



Optimising Ecommerce through Data and AI Transformation

- A Tech Enabler's Journey



- 01** Introduction
- 02** The e-Commerce – Why Data & AI
- 03** Data Challenge – the Foundation
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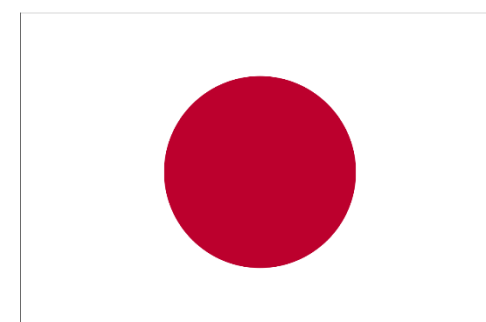
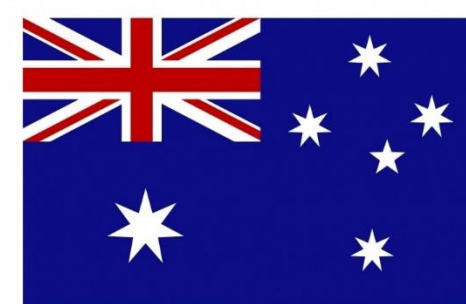
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01

Introduction

About Me – Alex Ji



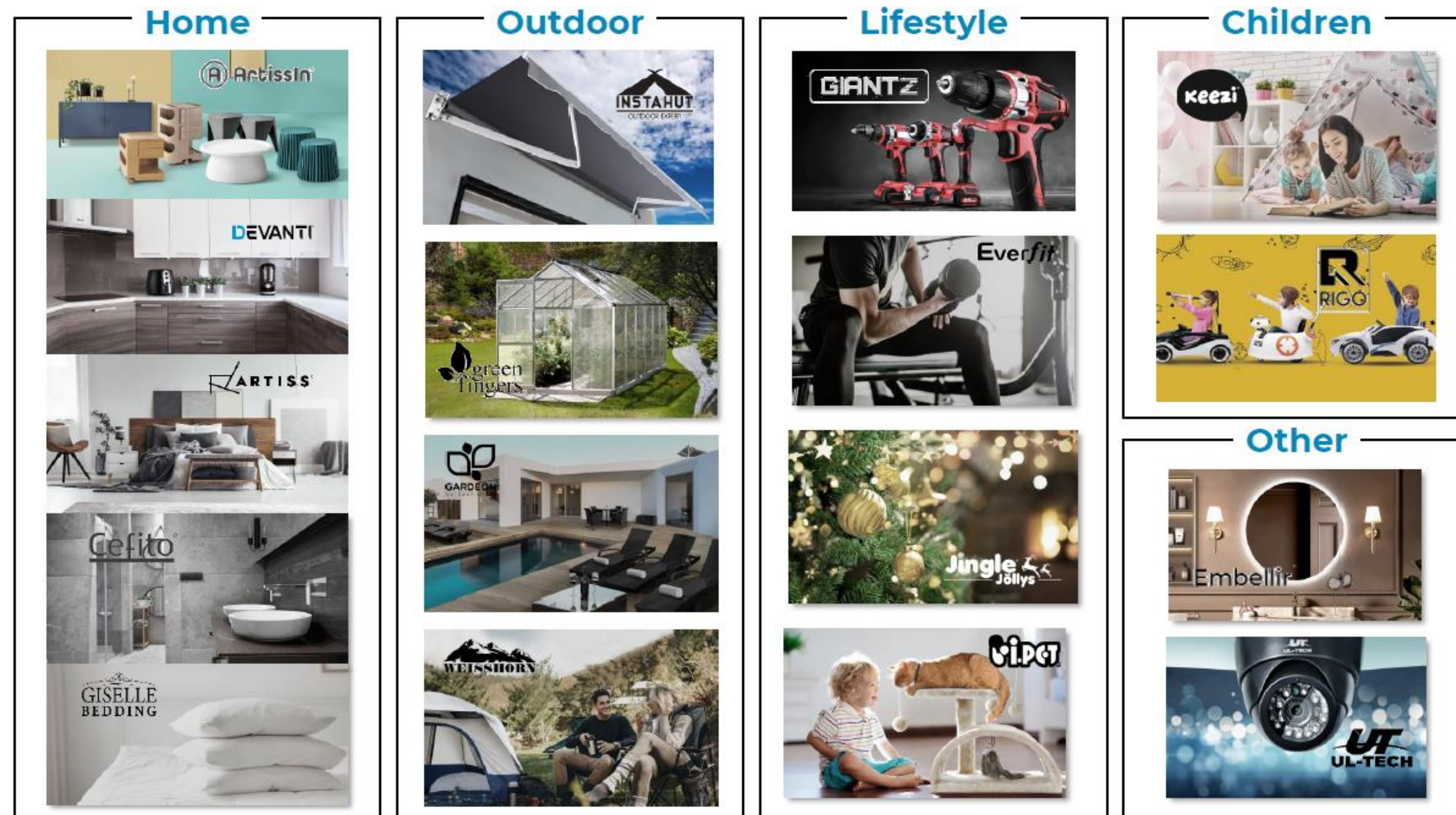
PhD in Information
Science/AI
(full scholarship)

Research Fellow
Research Officer
Lecture
Visiting Professor

Data Engineer
Data Architect
Data Scientist
Data Science Manager
Head of Enterprise Data Science

Head of Data Analytics
Chief Information Officer

New Aim - Australia's *largest* and *fastest-growing* private ecommerce company



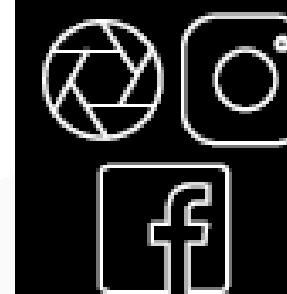
5,000+
More than 5,000 active SKUs
across 400 product lines



2,000+
SME retailers involved in
the Dropshipzone platform



1 in 2 Aussie
Delivered products to more
than 50% of Australian
households



40 channels
Integration with over 40
market-places and bricks
and mortar online
channels across ANZ



