



AI & GenAI Use Cases in E-commerce

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About me

Head of Data & Efficiency

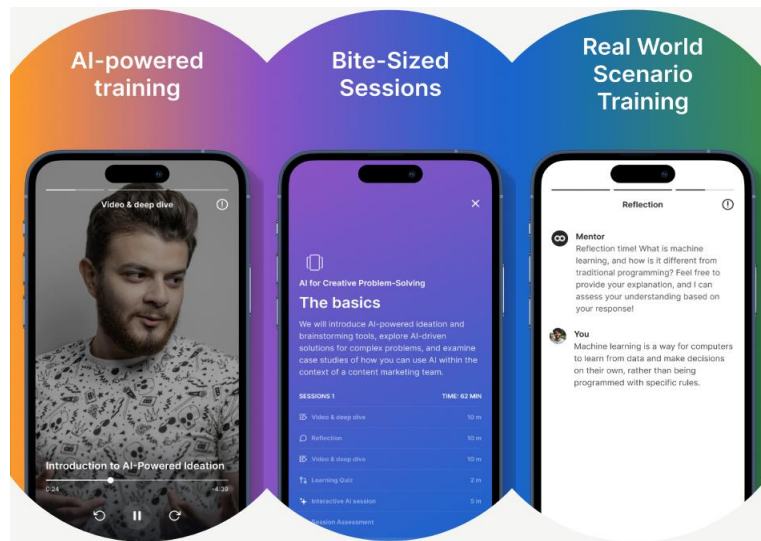
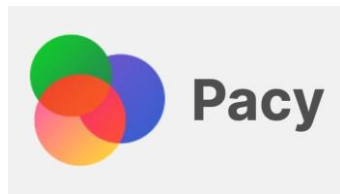
- @Haypp Group

