



SVEUČILIŠTE U DUBROVNIKU
ODJEL ZA EKONOMIJU
I POSLOVNU EKONOMIJU
UNIVERSITY OF DUBROVNIK
DEPARTMENT OF ECONOMICS
AND BUSINESS

Recent Trends in Artificial Intelligence and Machine Learning

Artificial Intelligence in the Retail Industry

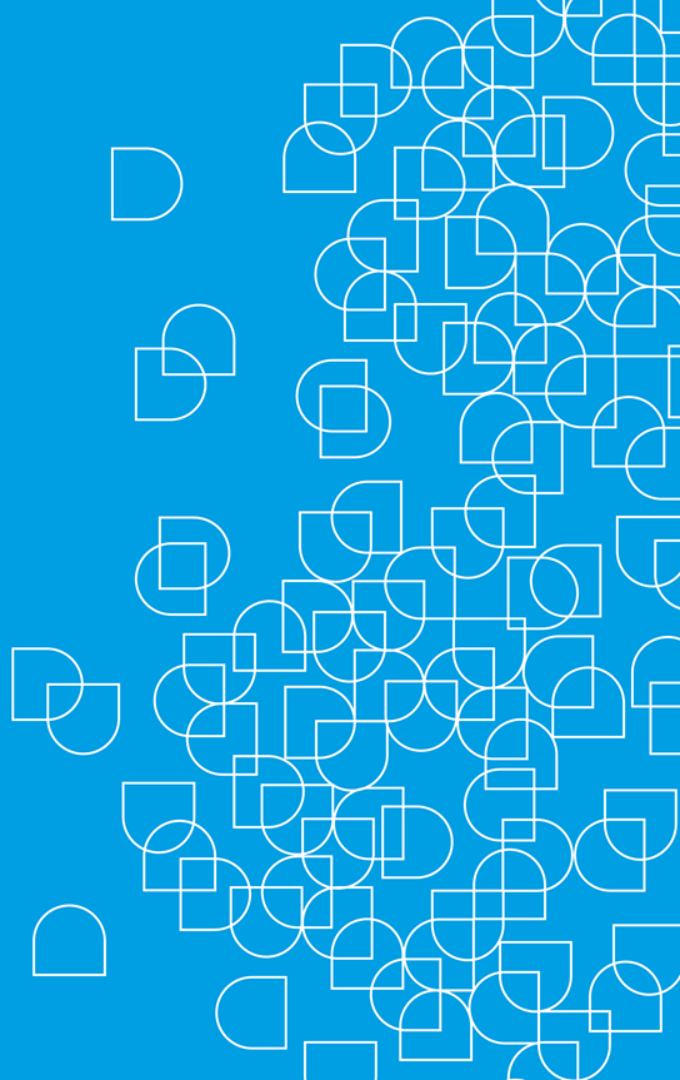
Beirut, November 11, 2020

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Introduction to the World of Retailing



- ❑ Evolution of the retail industry
- ❑ The retailer's role in the supply chain
- ❑ The value creating activities

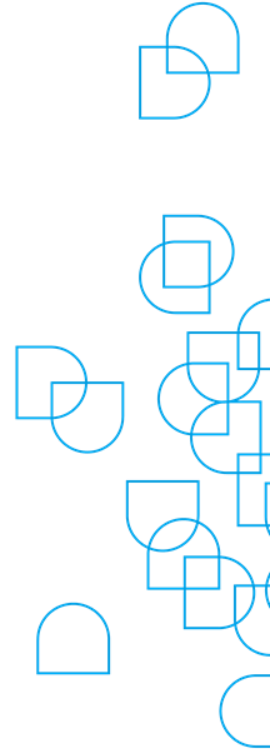
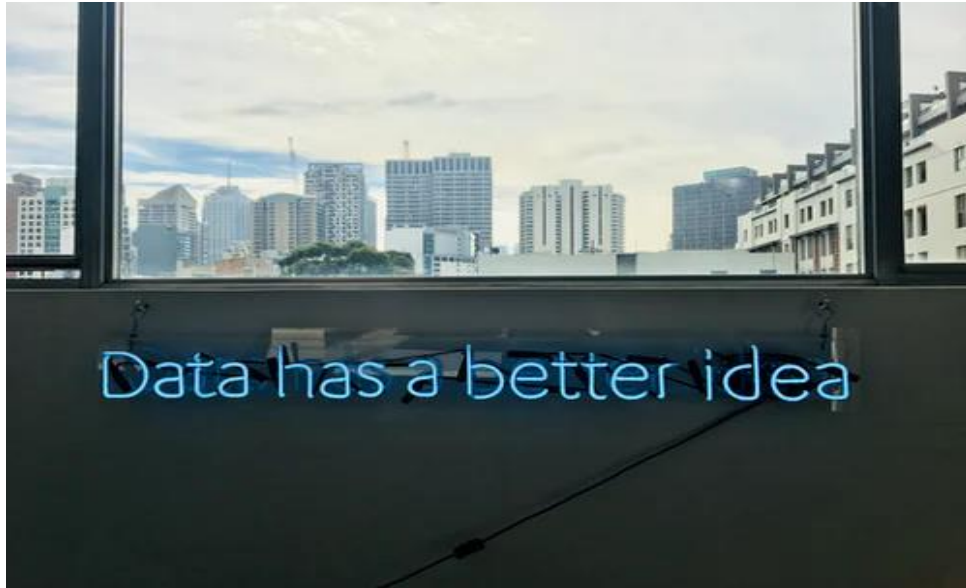