4 million+
Shipped more than 4 million
products to Australians in
FY21



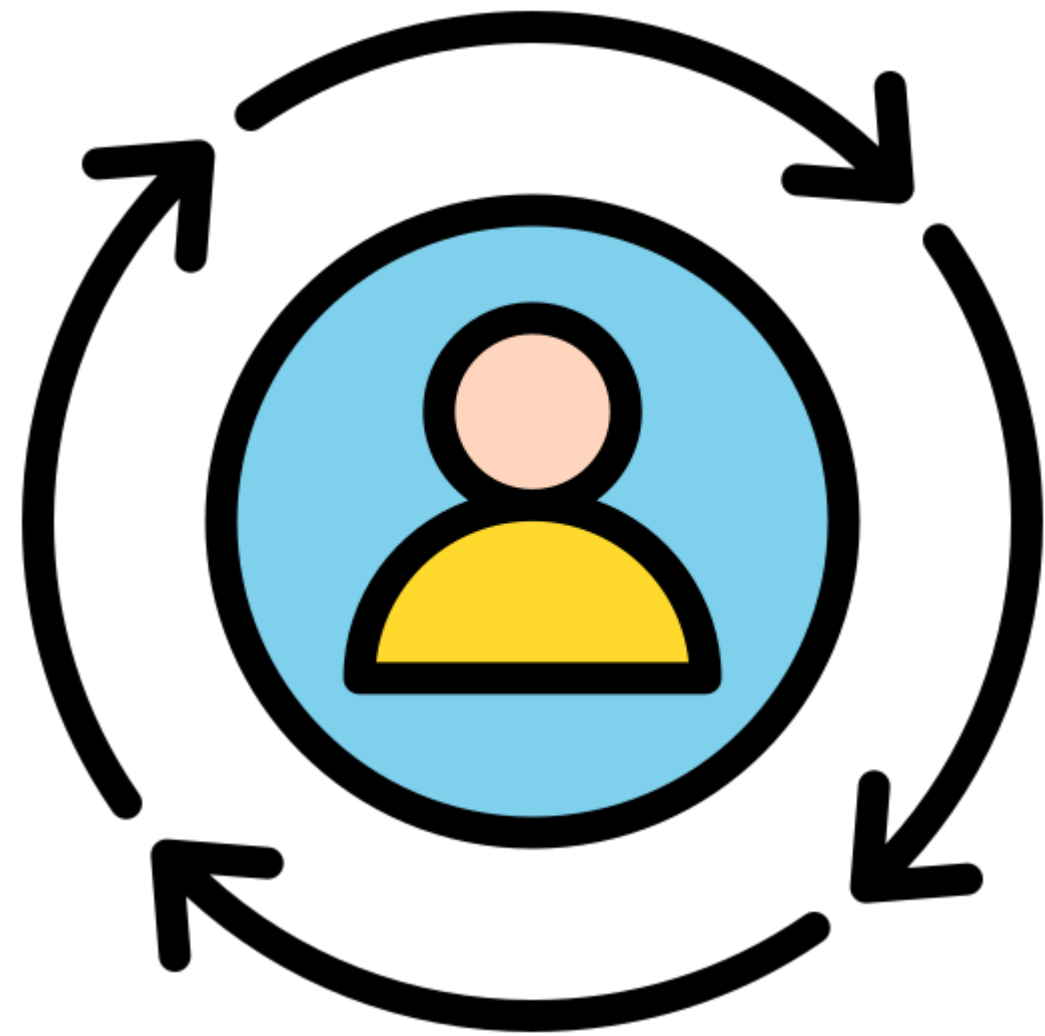
02

The e-Commerce – Why Data & AI

Digital Footprint

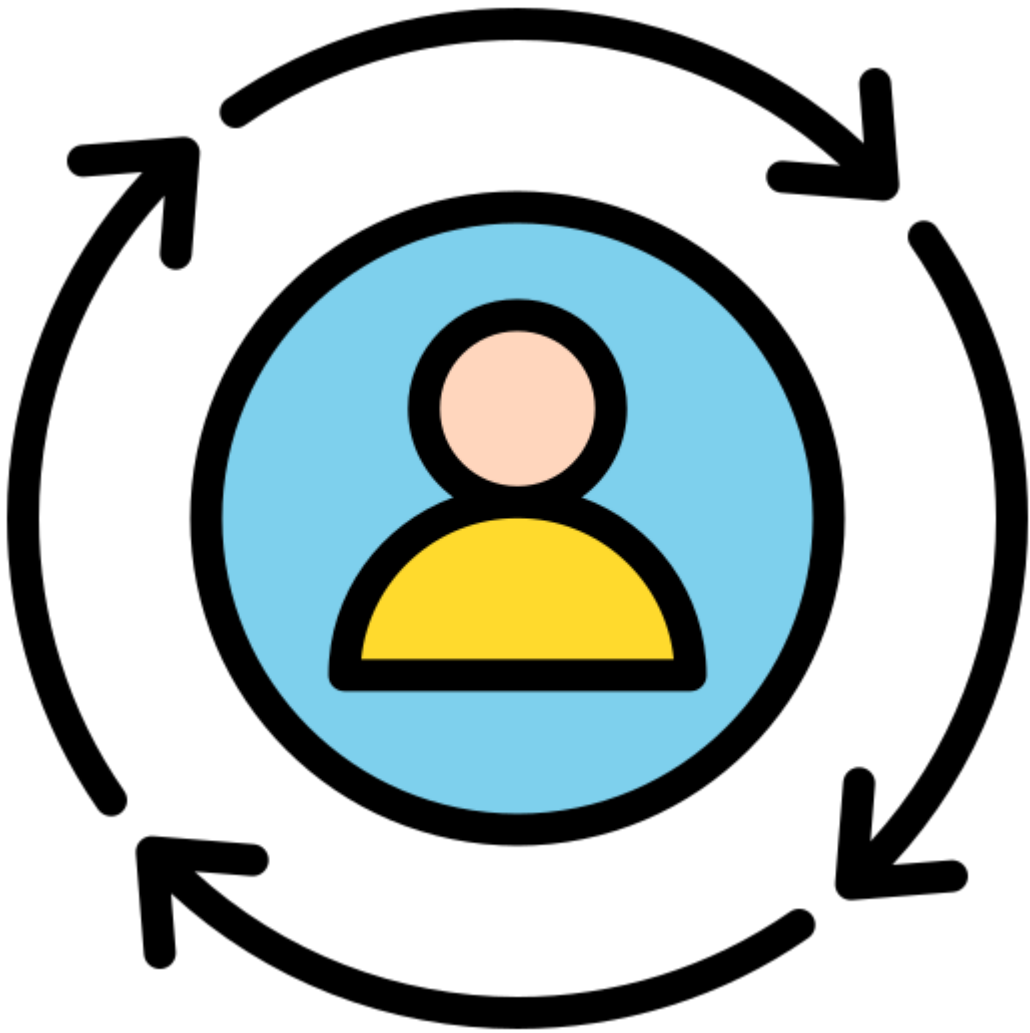


We know you better than yourself



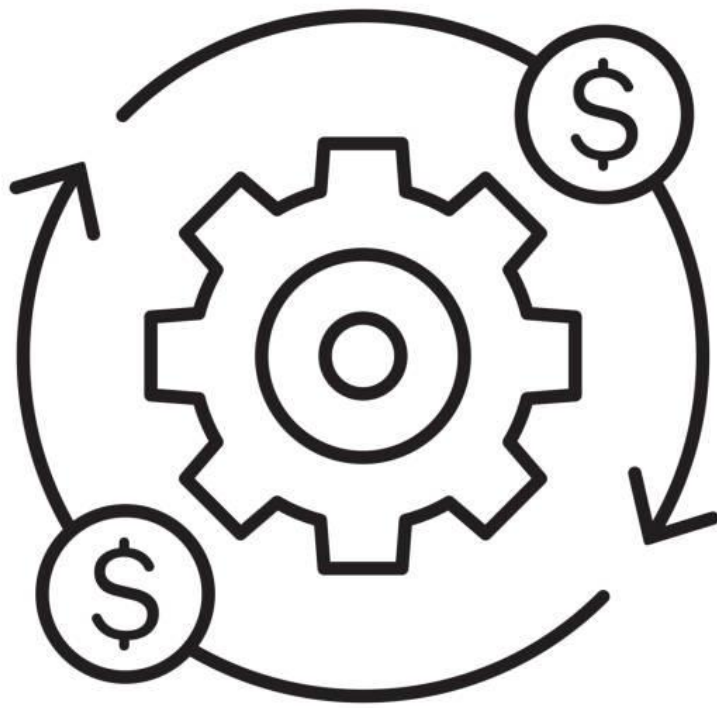
Personalisation

Other than Personalisation



Personalisation

Efficiency Through Automated Operations



Guided by Predictive Insights





03

Data Challenges: Volume, Security, Privacy

Challenges in Ecommerce Data Management - Data Volume



- **Big Volume**
- **Real-time**
- **Different Systems**

30+ Channels

Top coverage of Australia E-commerce industry



10Million+ Orders

Insights and forecast into customer distribution, trends, and build competitive shipping rates