Advisor to startups

- @Pacy.ai
- @TableReco

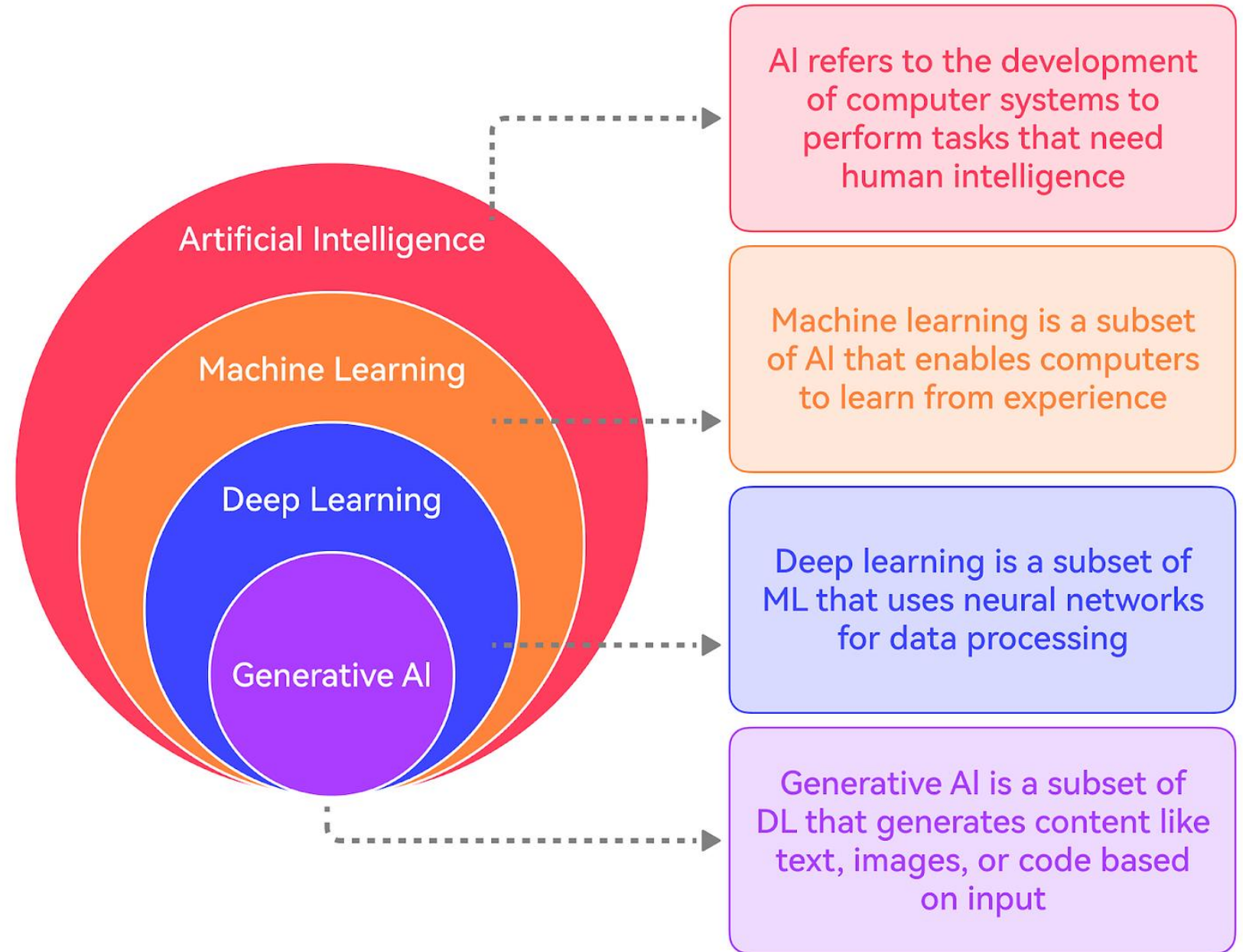
Haypp Group

- Leading e-commerce company that drives the global transformation from smoking to healthier product alternatives
- 10 e-commerce store brands
- 7 Markets (SE, NO, US, UK, DE, CH, AT)
