



Optimising Ecommerce through
Data and AI Transformation
- A Tech Enabler's Journey



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- 02** The e-Commerce – Why Data & AI
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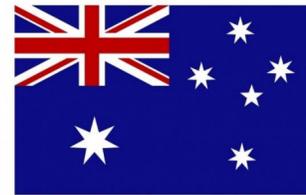
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01

Introduction

About Me – Alex Ji



PhD in Information
Science/AI
(full scholarship)

Research Fellow
Research Officer
Lecture
Visiting Professor

Data Engineer
Data Architect
Data Scientist
Data Science Manager
Head of Enterprise Data Science

Head of Data Analytics
Chief Information Officer

New Aim - Australia's *largest* and *fastest-growing* private ecommerce company

Home	Outdoor	Lifestyle	Children
			Other



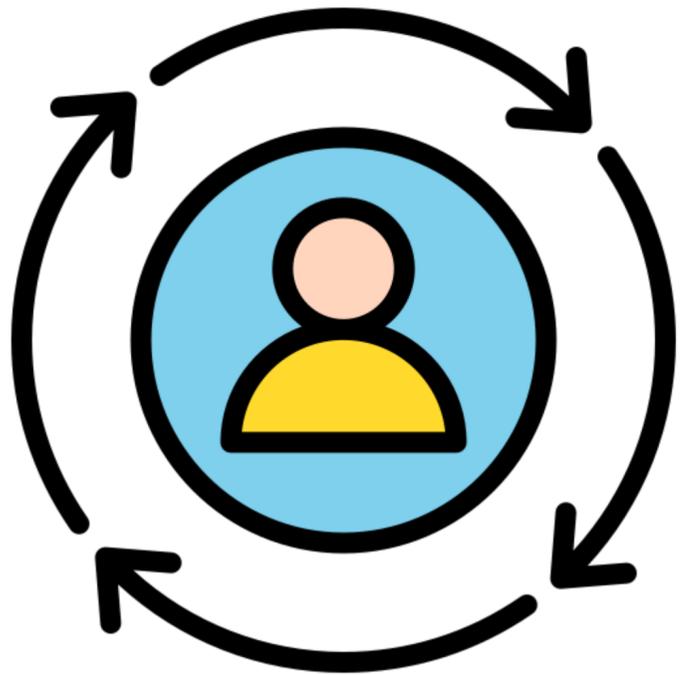
- 5,000+**
More than 5,000 active SKUs across 400 product lines
- 2,000+**
SME retailers involved in the Dropshipzone platform
- 1 in 2 Aussie**
Delivered products to more than 50% of Australian households
- 40 channels**
Integration with over 40 market-places and bricks and mortar online channels across ANZ
- 4 million+**
Shipped more than 4 million products to Australians in FY21