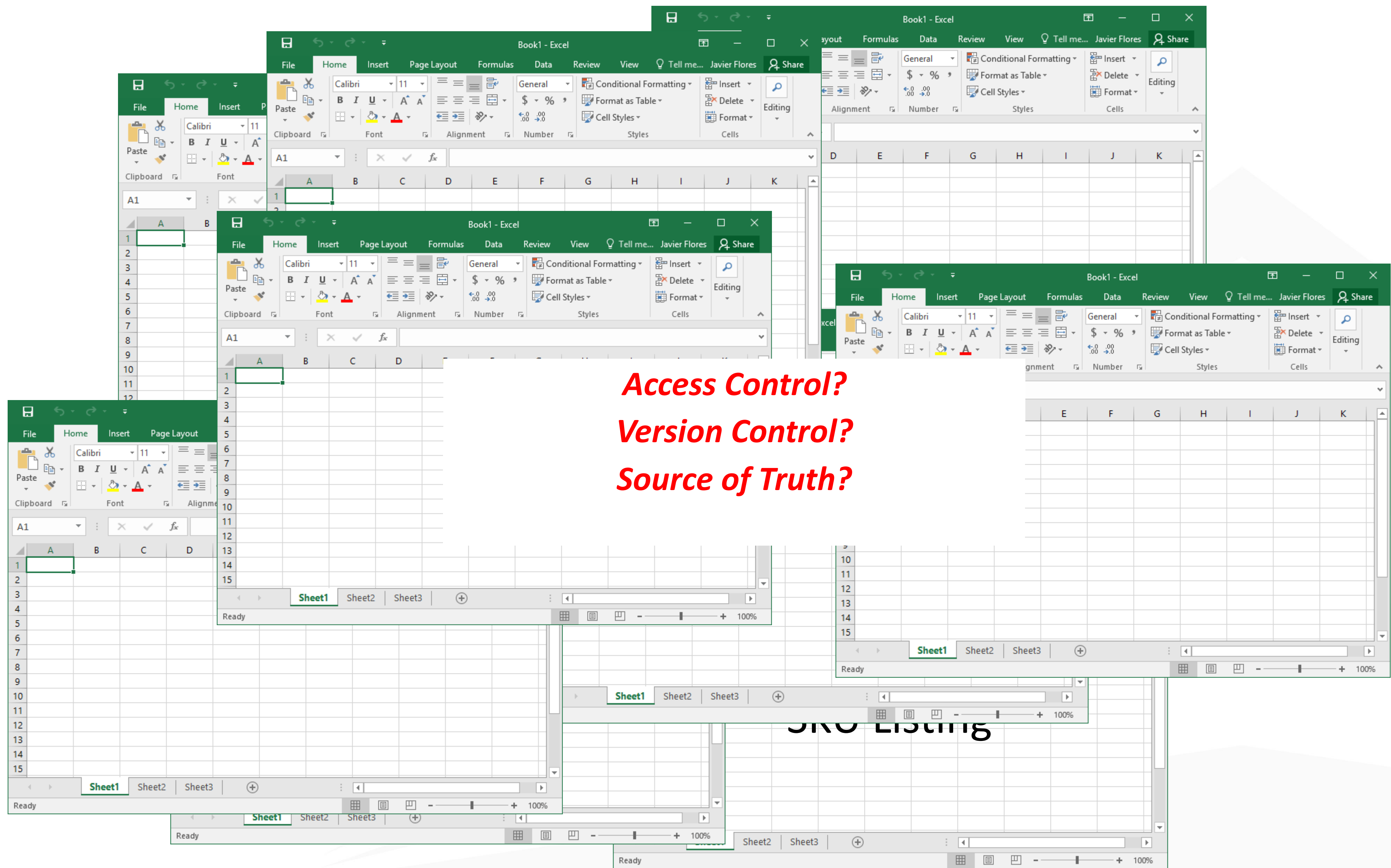


70,000+ Products

Comprehensive and fast growing product categories



Challenges in Ecommerce Data Management – Data Security



Challenges in Ecommerce Data Management – Data Privacy



Compliance