Fig. 1. Grey shopping cart by Bruno Kelzer, accessed 1 November 2020, <https://unsplash.com/photos/LvySG1hvuzl>



Benefits of AI in the Retail Industry



- ❑ Sales and customer relationship management (CRM)
- ❑ Customer recommendations
- ❑ Logistics and delivery
- ❑ Payment services

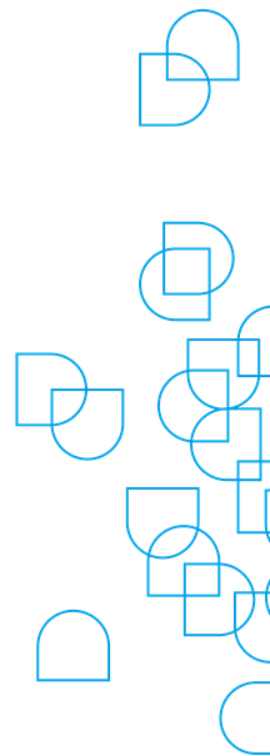


Fig. 2. White building with data has a better idea text signage by Franki Chamaki, accessed 1 November 2020, <https://unsplash.com/photos/1K6IQsQbizl>



Sales and CRM Applications

- ❑ In-store humanoid robots
- ❑ Intelligent Virtual Assistants for Business
- ❑ AI-enabled voice ordering
- ❑ Personalized product recommendations
- ❑ Chatbots – retail websites

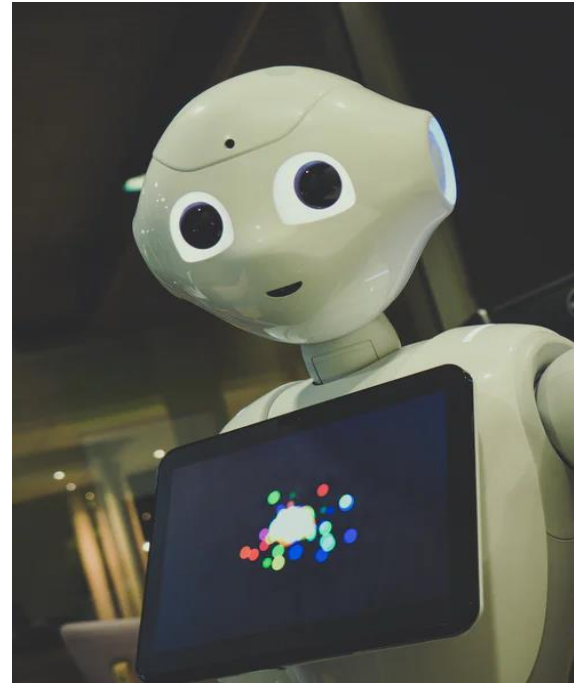
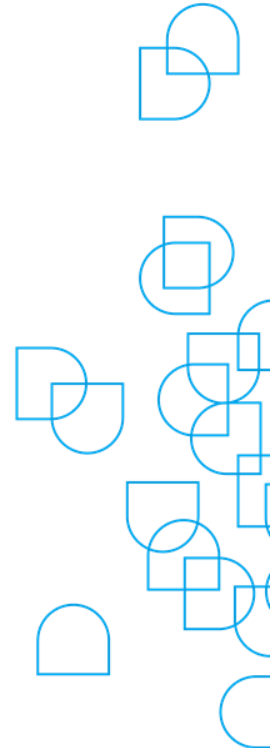


Fig. 3. White robot toy holding black tablet by Owen Beard, accessed 1 November 2020, <https://unsplash.com/photos/K21Dn4OVxNw>



Customer Recommendations

- ❑ AI-powered concierge
- ❑ Detailed conversation → information provided by consumers → gift recommendations



Fig. 4. View of two persons hands by Austin Kehmeier, accessed 1 November 2020, <https://unsplash.com/photos/lyiKExA4zQA>

