



# Artificial Intelligence in Retail Marketing

**RapidPricer B.V.**

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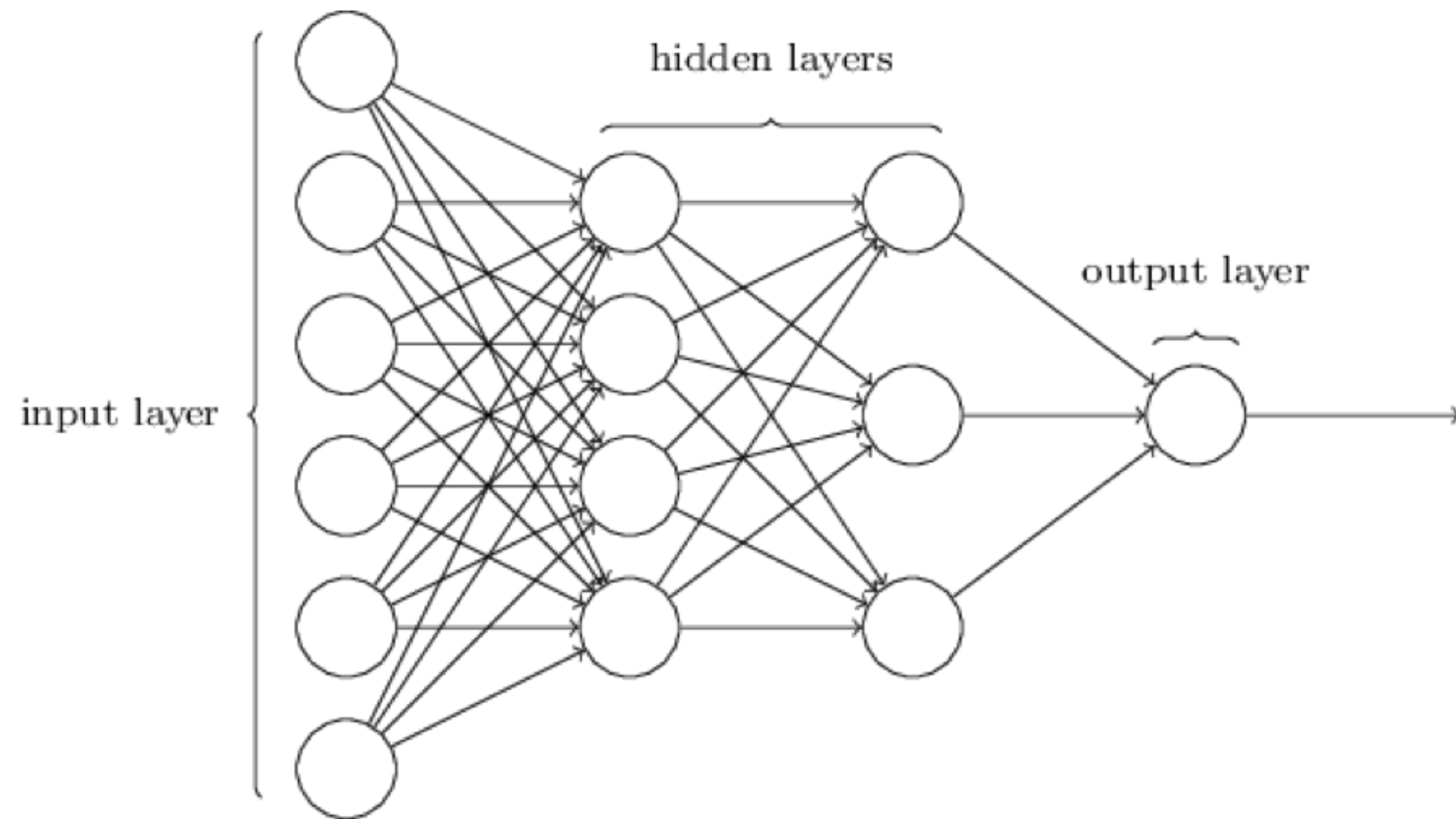
# What is Artificial Intelligence?