Anonymisation



Data Privacy Policy



Incident Response

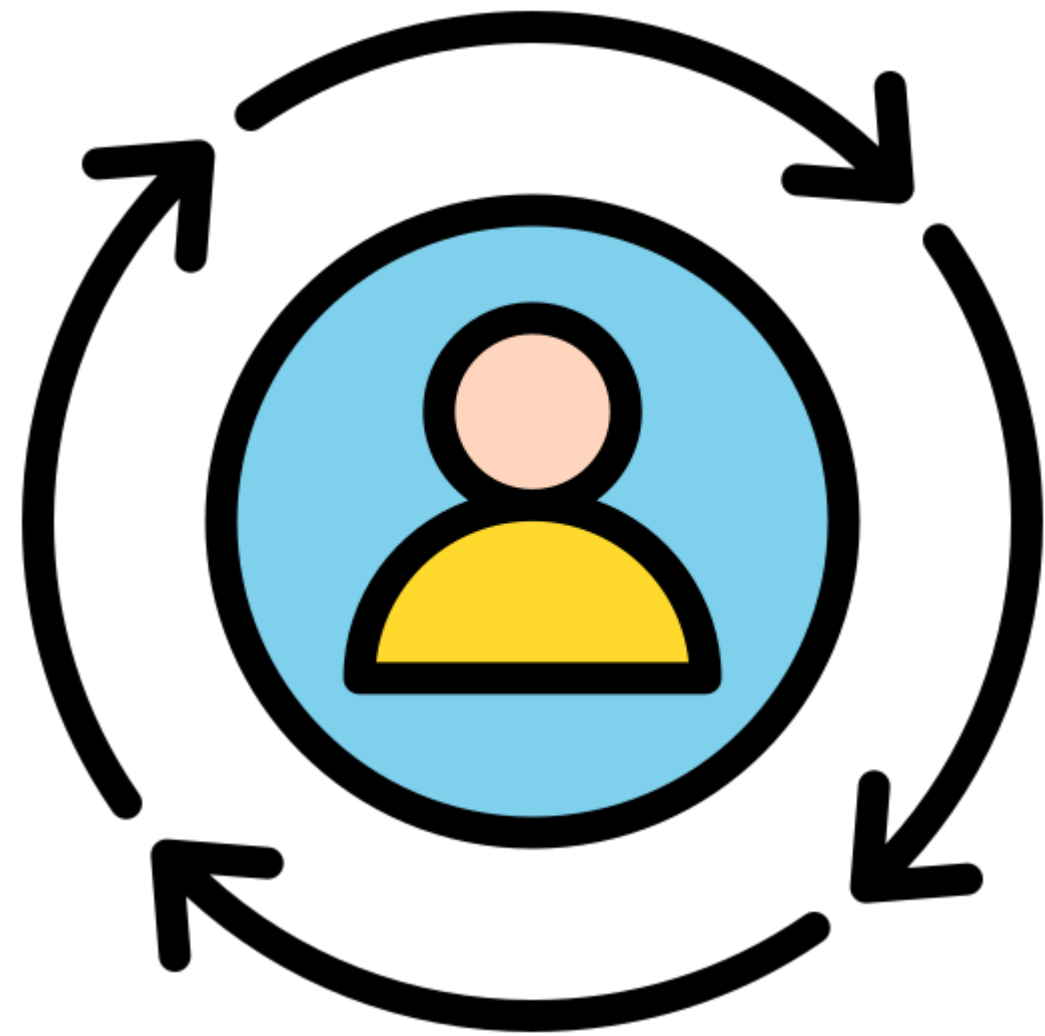
Incident Response Plan



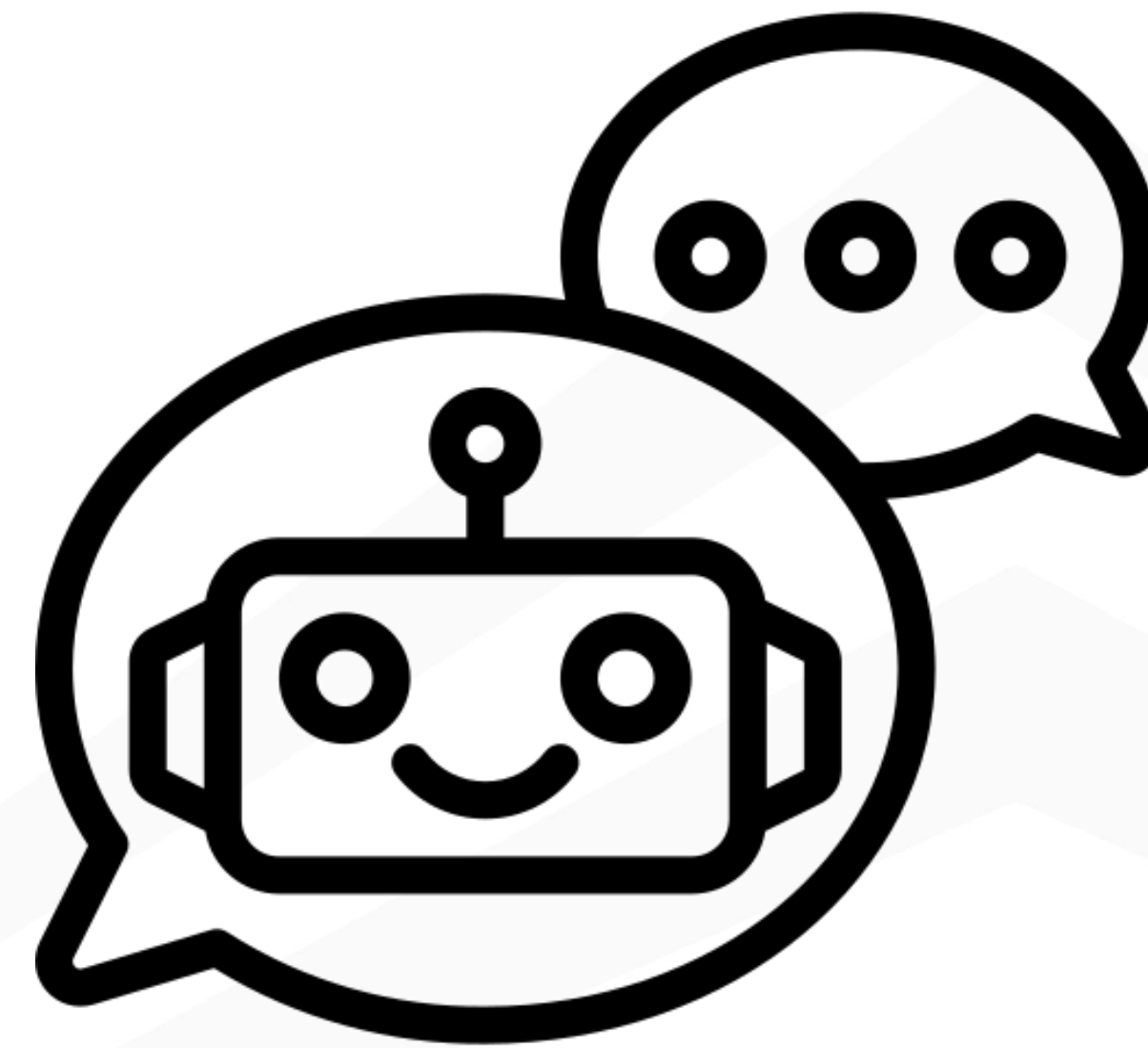
04

AI Transformation

AI Revolutionizing Ecommerce – the Only Use Cases?

