

Course Title: Digital skills and research methods

Lecturer: squib shamim

- . Sanu Fati (2010125)
- . Rose okunzuwa (2007186)
- . Dhirendra Narayan Jadhav(2026171)
- . Stavri kasarski (2022849)

Group presentation

Sanu fati

Rose okunzuwa



Dhirendra
narayan jadhav

Stavri kasarski

Introduction

**.Welcome everyone
today we are going to
present for you about**

**.The artificial
intelligence in a human
Lifes**

The company created this artificial intelligence



- ▣ **.Aliexpress is a huge e-commerce platform, which was established in China in 2010 by the famous Alibaba Group.**
- ▣ **. The company is specialized in selling products directly from the manufacturers to individual customers and small businesses across the globe. Today it is one of the world's most visited online stores.**

One of their biggest creation is on artificial intelligence

Package Included

- . surveillance camera
- . power cable
- . Screw package
- . Instruction manual



Aliexpress and Technology in Marketing

Aliexpress is a global online marketing firm that specialises in sale of:

- Fashion Wears(Women and Men)
- Phones and Telecommunications
- Computer, Office and Security
- Consumer Electronics
- Jewelries and Watches
- Home, Pet and Appliances
- Bags and Shoes

Cont'd

- Toys, Kids and Babies
- Outdoor Fun and Sports
- Beauty, Health and Hair
- Automobiles and Motorcycles
- Home Improvement and Tools
- And many others
- Note that the above items are based on Aliexpress' classification

Examples of Artificial Intelligence make-ups in use by Aliexpress: men's shaving, plus size wire and massager



Knife sharpener, smart watch and repair skin oil



How Aliexpress operates

- ▣ It undertakes to sell for producing companies
- ▣ It provides avenues for buyers to make safe purchases
- ▣ It conducts both sale and purchase services through own online platform
- ▣ This online platform also takes care of receipts from and payments for transactions
- ▣ All the above activities are made possible via use of appropriate marketing technology

Why the choice of Aliexpress

- ▣ Aliexpress is noted for its aggressive use of digital marketing and more specifically artificial intelligence tools in its marketing
- ▣ The display of products and associated conditions
- ▣ Safe online financial technologies for conduct of financial transactions
- ▣ The design of its website, a source of attraction
- ▣ For the above features, much thanks to use of relevant technologies

Empirical Evidence

- ▣ The rapid development of digital technology has changed online shopping (Daley, 2018)
- ▣ Specifically, the use of artificial intelligence (AI) has helped sales in terms of improving:
 - Customer experience;
 - Customer satisfaction; and
 - Customer loyalty
- (Nagy and Hajdu, 2020)
- ▣ According to Maynard (2019), more retailers now adopt AI in online sales as
 - The global spending by retailers on AI services is expected to quadruple and reach \$12 billion by 2023,
 - about 325000 retailers are expected to adopt AI technology

Social Media Features of Aliexpress Online Connect

Aliexpress connects to the world via

- Facebook
- Twitter
- Instagram
- M.me
- Wa.me
- Google Play
- App Store

Conclusion

**Advantages and
disadvantages of
artificial intelligence**

abvantages

- ▣ artificial intelligence reduce error
- ▣ difficult exploration
- ▣ daily application
- ▣ digital assistants
- ▣ no brakes
- ▣ increase wort efficiency

DISADVANTAGES

- ▣ Cost overruns
- ▣ Dearth of talent
- ▣ Lack of patricidal products
- ▣ Potential for misuse
- ▣ No improvement with experience
- ▣ Could dominated Humans

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Thank you

Any questions