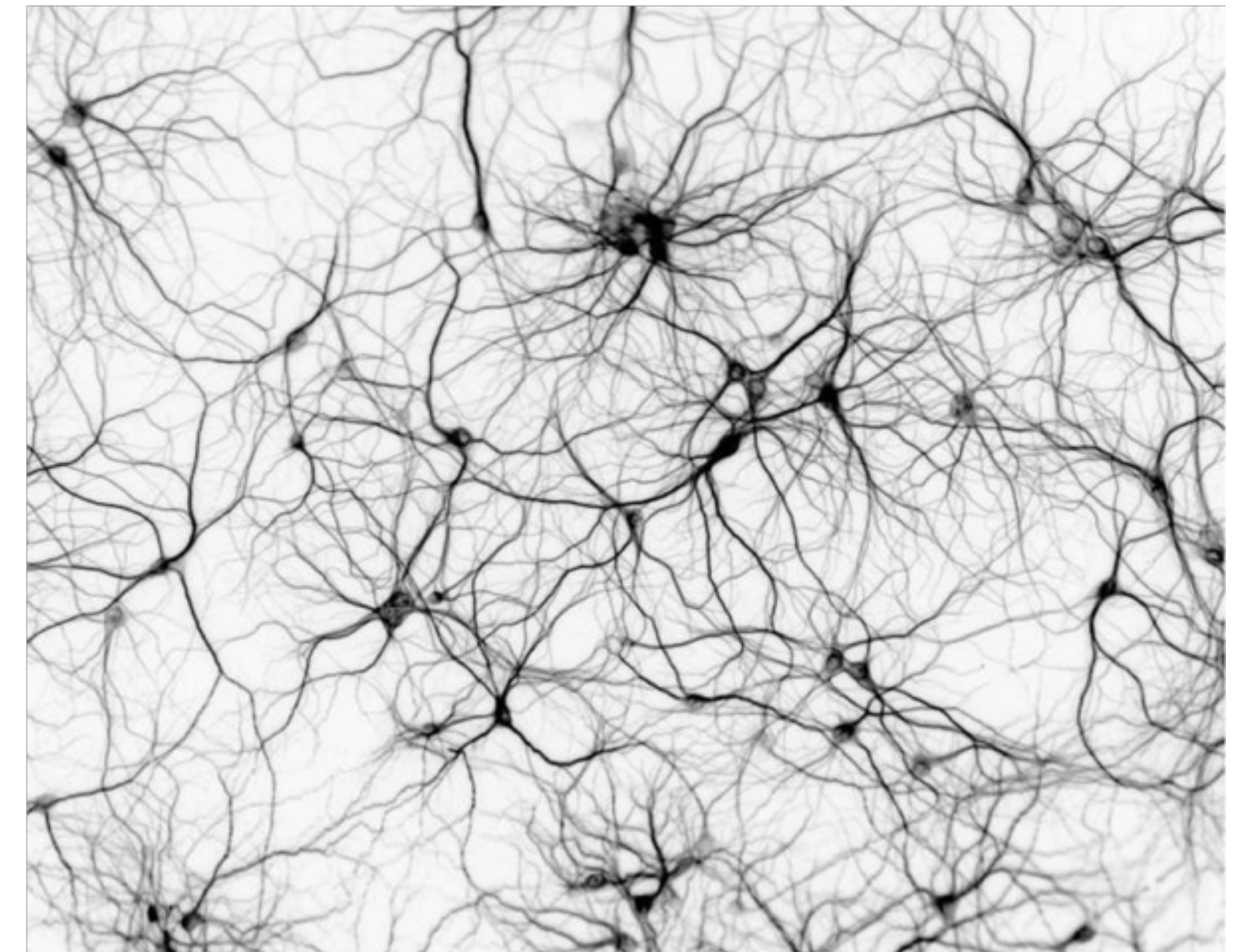
# Artificial Intelligence Vs Natural Intelligence (1)