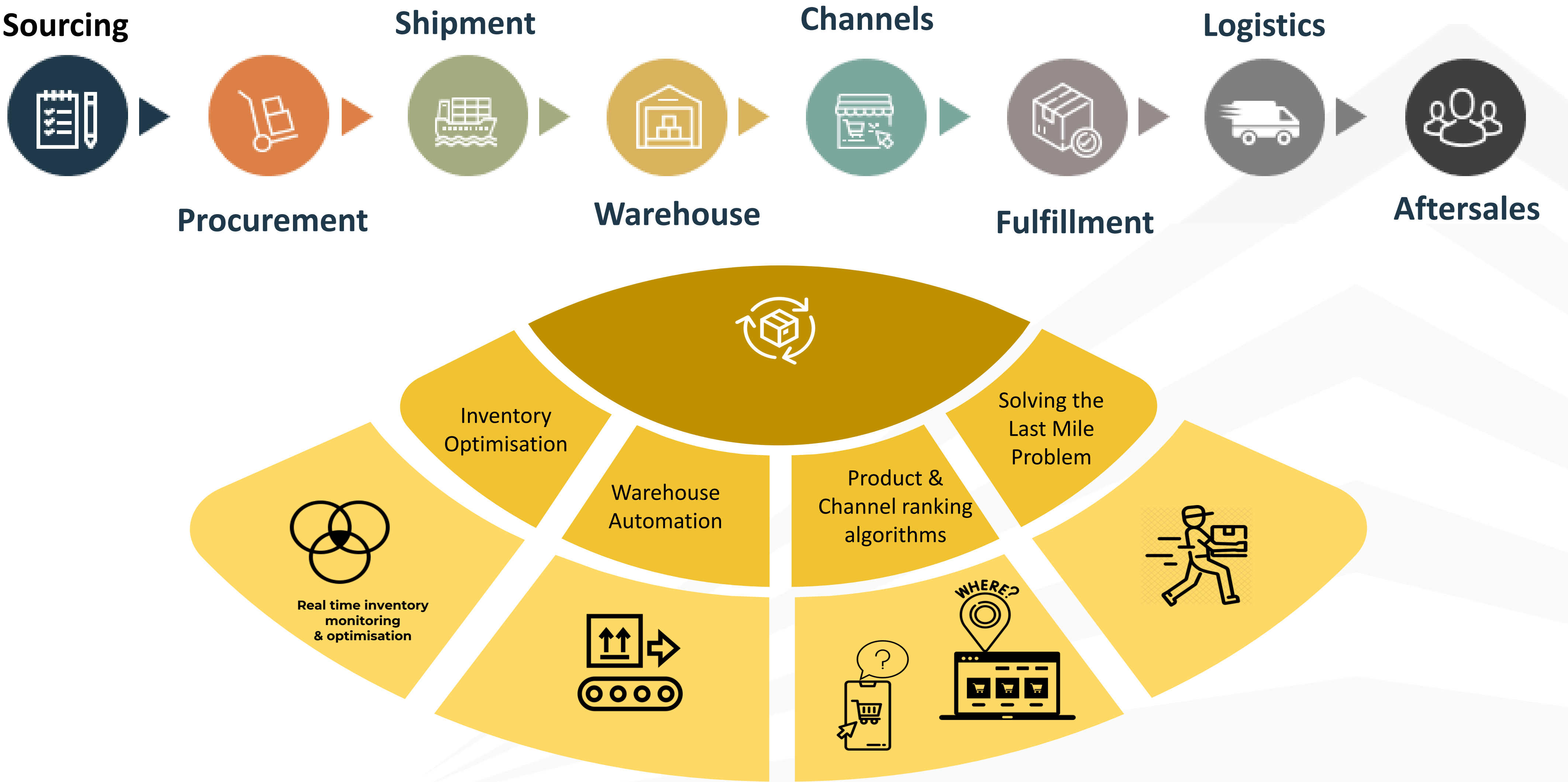


Personalisation



Chatbot (ChatGPT)

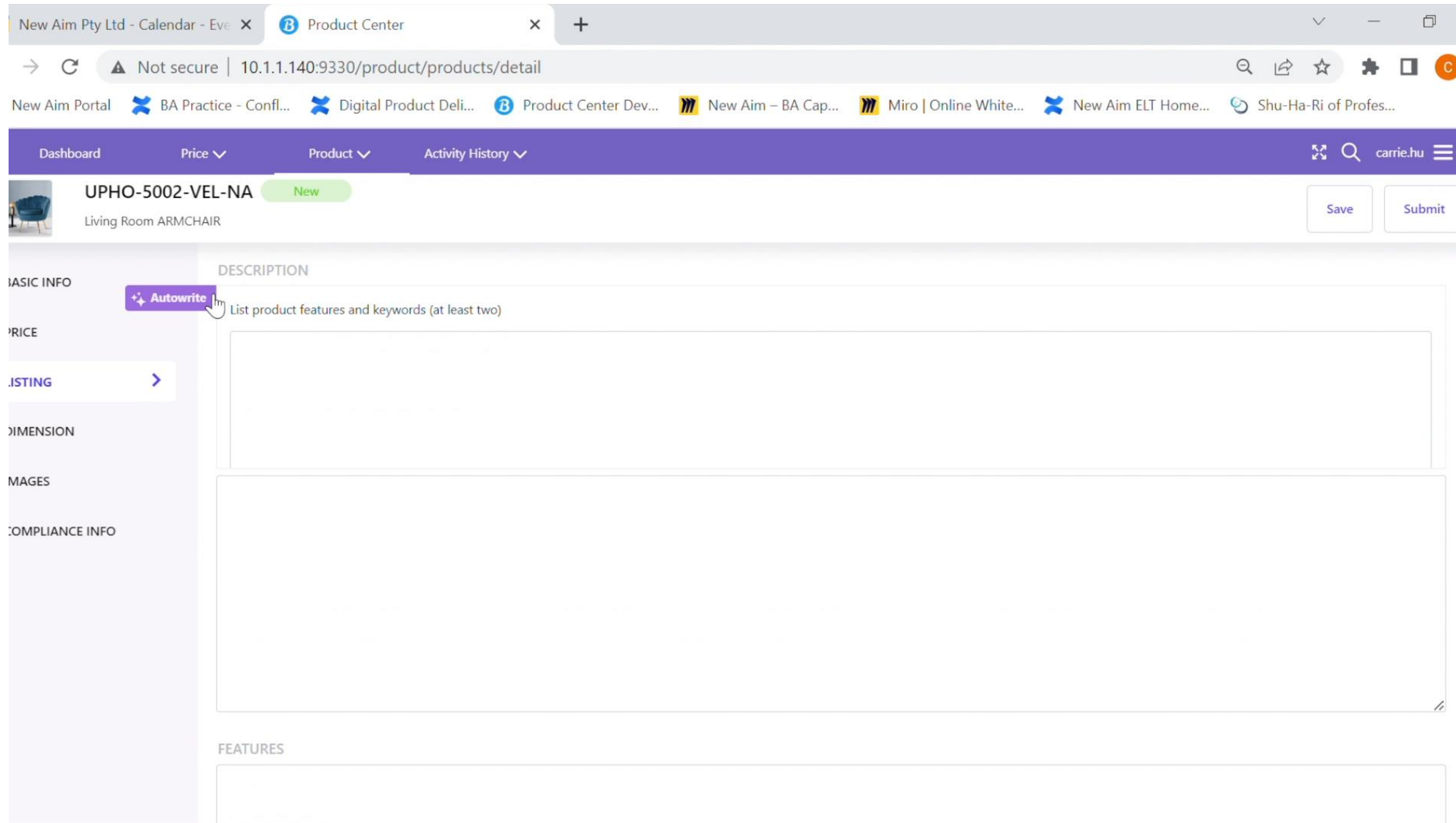
AI in Supply Chain – More than personalization & chatbot