02

The e-Commerce – Why Data & AI

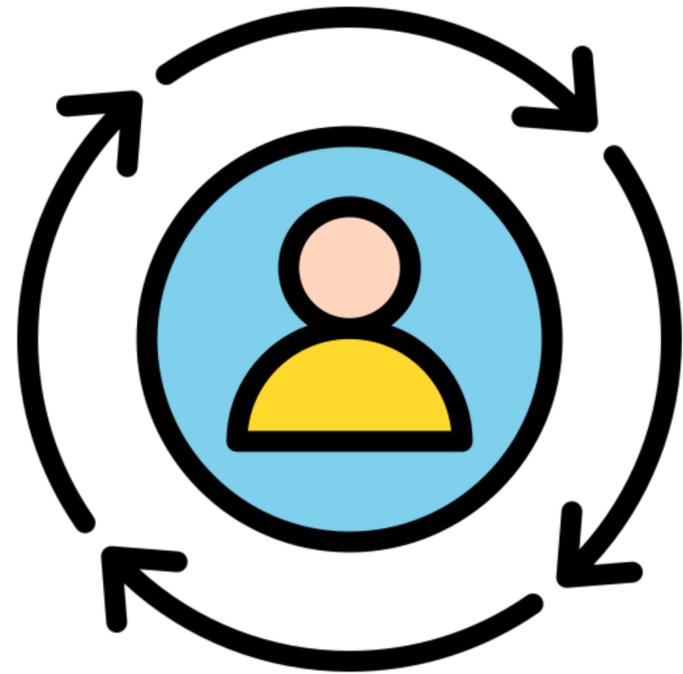
We know you better than yourself



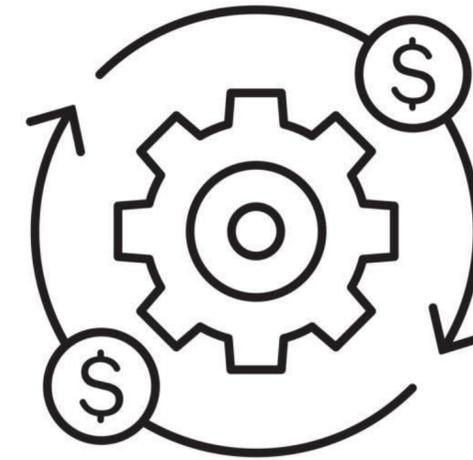
Personalisation

Other than Personalisation

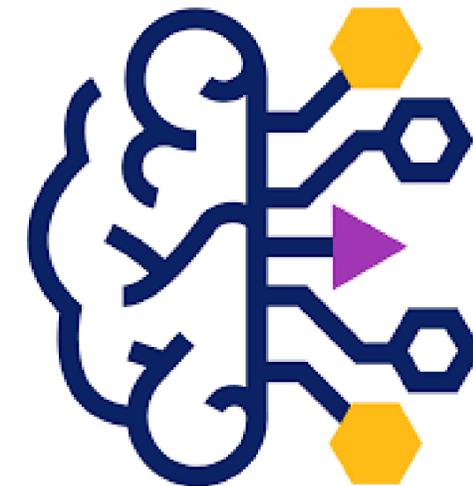
Efficiency Through Automated Operations



Personalisation



Guided by Predictive Insights

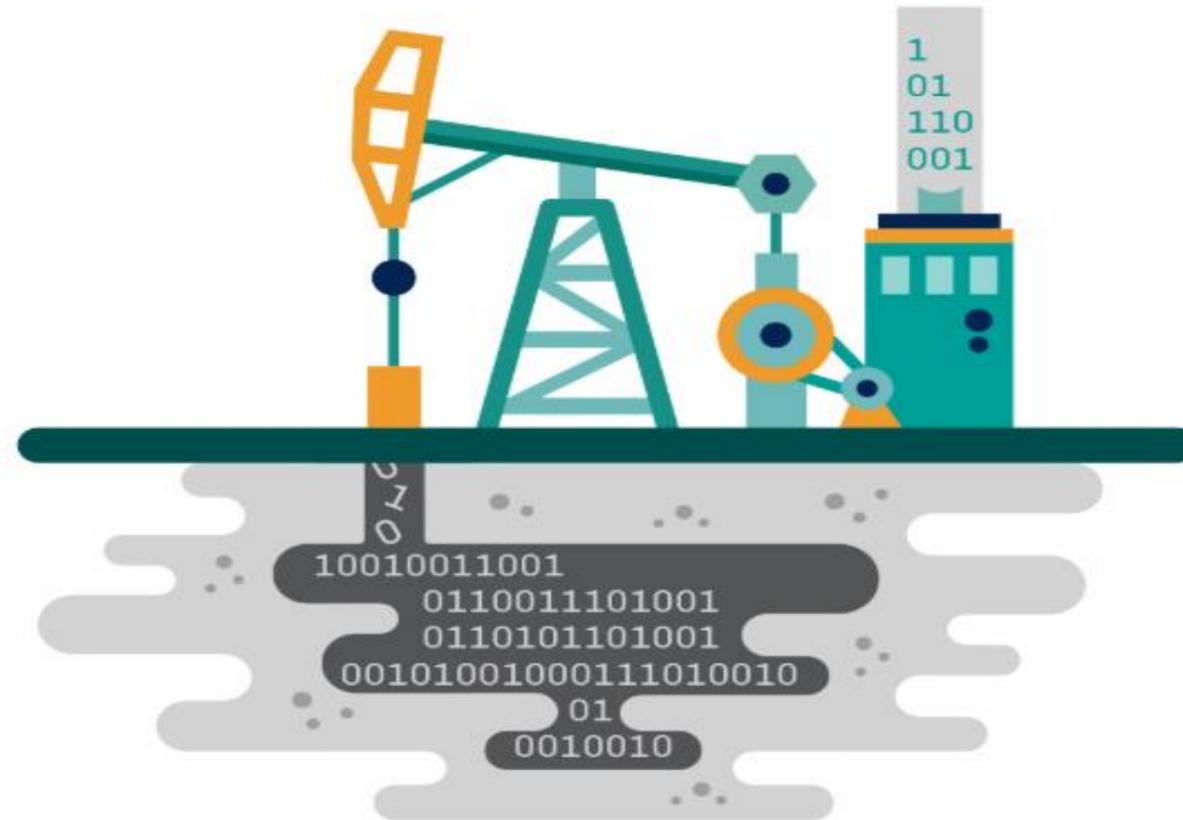




03

Data Challenges: Volume, Security, Privacy

Challenges in Ecommerce Data Management - Data Volume



- **Big Volume**
- **Real-time**
- **Different Systems**

30+ Channels

Top coverage of Australia E-commerce industry



10Million+ Orders

Insights and forecast into customer distribution, trends, and build competitive shipping rates

