



Webinar on Real Time Application of Machine Learning and Deep Learning Models in E-Commerce and Retail

Date: 27th April 2023

Time: 2.00 pm to 4.00 pm

Number of Participants: 286

Event Coordinators:

Dr. Jahnavi M, Prof. Mithun D J, Prof. Nagasubba Reddy & Prof. Ankitha

Objectives:

1. To equip participants with practical knowledge and skills to leverage these technologies effectively in their respective domains
2. To provide participants with a sound understanding of the fundamentals of machine learning and deep learning models
3. To train the participants how machine learning and deep learning models can be applied in real-time scenarios within the e-commerce and retail industries.

About the Session:

The event aimed to showcase how artificial intelligence (AI) technologies, particularly machine learning and deep learning models, have revolutionized the e-commerce and retail industries, enabling businesses to provide personalized experiences, optimize operations, and improve customer satisfaction.

Webinar provided valuable insights into the cutting-edge applications of AI technologies in the e-commerce and retail sectors. It highlighted how machine learning and deep learning models are transforming these industries by improving personalization, enhancing inventory management, ensuring security, and extracting meaningful insights.

The e-commerce and retail industries have undergone a paradigm shift with the advent of artificial intelligence, particularly machine learning and deep learning models. These technologies have revolutionized how businesses engage with customers, optimize operations, and stay competitive in the digital landscape. This section introduces the importance of real-time applications of AI.

The event highlighted the significance of data-driven decision-making, leveraging AI-driven insights, and adopting a customer-centric approach to stay competitive in today's fast-paced business landscape.

The session concludes by summarizing the key insights from the real-time application of machine learning and deep learning models in e-commerce and retail. It emphasizes the transformative impact of AI technologies in these industries and encourages businesses to embrace data-driven approaches to stay ahead in the highly competitive market.

As AI technologies continue to evolve, the future of e-commerce and retail looks promising. This section also highlighted the potential areas for further innovation, including augmented reality in shopping experiences, supply chain automation, and the integration of AI with Internet of Things (IoT) devices.


Some of the key areas highlighted during the session are as follows:

1. How do e-commerce platforms use these models to recommend products and services based on individual preferences, browsing behavior, and historical data, thereby increasing customer engagement and conversion rate?
2. Application of deep learning models for inventory management and demand forecasting in the retail sector.
3. Significance of machine learning algorithms in fraudulent activities.
4. How NLP, sentiment classification, and text mining are applied to analyze customer reviews and social media comments in real-time.

Feedback/Coordinators Comment:


As the webinar concluded, attendees gained a deeper understanding of ML and DL's real-world applications in e-commerce and the retail sector. The success stories and expert advice showcased the limitless possibilities of AI technologies. The speakers encouraged attendees to leverage data-driven approaches and embrace AI technologies to unlock new opportunities and achieve sustainable growth in the rapidly evolving business landscape.

Annexure - 1 Invitation




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Centre for Business Analytics
In Association with
Boston IT Solutions Indian Pvt. Ltd.
is Organizing a
WEBINAR ON
Real-time Applications of
Machine Learning & Deep Learning Models
In E-Commerce & Retail



Date: 27th April 2023, Time: 2.30 pm – 5.30 pm

Click Here for Registration:
<https://forms.gle/aTXZ9v9wQczRgHFVA>

Note:

- The link for participation will be shared on the day of the webinar with all the registered participants
- E Certificates will given to participants

For any queries contact:
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Annexure – 2

List of the Participants:

Name of the Participant	Profession/Job Role	Name of the Institution/Organization	Name of the Participant	Profession/Job Role	Name of the Institution/Organization
Guruprasad	Student	R v institute of management	Sonali Gaur	Academician / Research Scholar	Satyug Darshan Institute of Engineering & Technology
Dinesh G	Student	R V Institute of Management	Dr. B. K. Verma	Academician / Research Scholar	Head Librarian, Sanskriti University, Mathura, Uttar Pradesh, India.
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