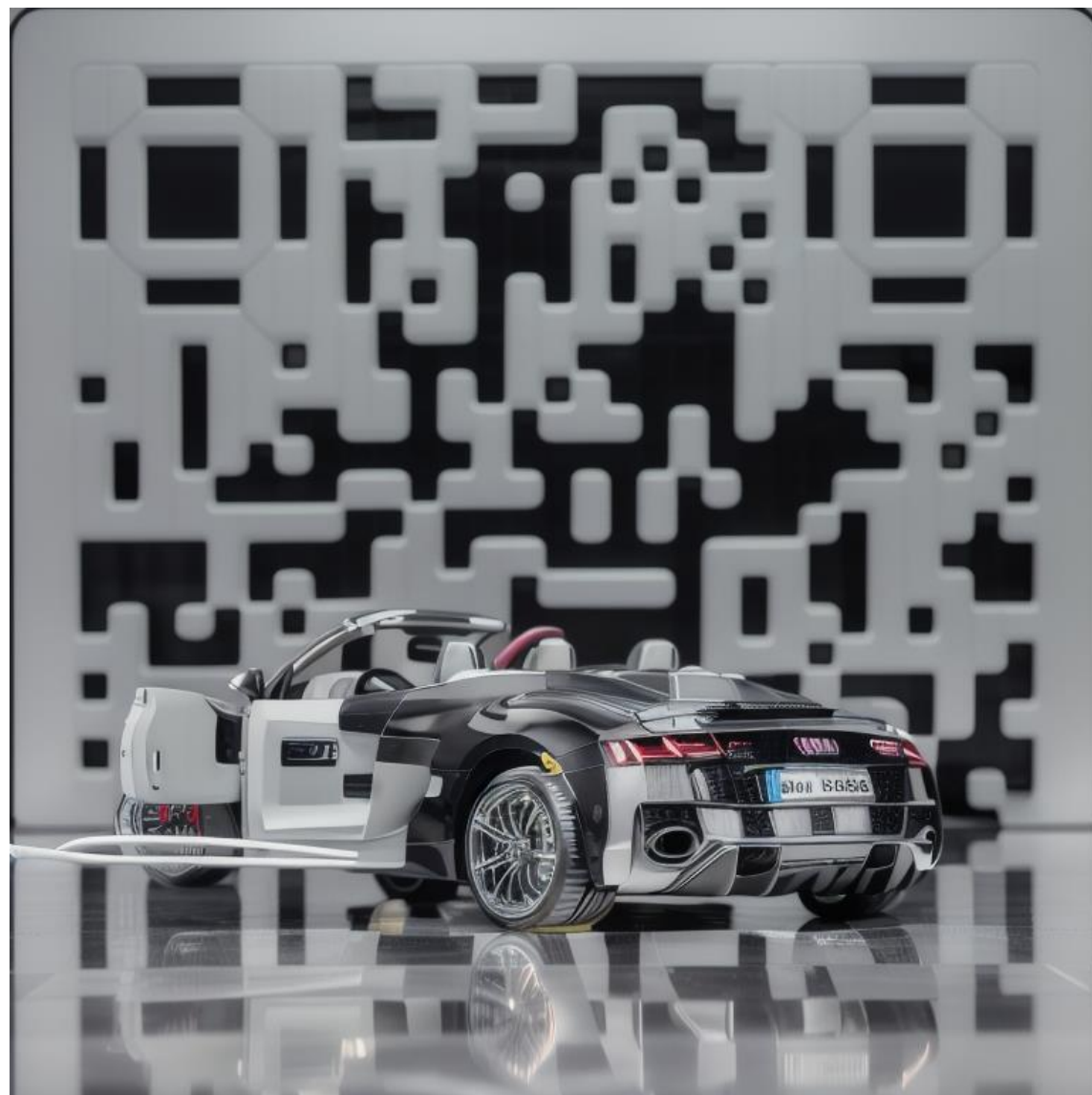
AI in Operations

DashboardPriceProductActivity History											
Total 6093Accept 123Reject 14Needs Action 5238											
Reset FiltersSuggestionsStatusSub CategorySKUCategory SpecialistTeamsSKU StatusFlagged											
AcceptRejectUnFlagSubmit To ChannelExport Price ReviewLast Refresh Date : 16/08/2023 08:53											
	SKU ↑	Sub Categories	Last Reviewed Price	Suggested Price	Reviewed Price	PM (Current)	PM (Suggested)	PM (Reviewed Price)	Competitor	Suggestion	Accept/Reject
	AC-200L-GD	AIR COMPRESSOR	\$111.95	\$111.95	\$110.95	1.1%	1.1%	1.1%	\$92.9 - \$129	↓ Decrease Price	✓✗
	AC-326L-RD	AIR COMPRESSOR	\$144.95	\$131.95	\$131.95	1.1%	1.1%	8.6%	\$129 - \$169	↓ Decrease Price	✓✗
	AC-326L-RD	AIR COMPRESSOR	\$70.95	\$66.95	\$66.95	1.1%	1.1%	8.6%	\$77	↓ Decrease Price	✓✗
	AC-326L-RD	AIR COMPRESSOR	\$73.95	\$73.95	\$73.95	1.1%	1.1%	7.9%	\$71.95	↓ Decrease Price	✓✗
	AC-326L-RD-SET-BLS	AEROBIC STEP	\$127.95	\$127.95	\$127.95	25.12%	25.12%	8.15%	-	↑ Increase Price	✓✗
	AC-326L-RD-SET-BLS-X2	AEROBIC STEP	\$140.95	\$135.95	\$135.95	33.1%	33.1%	8.4%	-	↓ Decrease Price	✓✗
	AC-326L-RD-X2	AEROBIC STEP	\$189.95	\$199.95	\$199.95	26.3%	28.6%	8.1%	-	↑ Increase Price	✓✗
	AC-326L-RD	AEROBIC STEP	\$49.95	\$43.95	\$43.95	31.33%	24.87%	8.1%	\$43	↓ Decrease Price	✓✗
	AC-326L-RD	AEROBIC STEP	\$89.95	\$89.95	\$89.95	32.3%	28.6%	8.1%	-	↓ Decrease Price	✓✗
	AF-326L-RD	AIR FRYER	\$109.95	\$119.95	\$119.95	23.6%	-2.15%	2.65%	\$109.95	↓ Decrease Price	✓✗
	AF-326L-RD	AIR FRYER	\$102.95	\$109.95	\$102.95	27.52%	23.6%	24.1%	\$179	↓ Decrease Price	✓✗
	AF-326L-RD	AIR FRYER	\$109.95	\$139.95	\$109.95	25.24%	25.24%	29.5%	-	↑ Increase Price	✓✗
	AF-326L-RD-SS	AIR FRYER	\$109.95	\$137.95	\$109.95	25.76%	25.76%	29.5%	-	↑ Increase Price	✓✗
	AF-326L-RD-SS	AIR FRYER	\$109.95	\$123.95	\$109.95	27.1%	10.1%	12.2%	-	↓ Decrease Price	✓✗
	AF-326L-RD-SS	AIR FRYER	\$67.95	\$69.95	\$67.95	22.88%	22.88%	21.66%	-	↑ Increase Price	✓✗