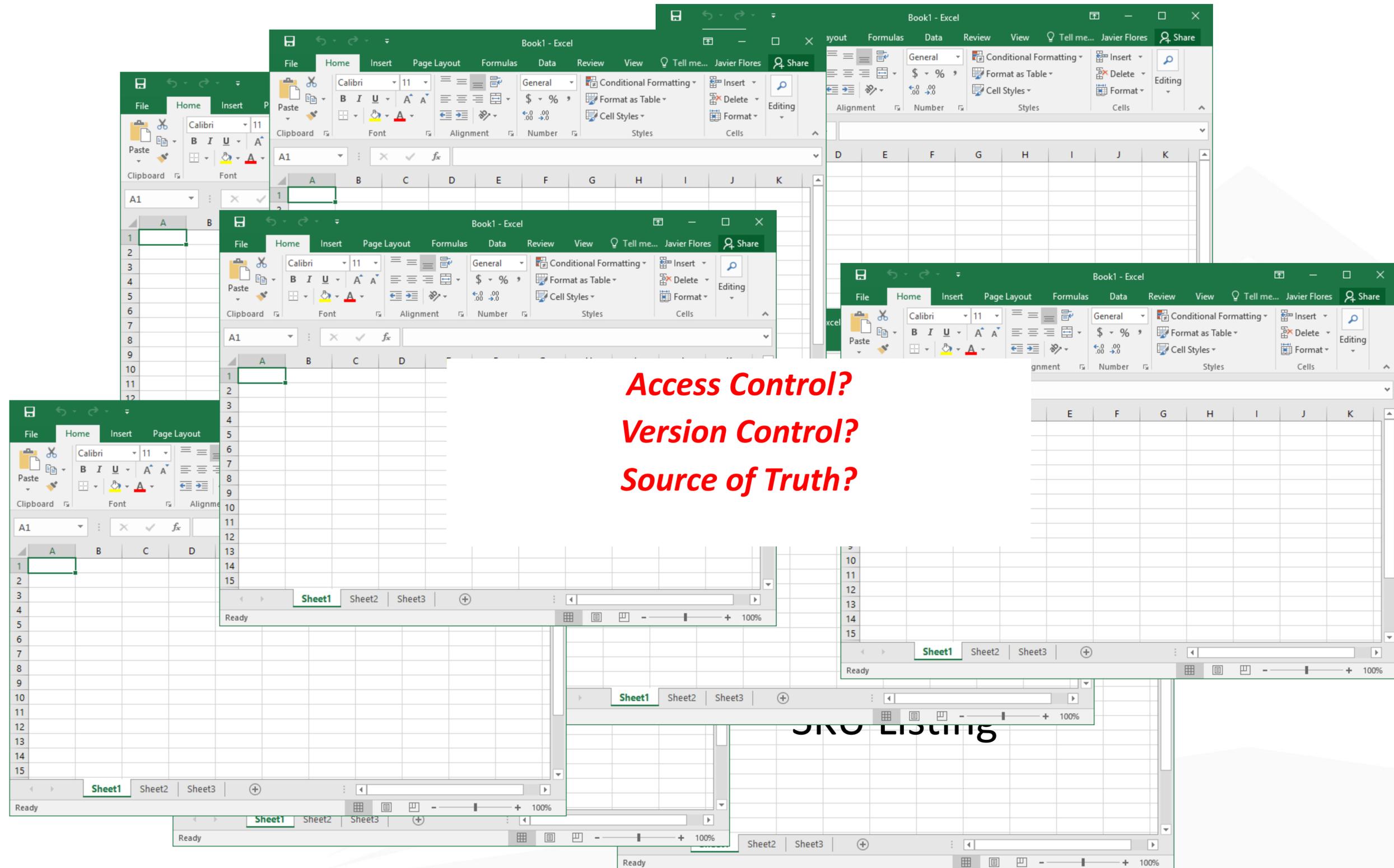


70,000+ Products

Comprehensive and fast growing product categories



Challenges in Ecommerce Data Management – Data Security



Challenges in Ecommerce Data Management – Data Privacy



Compliance



Anonymisation



