

LEVERAGING AI FOR RETAIL

Finding value in Data



About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, interactive and most importantly informative courses to allow people taking part to benefit from it.

WE OFFER A RANGE OF SPECIALIST COURSES INCLUDING

SCRUM MASTER BY SCRUM INC

PRODUCT OWNER BY SCRUM INC

SCRUM@SCALE BY SCRUM INC

+ MANY MORE

MARC ELLIS HAS A 100% PASS RATE OF STUDENTS TAKING PART IN OUR COURSES

Overview of leveraging AI for Retail

Innovation Through Human-Centered Design

The Luma Institute is a US-based global education company that teaches people how to be more innovative by applying the discipline of Human-Centered Design.

What Is Human-Centered Design?

Human-Centered Design is a creative approach to problem solving. It is a process that starts with the people you are designing for and ends with new solutions that are tailor made to suit their needs. Initiativez is proud to partner with the Luma Institute to bring you this engaging, inspiring and thought provoking two-day workshop. Introducing the LUMA System of Innovating for Human-Centered Design – the workshop uses a dynamic mixture of short lectures and hands on activities where participants will learn how to:

- Provide their teams with a repeatable way to innovate
- Get more out of direct customer research
- Measurably impact product development efforts
- Promote productive cross-discipline collaboration
- Practice creative alternatives to traditional brainstorming

Innovation is the key to business success

Business professionals agree that innovation is critical to their success and to be competitive in today's challenging market. Over 90% believe that long-term success of their organisation's strategy depends on their ability to develop new ideas. Particularly during challenging economic times, this is crucial. It is necessary for businesses to constantly rethink how they operate and redefine themselves – Every business must innovate to compete. **Luma is the start.**

We do not innovate for you, but we help you master our unique scalable and universal tools to build innovation within your team, which lasts longer and yield the best returns.

Targeted Audience

The course is positioned as highly relevant to a specific audience, including:

- **Business Managers:** These are individuals responsible for overseeing various aspects of a company's operations. Knowledge of AI can assist them in making informed decisions and devising strategies that leverage AI technologies.
- **Strategic Planners:** Those responsible for long-term planning and vision-setting in an organization can benefit from AI knowledge to incorporate AI strategies into their plans.
- **Marketing Analysts:** In the marketing realm, AI can be used to analyze consumer data and optimize marketing campaigns, making this knowledge crucial.
- **Data Analysts and Architects:** Data professionals play a pivotal role in AI implementation, as they are responsible for managing and analyzing the data that AI systems rely on.
- **Planning Managers:** Individuals responsible for project and resource planning can employ AI techniques to streamline and enhance their planning processes.
- **Process Analysts:** AI can improve operational efficiency, making this knowledge valuable for professionals involved in process analysis.
- **Business Analysts:** These individuals can use AI to gain insights into market trends, consumer behavior, and internal operations, which informs decision-making.
- **Business Architects:** Those responsible for designing and optimizing business structures can leverage AI to enhance organizational effectiveness.
- **Enterprise and IT Architects:** AI is critical in modernizing IT and enterprise infrastructures, making this knowledge indispensable for these roles.

AI's Impact on Operations:

The impact of AI on retail operations is well-documented, and its effects extend to industries like retail and hospitality. In this digital age, customers are increasingly relying on technology and automation, which has caused significant changes in the retail landscape. A prime example of this shift is the decline of traditional travel agents, who have seen their roles largely supplanted by online travel platforms. This demonstrates the transformative impact of technology on job roles and industry dynamics. Thus, organizations that cater to the retail sector must adapt to these changes to remain relevant and competitive.

Curriculum and Learning Objectives

Day One

Section 1: Artificial Intelligence in Retail Today

- What do we mean by AI
- The six key components of AI:
- What is the AI value proposition?
- Its all about decisions and goals
- A bit of AI retail history
- Initial successes and failures in retail
- Video – AI in Retail

Section 2: Identifying Retail Marketing Opportunities

- What is machine learning
- Customer behavior with machine learning
- The idea of correlation and regression
- What is a correlation matrix?
- Using correlation matrices for marketing opportunities
- Interpreting the results
- Problems with correlation matrices
- Demonstration – Building a correlation matrix Section.

