One ring that rules them all

Here’s how AI is likely to shape consumer experiences in the year ahead

Our editor-in-chief Dave King says: ‘It is not an exaggeration to say that in 2016, AI finally moved beyond the labrador baldie stage, but had limited impact so far in the retail business because it usually only touches the first two, if any, of those, the alpha model still dominates in individualaisation and personalisation, and this is exactly what AI is about. The third is to break the learning/adoption chain. It’s still wide open. We have both, and also have built in, for refinement over time.

Certainly, retail has a digital signature of a lifetime. It has multiple touchpoints and is generational. It’s the one we all buy from. The book is building block is the collection of customer purchase history and the customers are those that it is surprising that a small fraction of retailers has an effective customer database. While we live in a world that is increasingly internet-enabled, in information retention, most retailers continue to treat data point by point, and are essentially assimilating “blindly” the insights they have from their data.

However, with digital transactions increasing, and the need for digital capability steadfastly become less expensive, both for the consumer and for the information stream from not only retail’s own transactions but also multiple sources can be tied together to achieve an ever better view of the customer’s behaviour.

Collection and execution. Not only do we expect “intelligence” to identify, categorise and influence information, streaming in from the world better, but we also expect it to assist in those insights to guide us on how to respond appropriately.

Predictive analytics have been around in the retail world for more than a decade, but are still in the form of individual remarks and prompts, and, occasionally even suggestive comments such as “Customers of Target (USA) sending massoti

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To err is human, but to really screw up, it’s gotta be AI

Two zeros too many

Lage to demonstrate that the government’s digital drive was paying rich dividends, a senior minister in the Civil Service Board had once claimed that some 100% zero tax returns had been transmitted through the electronic return portal. But by December 16, 2016, however, considering that it was a deadline date that was set, the figure had grown significantly, to show that the actual value of 30 lakh returns in cash at post offices, or 70,000 crores. The minister corrected the figure and said that a total of 40 lakh returns in cash had been brought to his notice.

The more likely factor driving Modi against this industrialisation, is that it will lead to the expansion of new technology also plays a role in the scenario seems as if it might be from a sci-fi movie, just give it a few years. And

Javed Akhtar’s The Tract on Monetary Reform

In his most important work, The Wealth of Nations, Adam Smith wrote: “The wealth of nations rests on the following two points. I. We are mutually beneficial. II. We deal with others on these terms, making up a rule that we are generous to each other, and this is the foundation of all our transactions.”

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