Data Privacy Policy



Incident Response

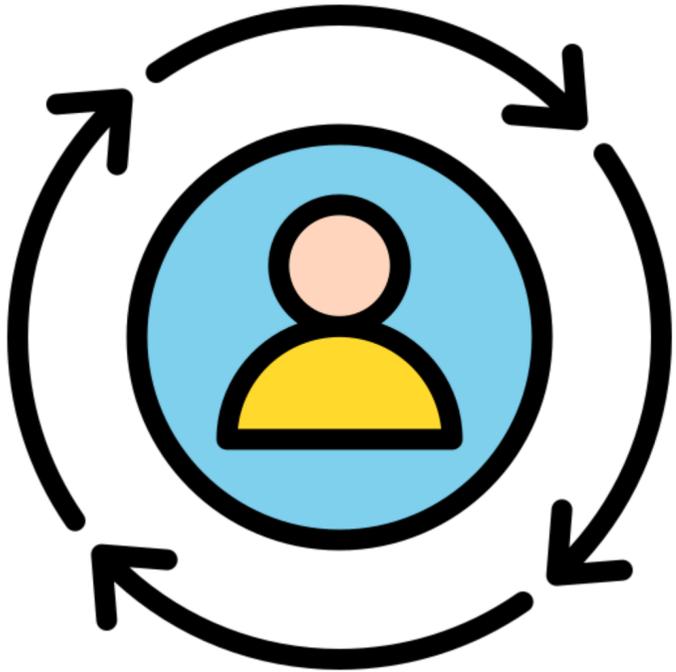
Incident Response Plan



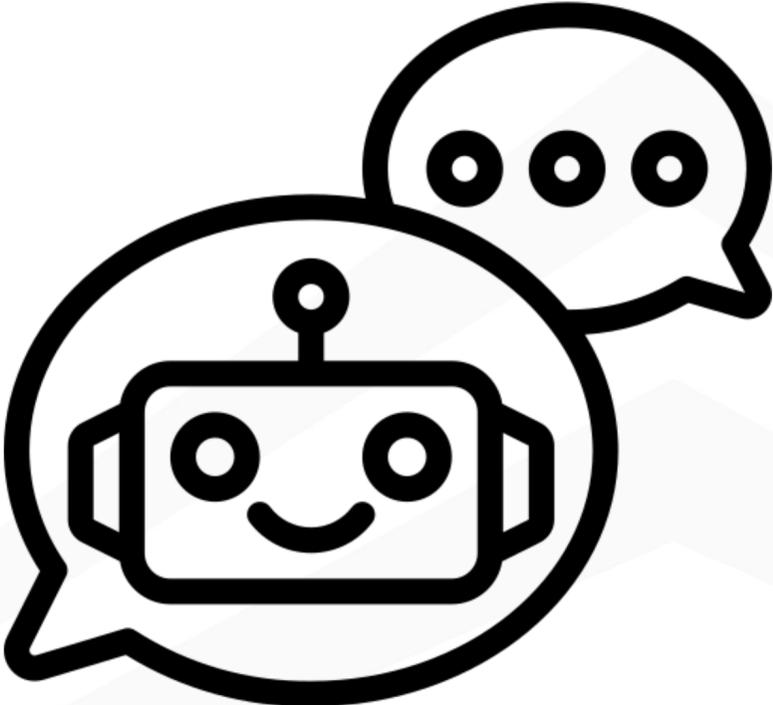
04

AI Transformation

AI Revolutionizing Ecommerce – the Only Use Cases?



Personalisation



Chatbot (ChatGPT)