- 4 Languages (SV, NO, EN, DE)



Pacy combines AI-powered training with bite-sized learning to help you develop new skills.

Introduction



AI use cases in Ecommerce

Enhancing Personalization:

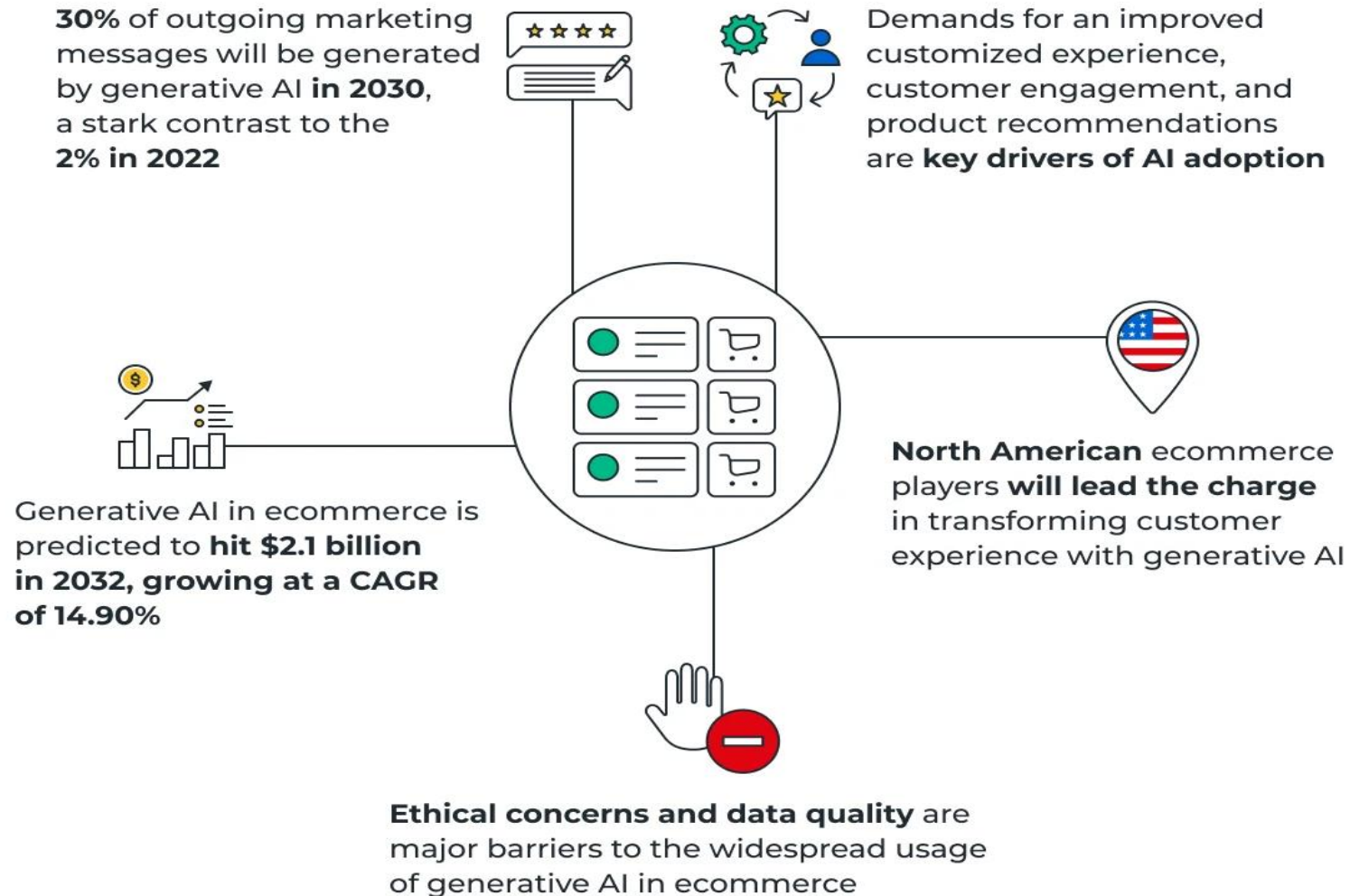
- Customer segmentation
- Product recommendations
- Dynamic pricing models

