

Pioneering the Future: The recipe to an innovative logistics and e-commerce business



Dr. Nader Chmait
Manager – Data & Analytics
New Aim
2023



Agenda

- Intro
- Significant opportunity for growth:
bridging the gap
- The 3 ingredients
- Demo
- Q&A

About me – Dr. Nader Chmait



Analytics & BI
MS in Computer Sciences

PhD. In Artificial Intelligence

Postdoc Research
Lecturing: AI + BI

2IC Head of Analytics
Statistical Modelling

Manager Data &
Analytics





Unique B2M model in the Australian market in the way we leverage technology

Home	Outdoor	Lifestyle	Children



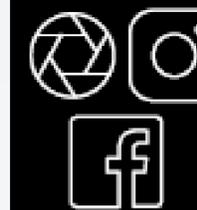
5,000+
More than 5,000 active SKUs across 400 product lines



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



We do it all !

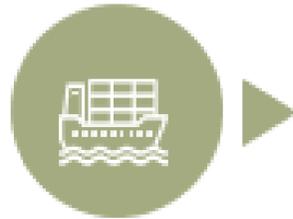


Sourcing



Procurement

Shipment



Warehouse

Channels



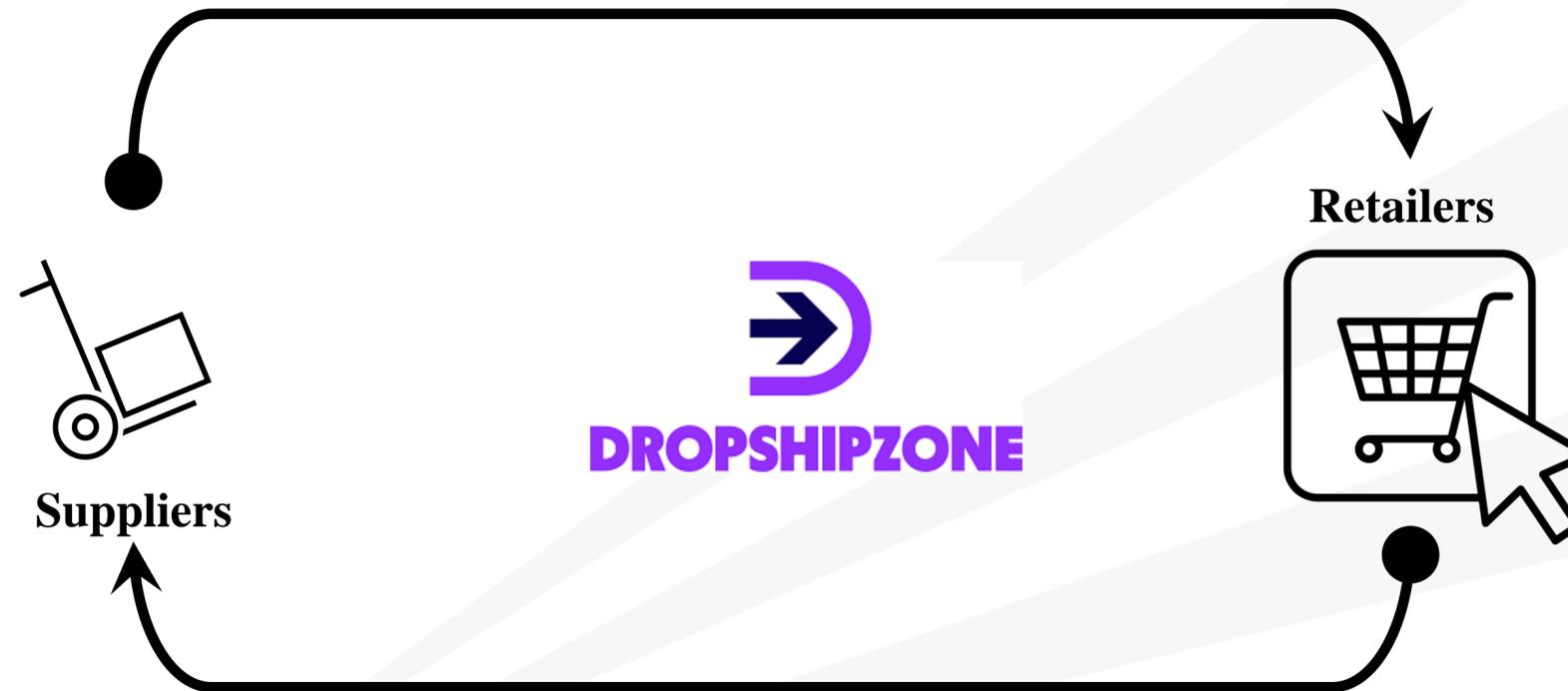
Fulfillment



Logistics



After-sales



Australia's leading B2B2C marketplace





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Very few brave souls show up in their swimsuits to the beach party