AI in Supply Chain – More than personalization & chatbot

Sourcing



Procurement



Shipment



Warehouse



Channels



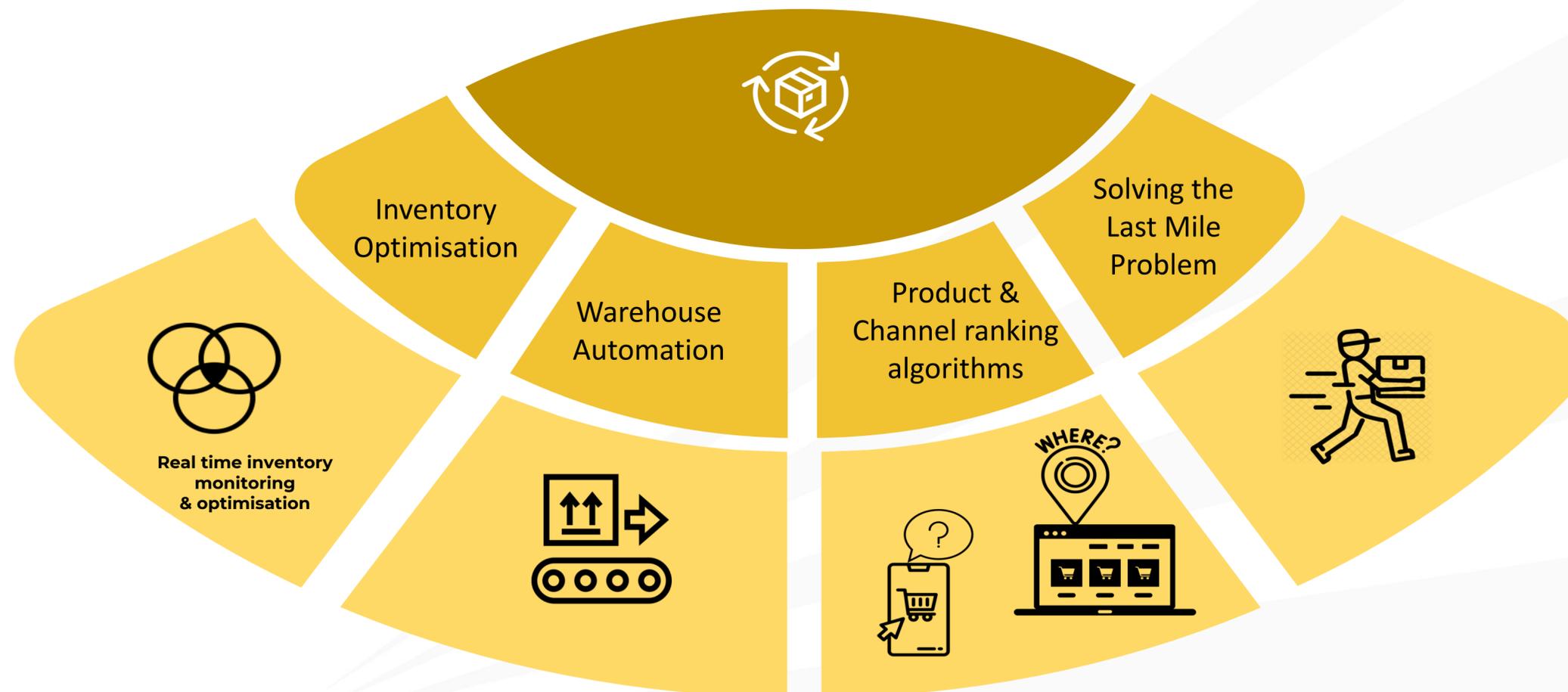
Fulfillment



Logistics



Aftersales



AI in Operations

Dashboard Price Product Activity History carrie.hu

Total 6093 Accept 123 Reject 14 Needs Action 5238

Reset Filters Suggestions Status Sub Category SKU Cate Specialist Teams SKU Status Flagged

Accept Reject UnFlag Submit To Channel Export Price Review Last Refresh Date : 16/08/2023 08:53

SKU ↑	Sub Categories	Last Reviewed Price	Suggested Price	Reviewed Price	PM (Current)	PM (Suggested)	PM (Reviewed Price)	Competitor	Suggestion	Accept/Reject
AC-200L-GD	AIR COMPRESSOR	\$110.95	\$110.95	\$110.95	1.0%	1.0%	1.0%	\$92.9 - \$129	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD	AIR COMPRESSOR	\$144.00	\$131.95	\$131.95	1.0%	1.0%	8.0%	\$129 - \$169	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD	AIR COMPRESSOR	\$70.00	\$66.95	\$66.95	1.0%	1.0%	8.0%	\$77	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD	AIR COMPRESSOR	\$73.00	\$73.95	\$73.95	1.0%	1.0%	7.0%	\$71.95	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD-SET-BLS	AEROBIC STEP	\$127.95	\$127.95	\$127.95	25.12%	25.12%	8.15%	-	Increase Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD-SET-BLS-X2	AEROBIC STEP	\$140.95	\$135.95	\$135.95	33.0%	33.0%	8.4%	-	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD-X2	AEROBIC STEP	\$180.95	\$199.95	\$199.95	26.3%	28.6%	8.0%	-	Increase Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD	AEROBIC STEP	\$40.95	\$43.95	\$43.95	31.33%	24.87%	8.0%	\$43	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AC-326L-RD	AEROBIC STEP	\$80.95	\$80.95	\$80.95	32.3%	28.6%	8.1%	-	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$109.95	\$110.95	\$110.95	23.6%	-2.15%	2.65%	\$109.95	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$102.95	\$102.95	\$102.95	27.52%	23.5%	24.1%	\$179	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$100.95	\$100.95	\$100.95	25.24%	29.5%	29.5%	-	Increase Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$102.95	\$107.95	\$107.95	25.7%	29.5%	29.5%	-	Increase Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$100.95	\$125.95	\$125.95	27.0%	10.0%	12.2%	-	Decrease Price	<input checked="" type="checkbox"/> <input type="checkbox"/>
AF-K-5251-R	AIR FRYER	\$67.95	\$68.95	\$68.95	22.80%	22.80%	21.60%	-	Increase Price	<input checked="" type="checkbox"/> <input type="checkbox"/>