Example: Hiring Decision

Neural Network

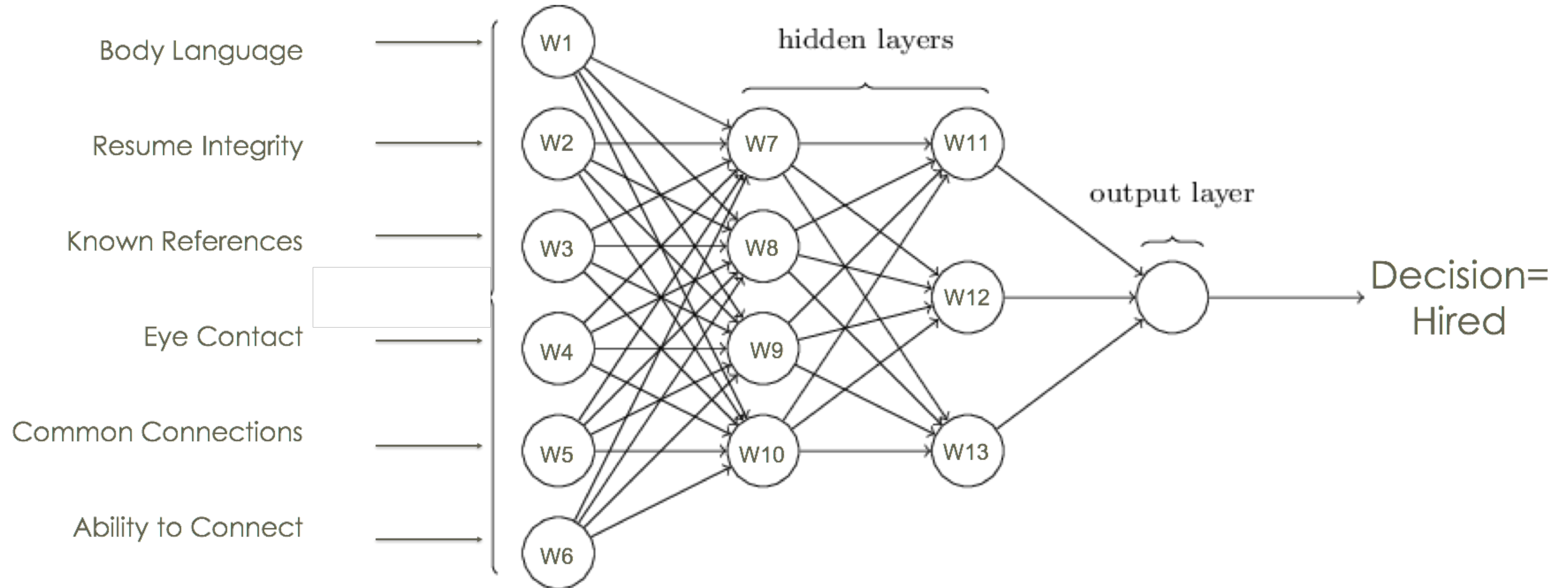


Human Brain



# Artificial Intelligence Vs Natural Intelligence (2)

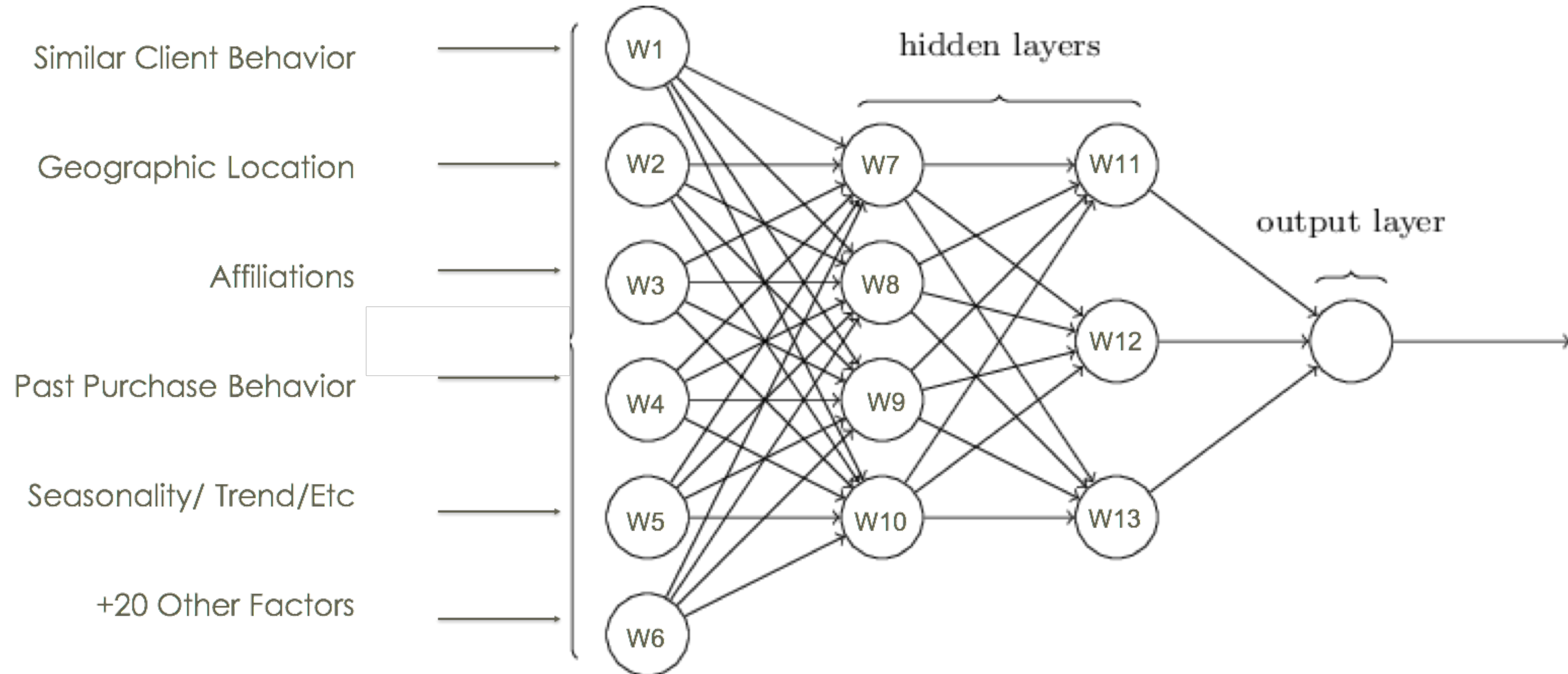
Example: Hiring Decision





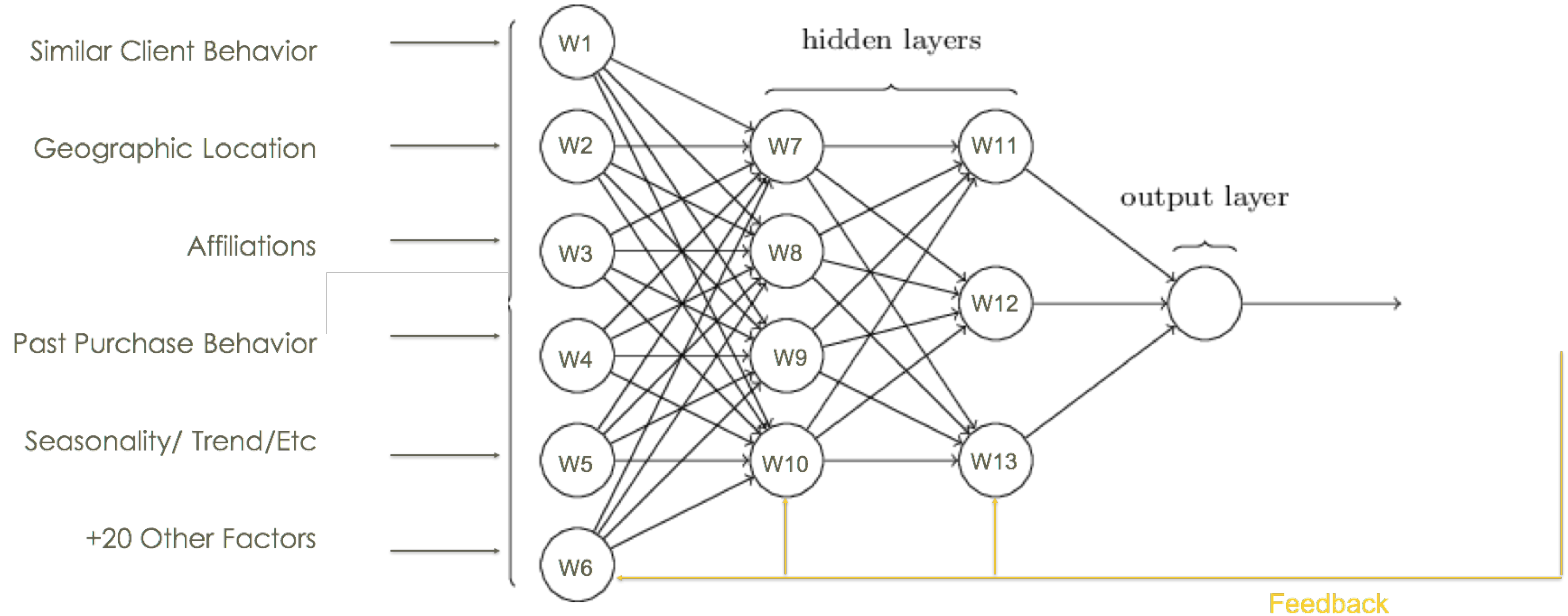
# Artificial Intelligence Vs Natural Intelligence (3)

Example: Pricing Decision



# Artificial Intelligence Vs Natural Intelligence (4)

Example: Pricing Decision **w** Feedback





# New Ingredients / New Techniques





# New Ingredients/ Data Sources

Example: Retail Environment



## Merchandising and Operations

- RFID-enabled sensors on products
- Automated shelves and coolers
- Smart fulfillment centers
- Perishable tracking
- Reduced Shrinkage
- Layout Optimization
- Inventory Optimization

## Marketing/ In- Store Opportunities

- Proximity-based consumer interaction
- Interactive and digital experiences
- Customized offers/ promotions/ service
- Digital Signage/ Shopping Tools