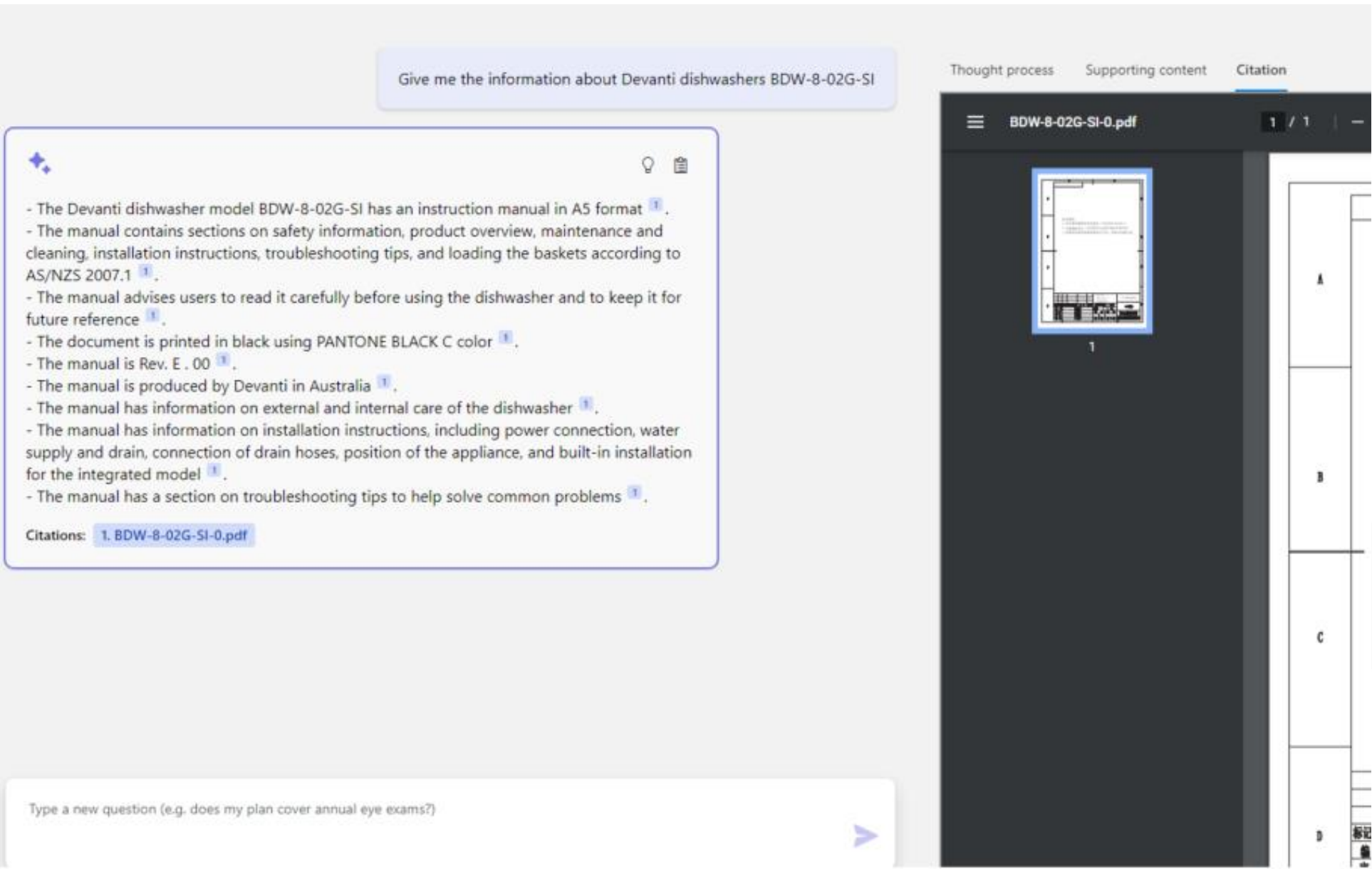
AI in Operations



AI in Operations



QR code generator



FAQ chatbot

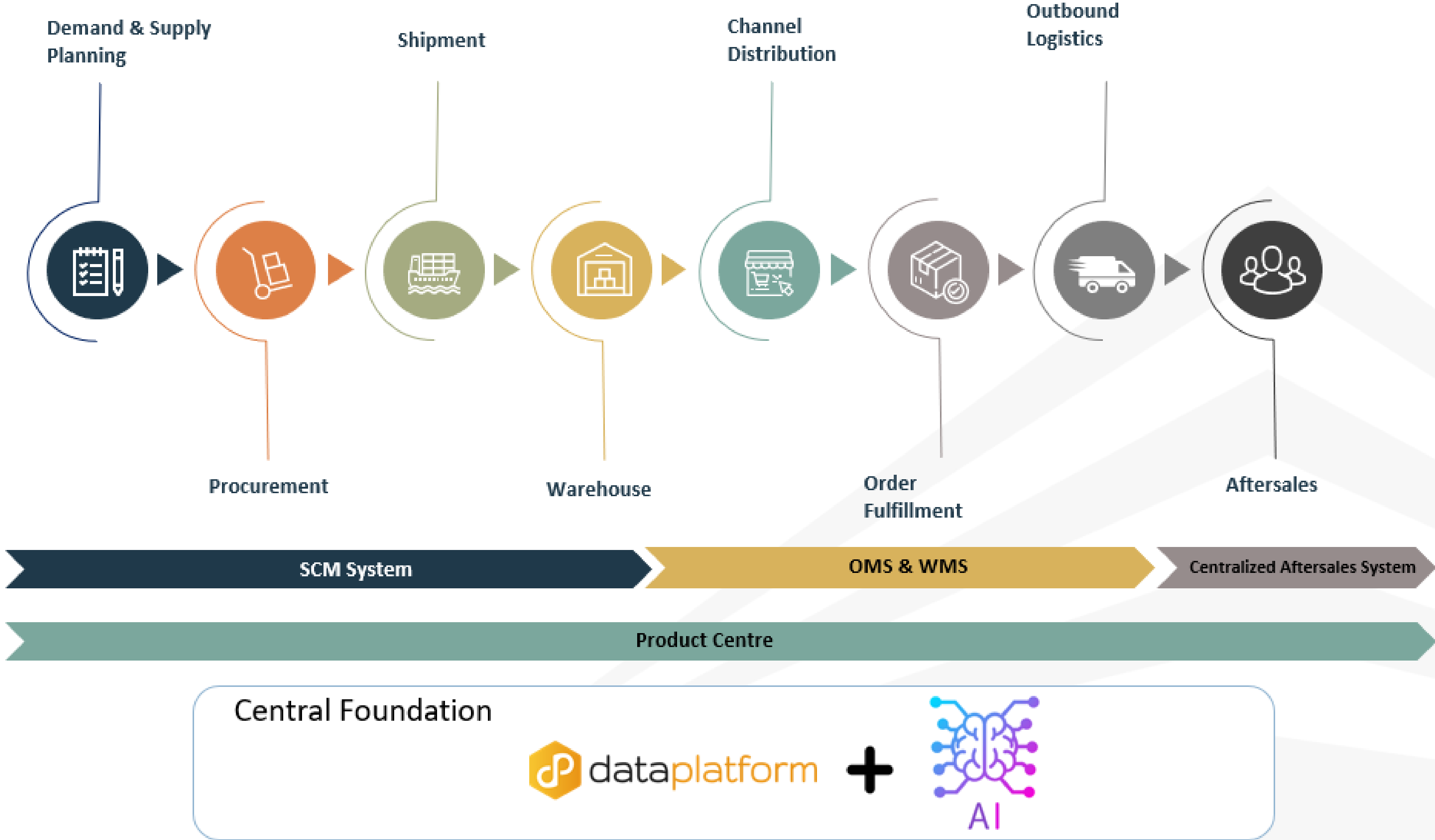


05

Future: One Stop Platform

- the Digital Supply Chain Tech Enabler

Supply Chain Digitalisation Powered by AI & Data



But the future is ‘Product, not just Product’

One Stop Platform Empowered by AI is the future

New Arrivals

New Arrivals

Promotion

Recommendation

3D AR Viewing

Brand

Appliances

Audio & Video

Auto Accessories

Baby & Kids

Commercial

Electronics

Food & Beverage

Furniture

Gift & Novelty

Hampers

Health & Beauty

Search product...

Select All ☐ Extra Shipping Cost ☐

Filter By

Sort By

Submit to My Product

New Arrivals


4175 PRODUCTS for New Arrivals

Page

NEW

STEEL DUMP CART

EXTRA SHIPPING COST



\$227

RRP: \$272.40

Steel Dump Cart Garden Tipping Trailer

SKU: V279-DUMPCARTBLK092

IMPORTS: < 5

PREVIEW: 1


30 left in stock

Add To Import List

NEW

CANDY SKULL UNICORN MONEY BANK

FREE SHIPPING



\$28.99

RRP: \$36.99

Candy Skull Unicorn Money Bank

SKU: V210-2679331

IMPORTS: < 5

PREVIEW: 0


5 left in stock

Add To Import List

NEW

HAMPTON THROW - MERINO WOOL BLEND - CAMEL

FREE SHIPPING



\$199

RRP: \$229.00

Hampton Throw - Merino Wool Blend - Camel

SKU: V210-2679331

IMPORTS: < 5

PREVIEW: 0


5 left in stock

Add To Import List

NEW

UNICORN GROW EGG

FREE SHIPPING



\$11.99

RRP: \$14.99

Unicorn Grow Egg

SKU: V210-2679331

IMPORTS: < 5

PREVIEW: 0


5 left in stock

Add To Import List


NEW

LAZAR

FREE SHIPPING



FREE SHIPPING



FREE SHIPPING

My Account

Dropshipzone

Product Catalogue

Unpaid Orders

Orders History