AI in Operations

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** "New Aim Pty Ltd - Calendar - Eve" and "Product Center".
- Address Bar:** "Not secure | 10.1.1.140:9330/product/products/detail".
- Navigation Bar:** "Dashboard", "Price", "Product", "Activity History".
- Product Header:** "UPHO-5002-VEL-NA" (marked as "New"), "Living Room ARMCHAIR", "Save", "Submit".
- Form Fields:**
 - DESCRIPTION:** "List product features and keywords (at least two)". A purple "Autowrite" button is positioned above this field.
 - FEATURES:** A section below the description field.
- Left Sidebar:** "BASIC INFO", "PRICE", "LISTING", "DIMENSION", "IMAGES", "COMPLIANCE INFO".

AI in Operations



QR code generator

Give me the information about Devanti dishwashers BDW-8-02G-SI

- The Devanti dishwasher model BDW-8-02G-SI has an instruction manual in A5 format.
- The manual contains sections on safety information, product overview, maintenance and cleaning, installation instructions, troubleshooting tips, and loading the baskets according to AS/NZS 2007.1.
- The manual advises users to read it carefully before using the dishwasher and to keep it for future reference.
- The document is printed in black using PANTONE BLACK C color.
- The manual is Rev. E . 00.
- The manual is produced by Devanti in Australia.
- The manual has information on external and internal care of the dishwasher.
- The manual has information on installation instructions, including power connection, water supply and drain, connection of drain hoses, position of the appliance, and built-in installation for the integrated model.
- The manual has a section on troubleshooting tips to help solve common problems.

Citations: 1. BDW-8-02G-SI-0.pdf

Thought process Supporting content Citation

BDW-8-02G-SI-0.pdf 1 / 1

Type a new question (e.g. does my plan cover annual eye exams?)

