



SNS COLLEGE OF ENGINEERING



Kurumbapalayam(Po), Coimbatore – 641 107

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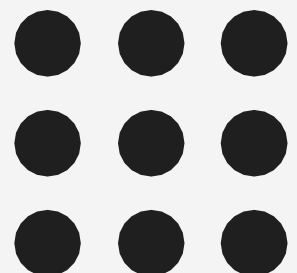
Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai

Department of Information Technology

Course Name – Internet of Things and AI

III Year / V Semester

Unit 5 - AI IN INTERNET OF THINGS





Drones





What is Smart Retailing?

- Smart retailing is an approach that treats technologies as factors that enable innovation and improve the quality of life of consumers, providing them with better, faster, safer and smarter shopping.
- So, the term describes all the smart technologies that allow that. The idea of smart retail is not only to finalize the purchase but also to ensure that the customer experiences a personalized experience so that they want to return to the shop in the future.
- To achieve this, it is important to focus on the customer journey, which is the entire path that the customer takes from seeing the store to leaving after purchasing the product.
- Smart retail helps improve every element of this journey and create a personalized, complete, satisfying customer experience to keep them coming back to your store again.



What are Smart Retail's benefits?

The smart retail approach is undoubtedly advantageous for businesses wishing to retain customers. The main benefits are:

Superior Quality – given the smart retailer's ability to detect and solve potential problems before they develop, retailers have a chance to avoid errors and quality drops in any sector. As a result, the quality of the products of the retailer using such modern retail technologies will be higher than those produced in a less efficient, traditional way;

Better customer experience – the use of, for example, the Internet of Things in smart retail helps sellers build a better user experience, generating insight into customer data and at the same time opening up the possibility of using this data. Retailer IoT applications can synthesize data about consumers, enabling them to better predict customer behavior;

Efficiency – the smart retail market has enormous self-adaptability that results in high efficiency. Such fully functional, effective retail has constant access to ever-changing data. Smart retail technologies will be able to analyze data and possibly correct them so that the sales and adaptation process, as well as its results, are as effective as possible;



Sustainable production – a variety of disruptions can occur in traditional retail locations. All processes that accompany intelligent retailing eliminate the possibility of human error. Such automation can increase safety and ensure the durability of the result;

More convenient inventory management – IoT in smart retail can also solve problems related to inventory management. By automating inventory tracking, you will avoid running out of surplus and consequently losing huge sums of money. By adopting intelligent inventory management solutions based on sensors, RFID tags, video monitoring, and digital price tags, companies can streamline their purchasing planning. The system will monitor the condition of the products and, in the event of their decline, will offer to re-order the appropriate quantity.