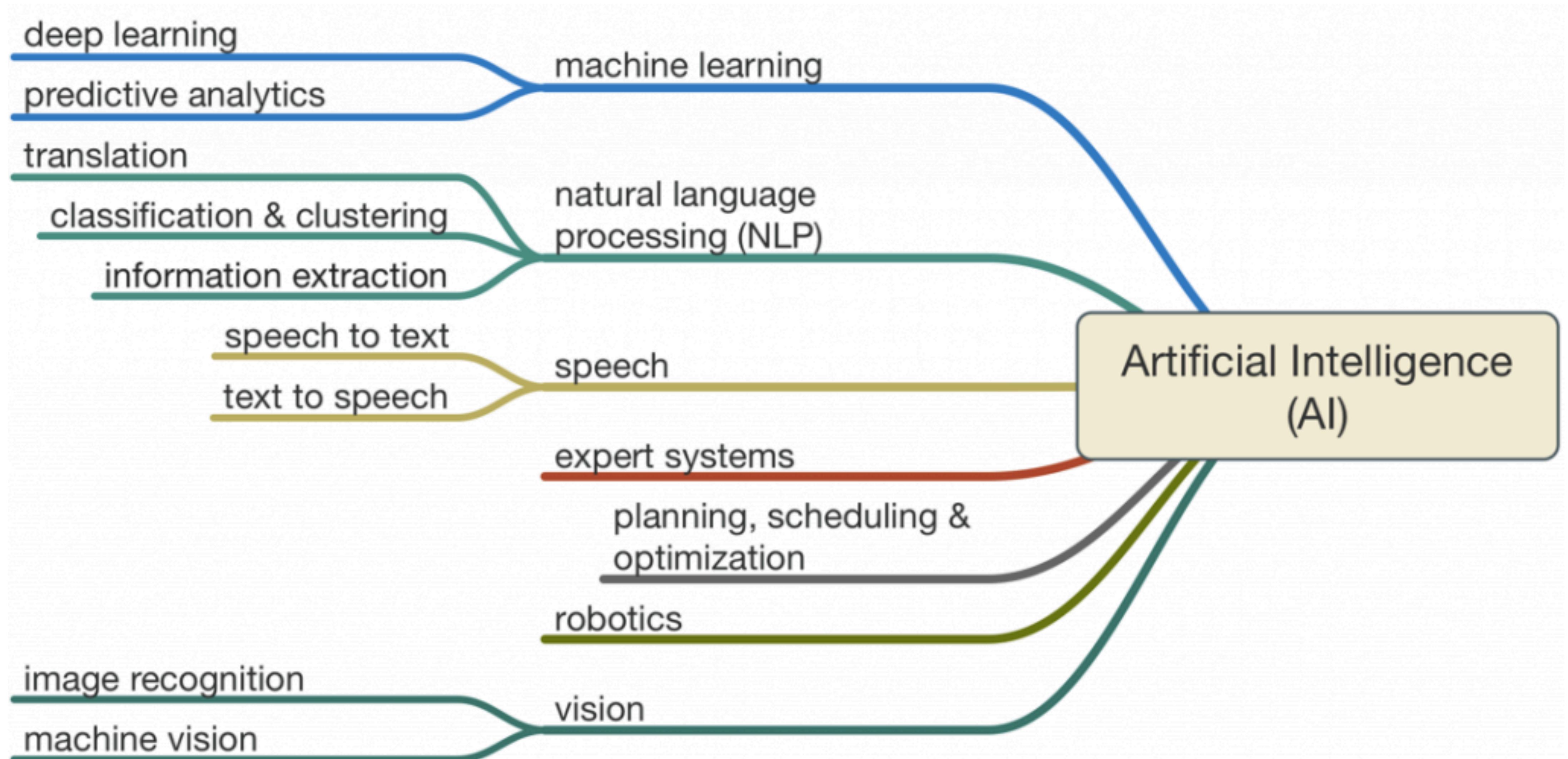
## Customer Experience

- Staff Allocation
- Wearable Technologies
- Connected Homes



# New AI techniques

Example: Retail Environment





# Other Retail Use Cases





# AI Use Cases in Retail: Facial Recognition



## Facial analysis

Get a complete analysis of facial attributes, including confidence scores.



### ▼ Results



looks like a face	99.9 %
appears to be female	100 %
age range	23 - 38 years old
smiling	97.6 %
appears to be happy	99.5 %
not wearing glasses	99.9 %



# AI Use Cases: Text Recognition

## Text in image

Rekognition automatically detects and extracts text in your images. [Learn More](#)