FAQ chatbot

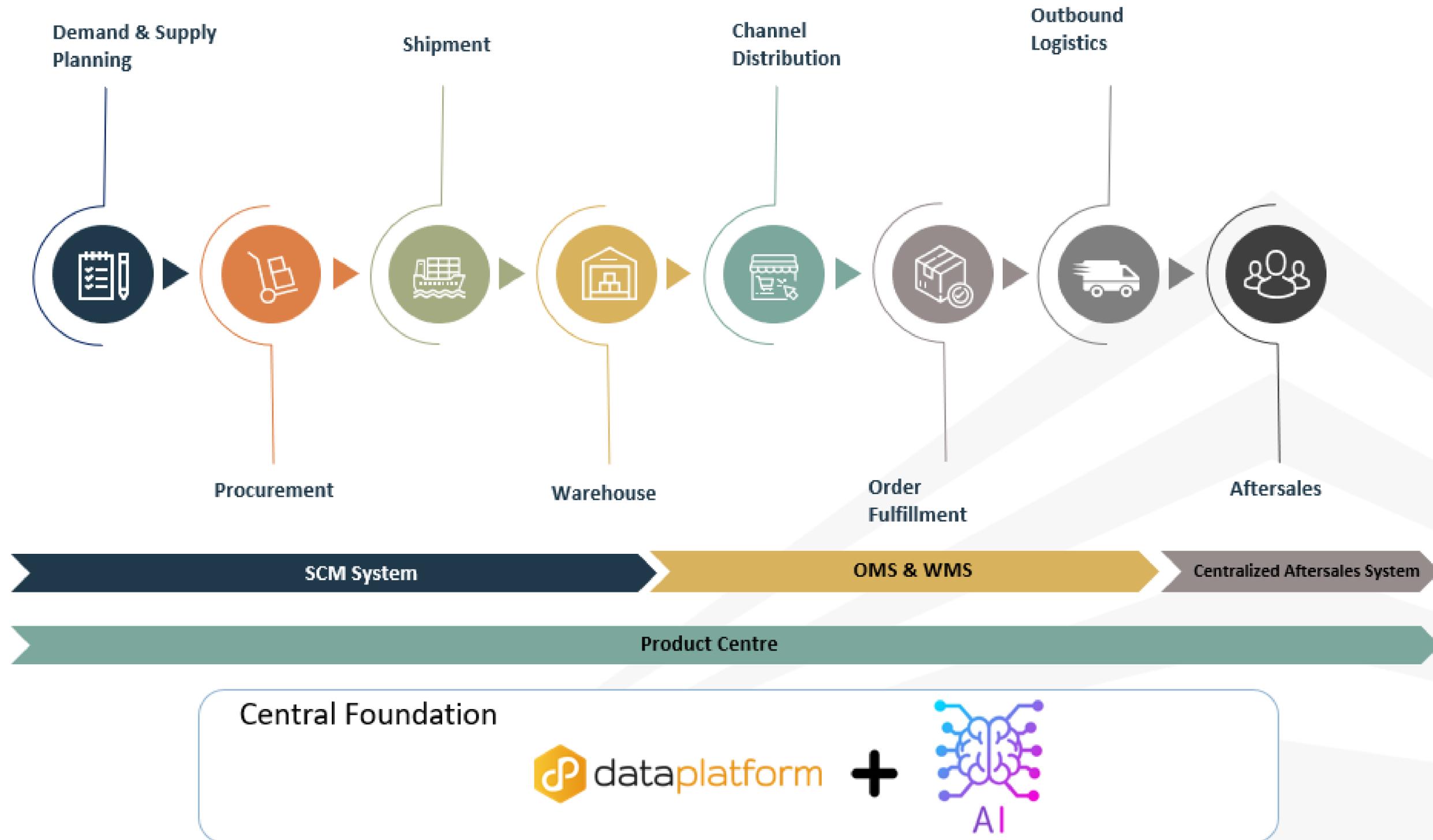


05

Future: One Stop Platform

- the Digital Supply Chain Tech Enabler

Supply Chain Digitalisation Powered by AI & Data



But the future is 'Product, not just Product'

One Stop Platform Empowered by AI is the future

The image displays a comprehensive dropshipping platform interface. On the left, a sidebar lists various product categories such as 'New Arrivals', 'Promotion', 'Recommendation', '3D AR Viewing', 'Brand', 'Appliances', 'Audio & Video', 'Auto Accessories', 'Baby & Kids', 'Commercial', 'Electronics', 'Food & Beverage', 'Furniture', 'Gift & Novelty', 'Hampers', and 'Health & Beauty'. The main area features a 'New Arrivals' section with a search bar and filters, displaying several product cards with images, prices, and shipping options. A central dashboard provides key performance indicators: Average Daily Sales (11), Average Sales Rank (83,499), Average Price (\$18.29), and Average Reviews (990). An 'Opportunity Score' of 8 is highlighted as 'High Demand with low competition'. Below this is a table of product listings with columns for Product Name, Brand, Price, Category, Rank, Mo. Sales, D. Sales, and Revenue. A detailed view of a 'Blendin 2 Pack Replacement 16 Ounce Tall Jar Cups' is shown, including its price (\$17.99) and a star rating. On the right, a 'my Products' panel shows a search bar, filters, and a list of products with their status (e.g., 'BOUND'). A 'My Account' sidebar includes options for 'Dropshipzone', 'Product Catalogue', 'Unpaid Orders', 'Orders History', 'My Store', 'My Products', 'Product Info Update', and 'Inventory Update Log'.





THANK YOU



Q&A