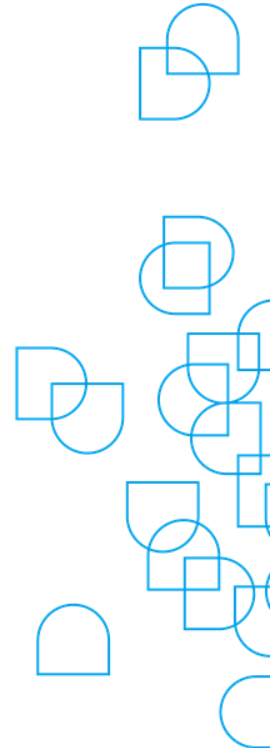
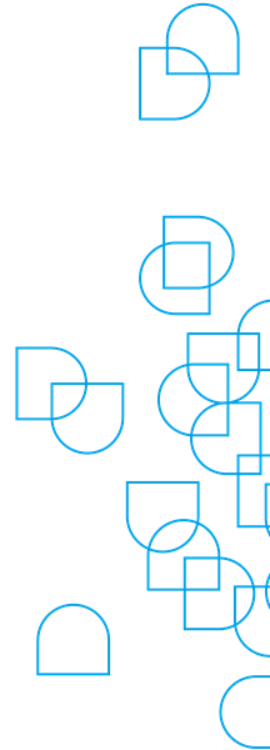




Fig. 5. Drone in mid air during daytime by Miguel Angel Hernandez, accessed 1 November 2020, <https://unsplash.com/photos/okUm2FBKNSQ>

Logistics and Delivery

- ❑ Robotic delivery via the best optimized path
- ❑ Drones – autonomous delivery of goods and food by air



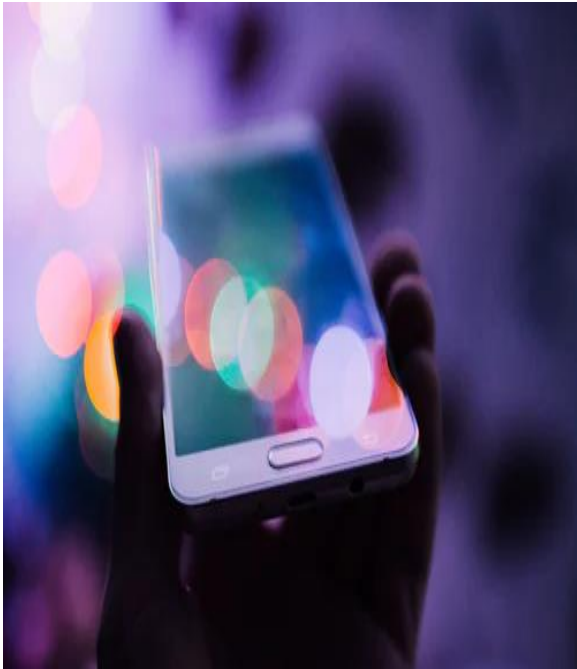


Fig. 6. Person holding smartphone by Rodion Kurtsaev, accessed 1 November 2020, <https://unsplash.com/photos/0VGG7cqTwCo>

Payment Services

- ❑ Checkout-free technology
- ❑ "Just Walk Out" shopping experience

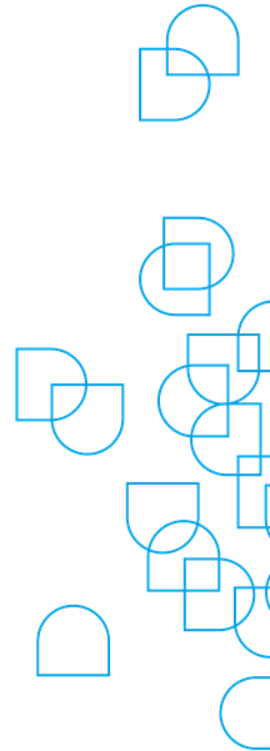
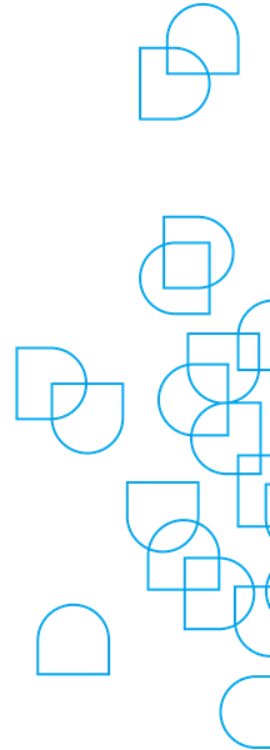




Fig. 7. Grey conveyor between glass frames at night time by Tomasz Frankowski, accessed 1 November 2020, <https://unsplash.com/photos/kBUfvkbFioE>

Future of AI in the retail industry

- ❑ AI innovation as a core part of the retail industry
- ❑ Creating a unique in-store experience
- ❑ Ethics and AI



THANK YOU FOR YOUR ATTENTION!

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