Optimizing Operations:

- Inventory management
- Demand forecasting
- Fraud detection



The Generative AI In The Ecommerce Market



GenAI use cases in Ecommerce

GenAI shine in:

- Automated content creation (Text, Image, Video)
- Virtual try-ons for fashion and beauty
- AI-driven chatbots for customer support



Generative AI Use Cases In Ecommerce



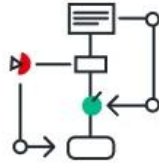
Generate product descriptions & content



Create professional product images & ads



Provide trying new clothes on yourself



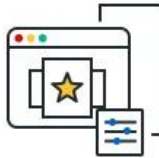
Design new products



Augment customer support



Prevent fraudulent activities



Provide customized product pages in real time

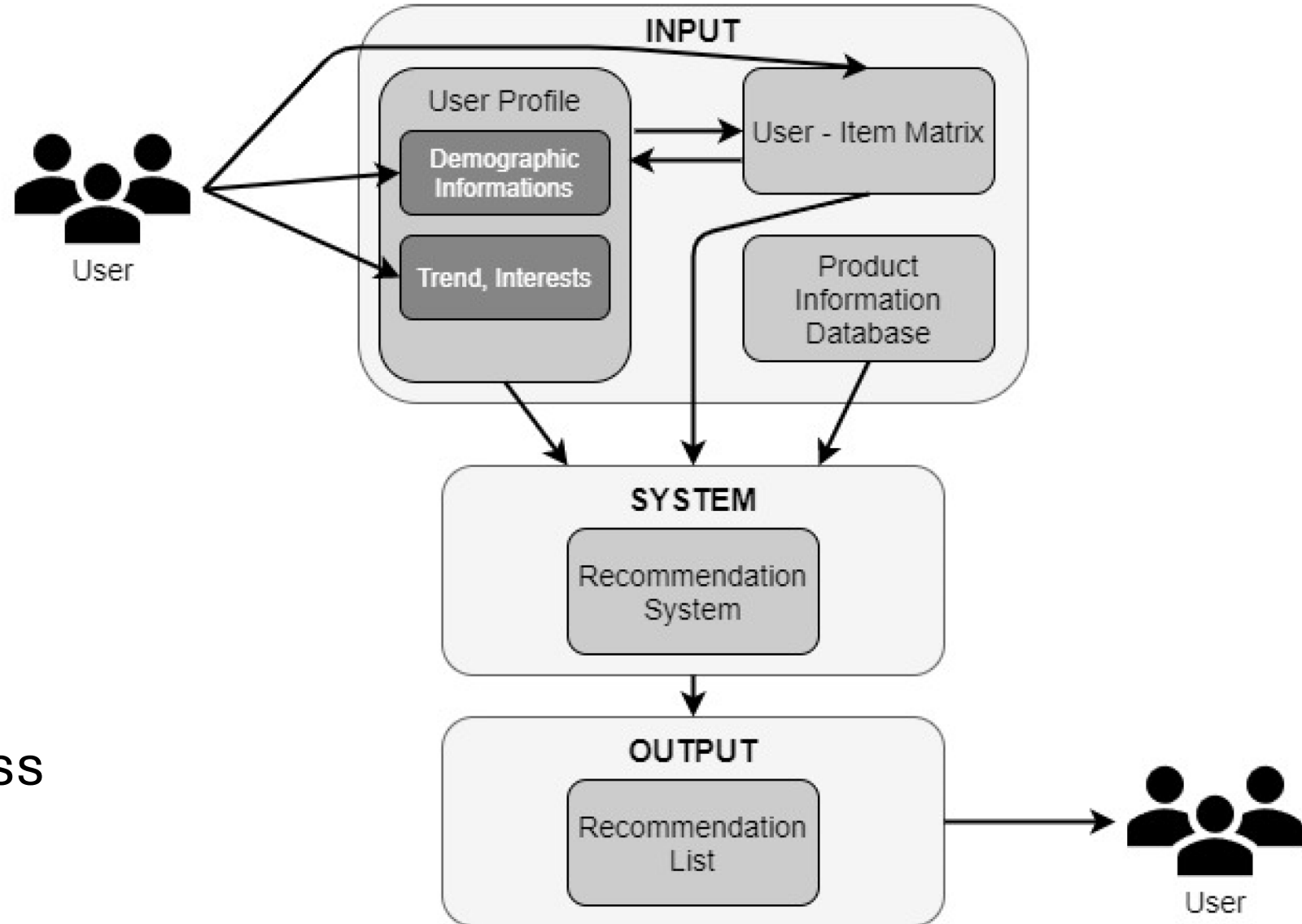


Optimize inventory and supply chain management



Provide eCommerce consultation

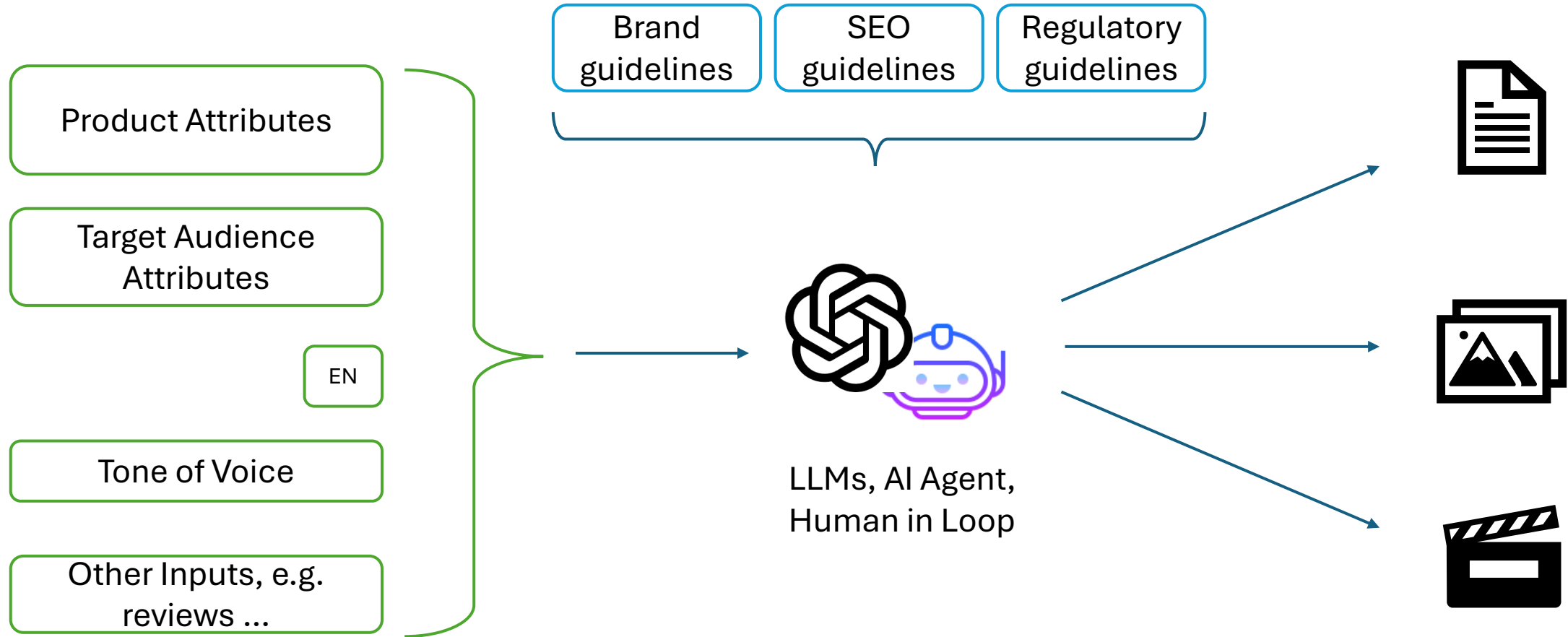
1. Product Recommendations



Some Challenges:

- Cold Start Problem
- Novelty
- Contextual Awareness

2. Content Generation

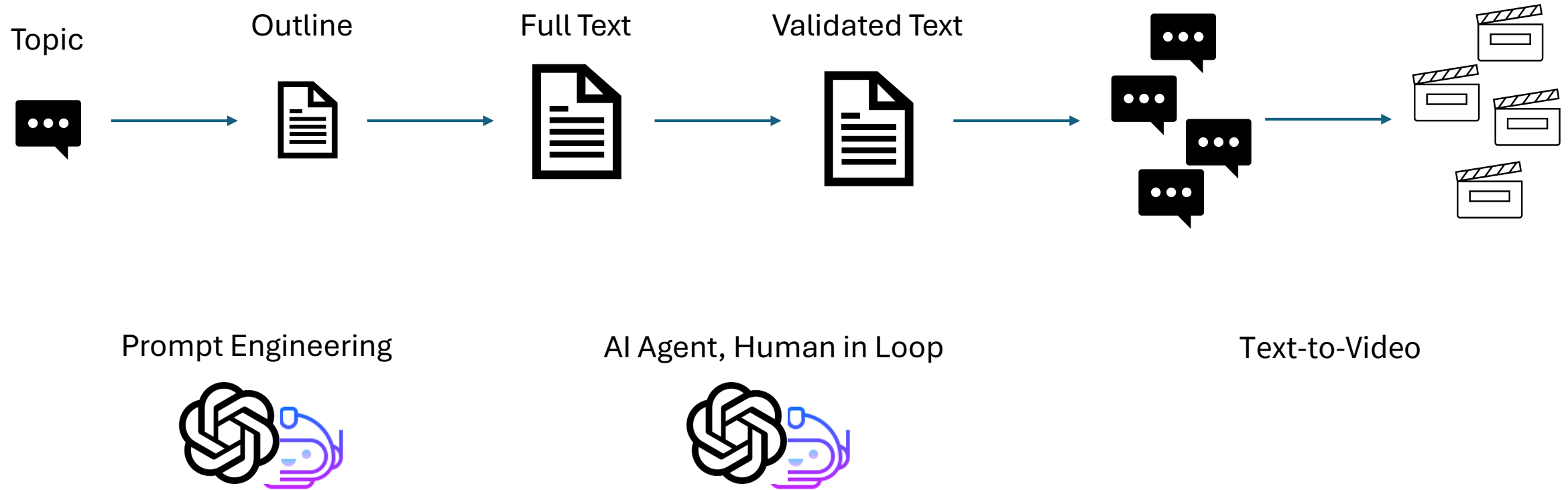


2. Content Generation

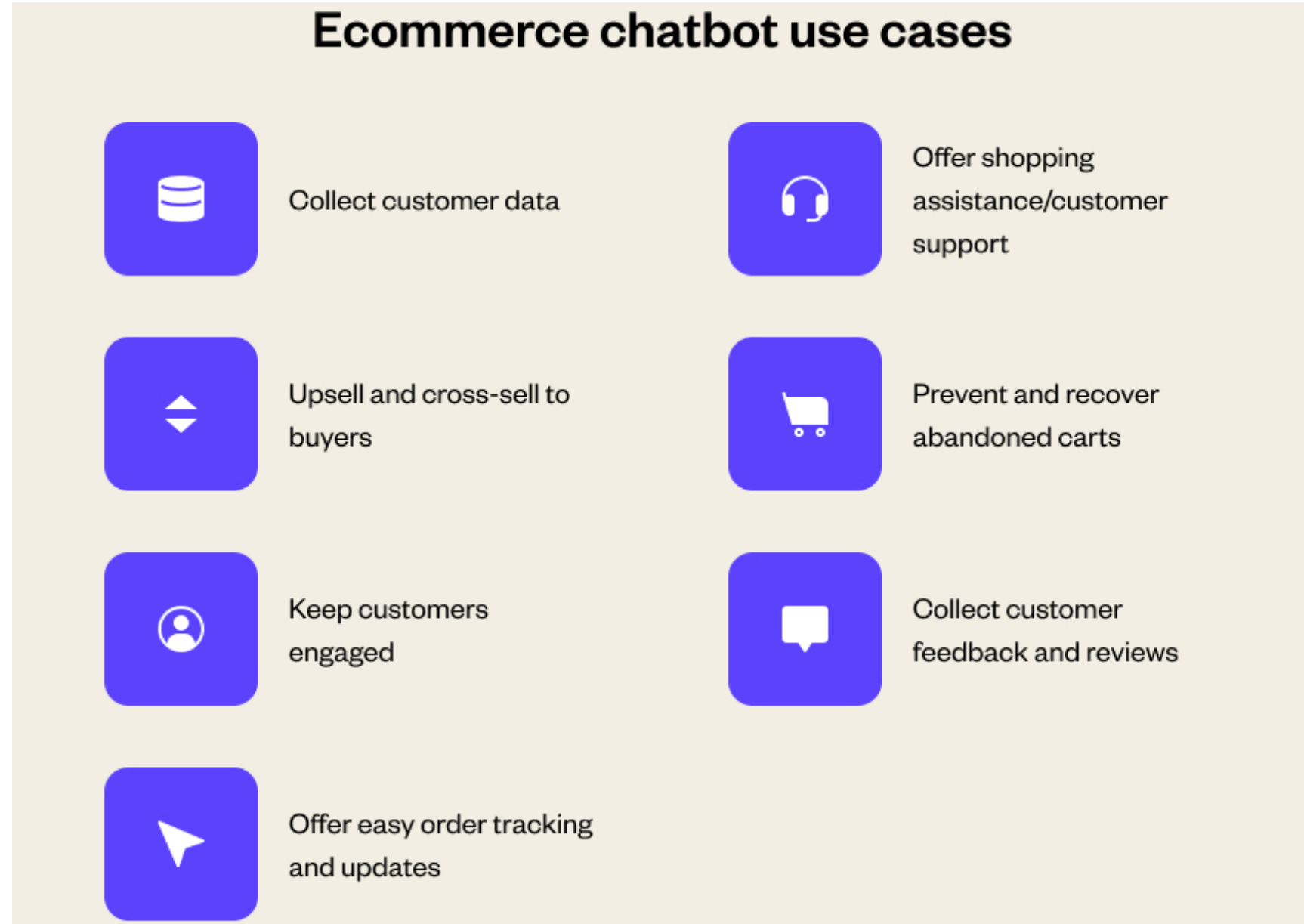


<https://www.pacy.ai/download>

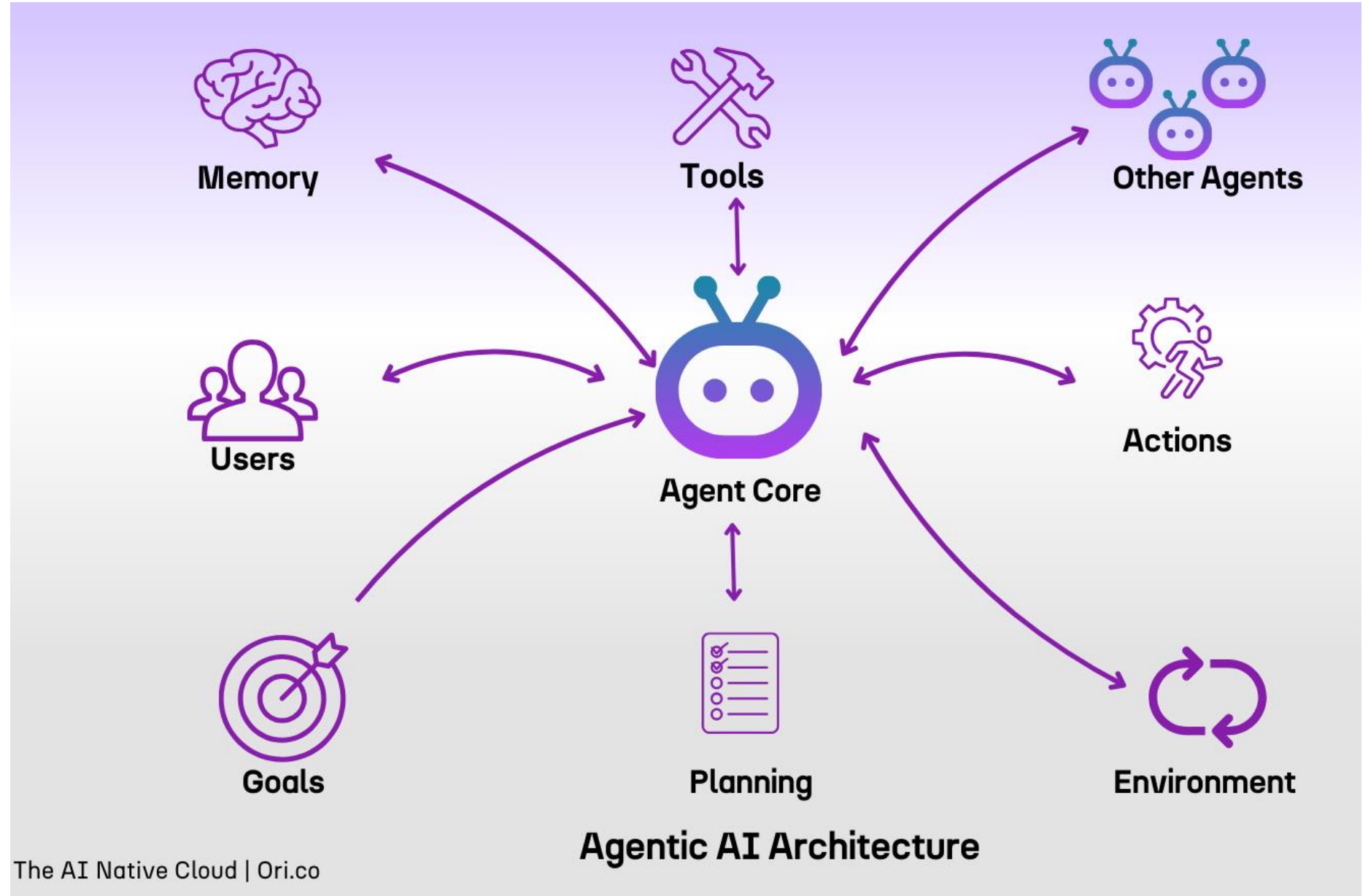
2. Content Generation



3. Chatbots in Ecommerce



3. AI Agents in Ecommerce



Benefits of AI in E-commerce

For Customers:

- Personalized experiences
- Faster support
- Enhanced product discovery

For Businesses:

- Higher conversion rates
- Better resource allocation
- Improved customer satisfaction



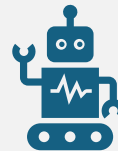
Challenges in Implementing AI & GenAI



Data privacy concerns.



High initial costs.



Integrating AI into
legacy systems.



Ethical issues (e.g., Bias
in recommendations).



The Future of AI in E-commerce

- Hyper-personalization.
- Enhanced customer service.
- Unlock Operational Efficiencies.



Thank you

