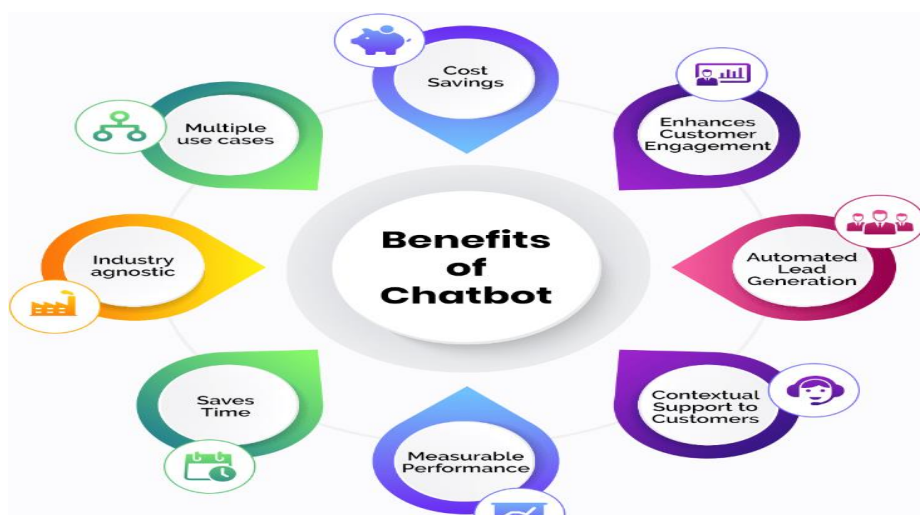
Artificial Neural Networks



Neural Networks are a way of calculating the affair from the input using weighted connections, which are reckoned from repeated duplications while training the data. Each judgment is broken down into individual words and the weighted connections are also calculated by different duplications through the training data thousands of times, perfecting the weights to make it accurate. The trained data of a neural network is a similar algorithm with further and lower law. There are multiple variations in neural networks, algorithms, and patterns matching law, but the abecedarian remains the same, and the critical work is that of bracket.

How Do Chat bots Benefit Sales, Marketing, And Customer Service Functions

Converse bots help companies by automating colorful functions, similar as acquiring new leads and communicating with being guests. They can ask qualifying questions to druggies and induce supereminent scores, and can also help with client support by answering questions incontinently. They can also simplify order operation and shoot out announcements, and are interactive in nature, furnishing a individualized experience for guests.



APPLICATIONS OF ARTIFICIAL INTELLIGENCE

AI is being used in a variety of applications, such as gaming, banking, expert systems, healthcare, vision systems, music and movie recommendation services, handwriting recognition, and intelligent robots. AI is being used to compete with humans in games such as poker, chess, tic-tac-toe, etc. Deep Blue was the first chess-playing computer developed by IBM. AI is also being used in Anti-money laundering (AML), expert systems to advise, predict results, suggest alternative solutions, healthcare, vision systems to understand, interpret, and comprehend visual input on the computer, music and movie recommendation services, handwriting recognition, and intelligent robots. AI is being used to make smart decisions and exhibit intelligence.

RESEARCH METHODOLOGY

The study aims to analyse artificial intelligence in e-commerce using both primary and secondary data. The research instrument is a questionnaire designed to measure the impact of the study, with a sample size of 25 respondents.

Primary Data

Primary data is collected afresh and for the first time, using questions and interviews. It was collected from employees working in the factory using both the questionnaire and interview methods. It was also collected from those who were not willing or shy about it.

Secondary Data

Secondary data is collected from internal records, trade journals, training programs, officials, magazines, tools, and other references to provide a better view of the problem.

CONCLUSION

From the analysis we set up that 37.5 of the repliers are using e-commerce 1 to 5 times, 16.7 of the repliers are using further than 5 times, 45.8 of the repliers are using lower than one time. The study reveals that analysis we set up that 30.3 of the repliers are prominent sphere others, 12.7 of the repliers are trip and tourism, 50 of the repliers are using banking. The analysis we set up that 45.8 of the repliers are good, 12.5 of the repliers aren't good, 41.7 of the repliers are veritably good. It concludes artificial intelligence has helped e-commerce websites in furnishing with better stoner experience. Understanding that Artificial Intelligence can help people exceed in their high deals and client connections in the ecommerce business, day by day people are getting further drawn towards AI. Keep reading our blogs and papers for further information on what's the part of Artificial Intelligence in ecommerce and other diligence as well

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