Section 3: Retail Buyer Behavior Patterns

- What is affinity analysis?
- How is it used in marketing?
- How does Amazon use this idea?
- Sentiment analysis in retail
- Detecting emotions in patterns, customer service
- Issues with affinity analysis
- Interactive Demonstration – Affinity Analysis and Sentiment analysis

Curriculum and Learning Objectives

Day Two

Section 4: The use of Chatbots – Applying Speech AI to Retail

- How does this work?
- Uses of speech recognition – e.g. voice assistants, virtual assistants
- Employee Interaction - How useful is the Chatbot, IVR?
- How can your organization use speech recognition now?
- Customer service and the use of chatbots in retail
- Robotic assistants in retail outlets
- Video Discussion – Uses of Speech Recognition or Using Robots in Stores

Section 5: Deep Learning and Retail

- What is deep learning about?
- Deep learning in retail, e.g image recognition
- How does image recognition work?
- Uses of image recognition – compliance, crime detection, law enforcement
- Recognizing faces, logos, images, gender, objects
- Imaging and retail – store layout, shelf space analysis
- Issues with image recognition
- Video Discussion – What are Neural Nets

Section 6: The Promise of AI for Retail

- On line shopping and AI
- Tracking purchasing patterns
- Reducing Risk in retail through use of AI
- Bespoke clothing through AI
- Impact of the AI on the future of jobs
- Demonstration – Predictive Analytics and Neural Nets

FRANK KOWALKOWSKI

Trainer Profile



Frank Kowalkowski is President of Knowledge Consultants, Inc., a firm focusing on business performance, business analytics, data science, business architecture, big data, business intelligence, predictive analytics and statistical techniques. He has over 30 years of line management and consulting experience in a wide variety of industries

He has been involved with many projects both as a user and purveyor of business analytics. He has worked projects in state and federal government (including national defense department, Coast Guard) dealing with back office operations, legislative compliance and regulatory compliance. His background includes a number of industries including manufacturing, distribution, supply chain, banking, insurance, financial institutions, health care, pharmaceuticals, oil and gas and chemicals.

Frank is often a keynote speaker, panel moderator and member at international conferences as well as a conference chair, he has written numerous papers and spoken at conferences on a variety of business subjects. He conducts frequent seminars and workshops nationally and internationally on a variety of business management, analytics and information technology topics. He also develops algorithms for analytics tools particularly semantic algorithms as well as data analysis techniques. He is the author of a 1996 book on Enterprise Analysis. His most recent publications are a featured chapter in the business book "Digital Transformation: Using BPM You Already Own." for publication in 2017. His chapter is titled "Improve, Automate, Digitize", he also has a chapter in the business architecture book titled 'Business and Dynamic Change' June, 2015 and a chapter on semantic process analytics in the book Passports to Success in BPM published in 2014 all are available on Amazon.



MARC ELLIS TRAINING ACADEMY

FOR BOOKINGS PLEASE CONTACT

The Marc Ellis Academy

EMAIL: Academy@marc-ellis.com

MOBILE: +971 52 614 6481

UK

MARC ELLIS ONE
CROYDON
6TH FLOOR
LONDON
CR0 0XT
ACADEMY@MARC-ELLIS.COM

UAE

MARC ELLIS
14TH FLOOR
THE BAY GATE
BUSINESS BAY
+971 52 614 6481
ACADEMY@MARC-ELLIS.COM

KSA

[Marc Ellis KSA,](#)
[Al Rossais, commercial building,](#)
[6th floor, office 609, Olaya Street,](#)
[Riyadh, KSA,](#)
[PO BOX 2648,](#)
[Kingdom of Saudi Arabia](#)

FOLLOW US TO SEE WHAT WE'RE UP TO

-  www.facebook.com/marcellis
-  www.instagram.com/marcellis
-  www.linkedin.com/company/marcellis
-  www.twitter.com/marcellis