### ▼ Results

US English only

| IT'S |  
| MONDAY |  
| but | keep |  
| Smiling |

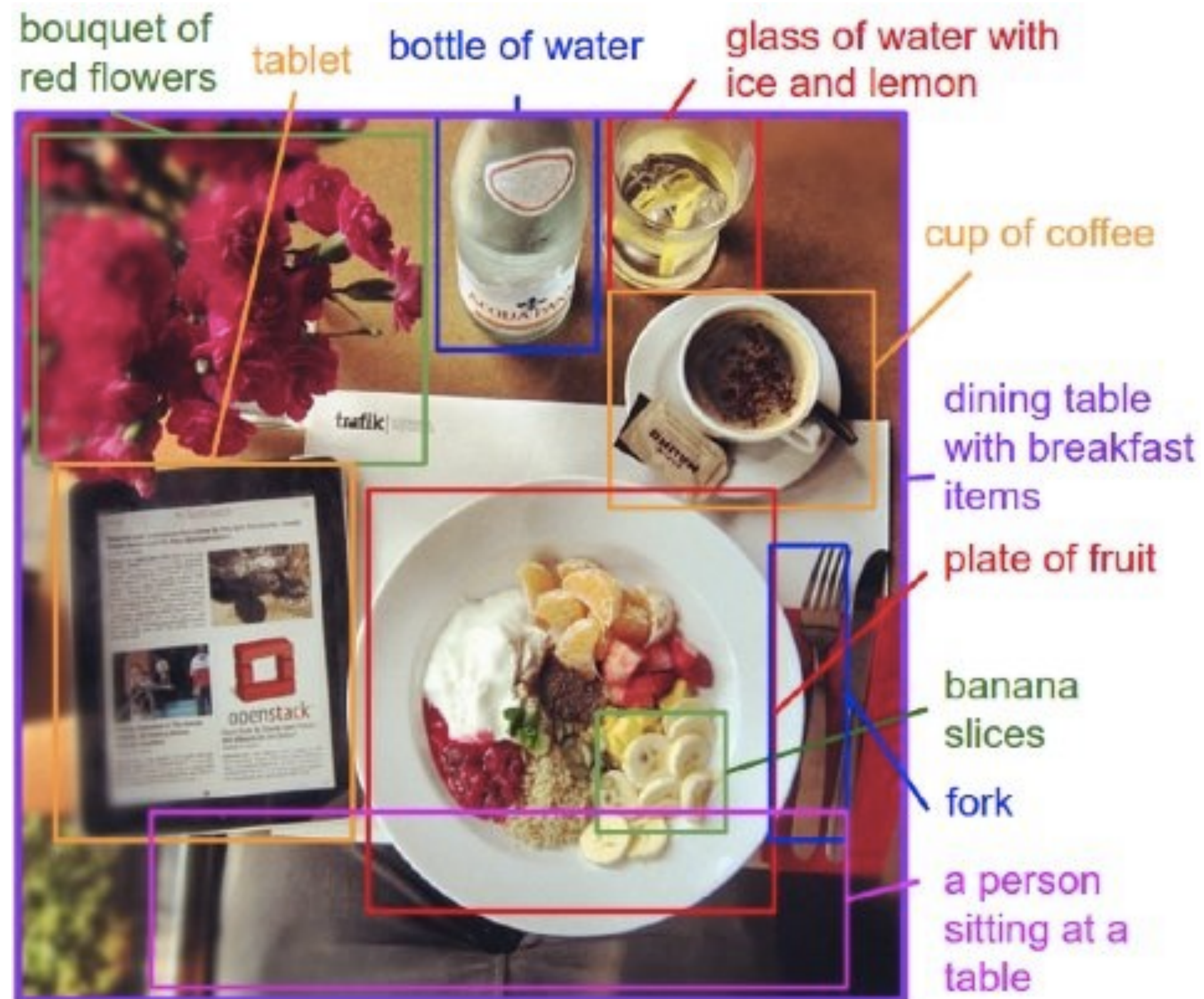


# AI Use Cases in Retail: Shrinkage/ Theft Detection





# AI Use Cases: Image Recognition





# AI Use Cases in Retail: Smart Mirrors





# AI Use Cases in Retail: Shelf Management





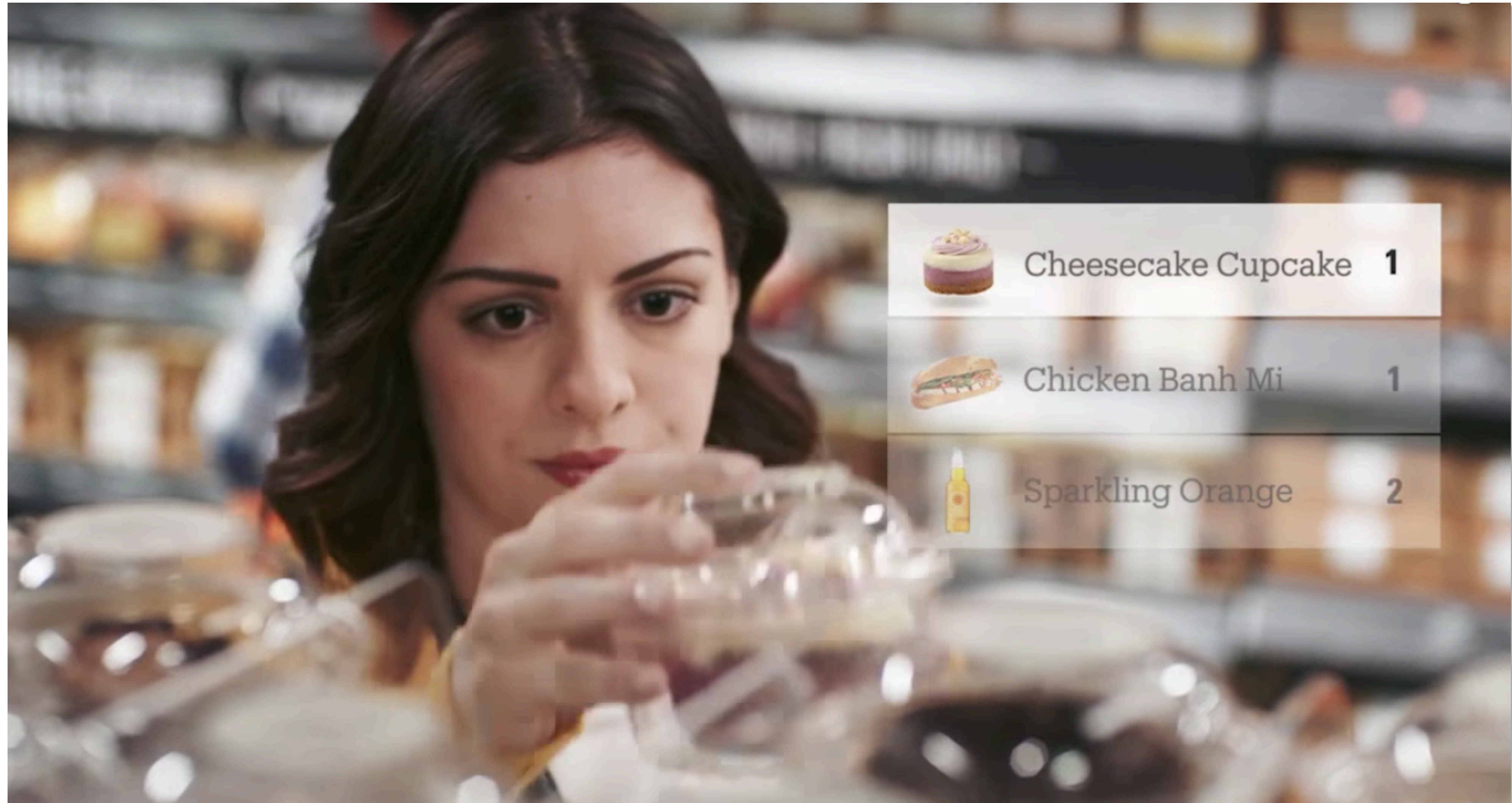
# AI Use Cases: E-Commerce



- Image Search
  - Content
- Customer Loyalty
  - Price
  - Promotion
  - Search
- Competitive Pricing
  - Ad Tracking
  - Merchandizing



# AI Use Cases in Retail: Automated Checkouts





# AI Use Cases in Retail: Fraud Detection





AI for your next project.





# What would you do?





# Thank You



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