My Store

My Products

Product Info Update

Inventory Update Log

my Products

Search product...

Select All ☐ Bound ☐ Unbound ☐ Free Shipping ☐ Extra Shipping Cost ☐ Discontinued ☐ Below DSZ Price ☐


Total Product(s)
457

☐

Product

Status

☐




Artiss Set of 2 Bar Stools Kitchen Stool Chairs Metal Barstool Dining Chair Brown Rushal

SKU: BA-K-9976-BRX2

BOUND

☐




Weisshorn Car Rubber Floor Mats Front And Rear Compatible For Toyota RAV4 2019-2022

SKU: RUBBER-MAT-TOYOTA-RAV4

BOUND

☐

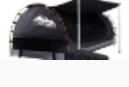


Artiss Set of 4 Kitchen Bar Stools Gas Lift Stool Chairs Swivel Barstool Leather Black

SKU: BA-TW-8045A-BKX4

BOUND

☐



Weisshorn Double Swag Camping Swags Canvas Free Standing Dome Tent Dark Grey with 7CM Mattress

SKU: SWAG-C-WING-D-DGR

BOUND

Dropshipzone

Average Daily Sales
11

Average Sales Rank
83,499

Average Price
\$18.29

Average Reviews
990

Opportunity Score
8 High Demand with low competition

#	Add	Product Name	Brand	Price	Category	Rank	Mo. Sales	D. Sales	Revenue
1		Blendin 2 Pack Replacement 16 Ounce Tall Jar Cups, Fits Original Magic Bullet Blender Juicer 250W MB1001	Blendin	\$17.99	Home	#8,008	29	< 5	\$522
2						48	30	< 5	\$750
3						23	19	< 5	\$380
4						428	15	< 5	\$240
5						728	25	< 5	\$35,672
6						17	16	< 5	\$248
7		QT Replacement C...	QueenTrade	\$18.98	Home	#16,206	25	< 5	\$475
8		QT Tall 22oz Repla...	QueenTrade	\$17.88	Home	#16,326	21	< 5	\$375
9		Replacement Part...	HOMENOTE	\$28.99	Home	#6,752	14	< 5	\$420
10		GG Pinkey Pack of ...	GG Pinkey	\$17.99	Home	#8,545	< 5	< 5	< \$18

Showing Results 1 - 48

Load More Results

Central Foundation

 + 

THANK YOU



Q&A