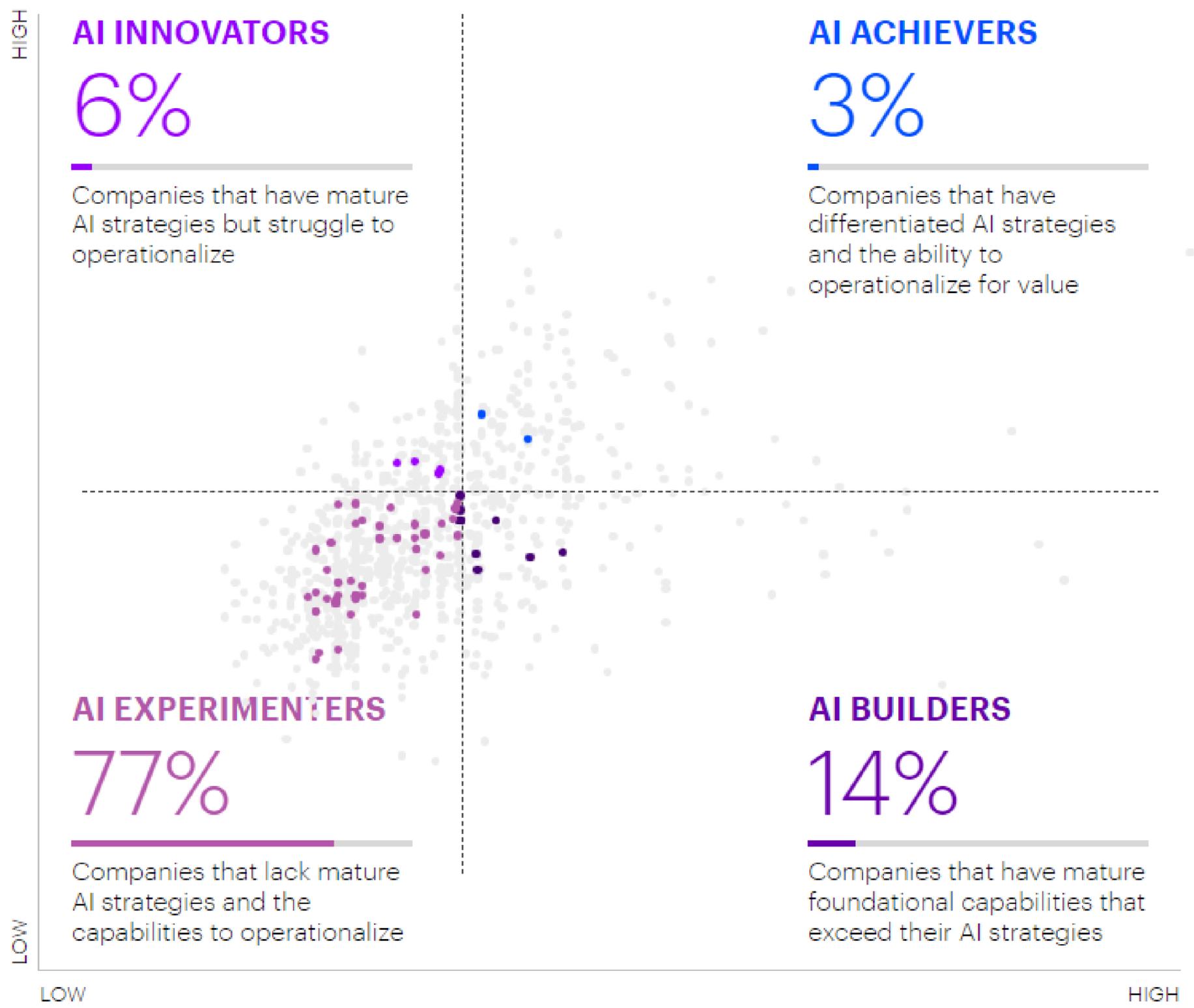


Only **24%** of Australian organisations have **deployed AI** in their business

44% of Australian organisations have **started** their **AI journey**

60% of Australian firms said they **require AI** to reach their growth objectives

AI DIFFERENTIATION
AI capabilities identified as key drivers to achieve at least 30% AI influenced revenue

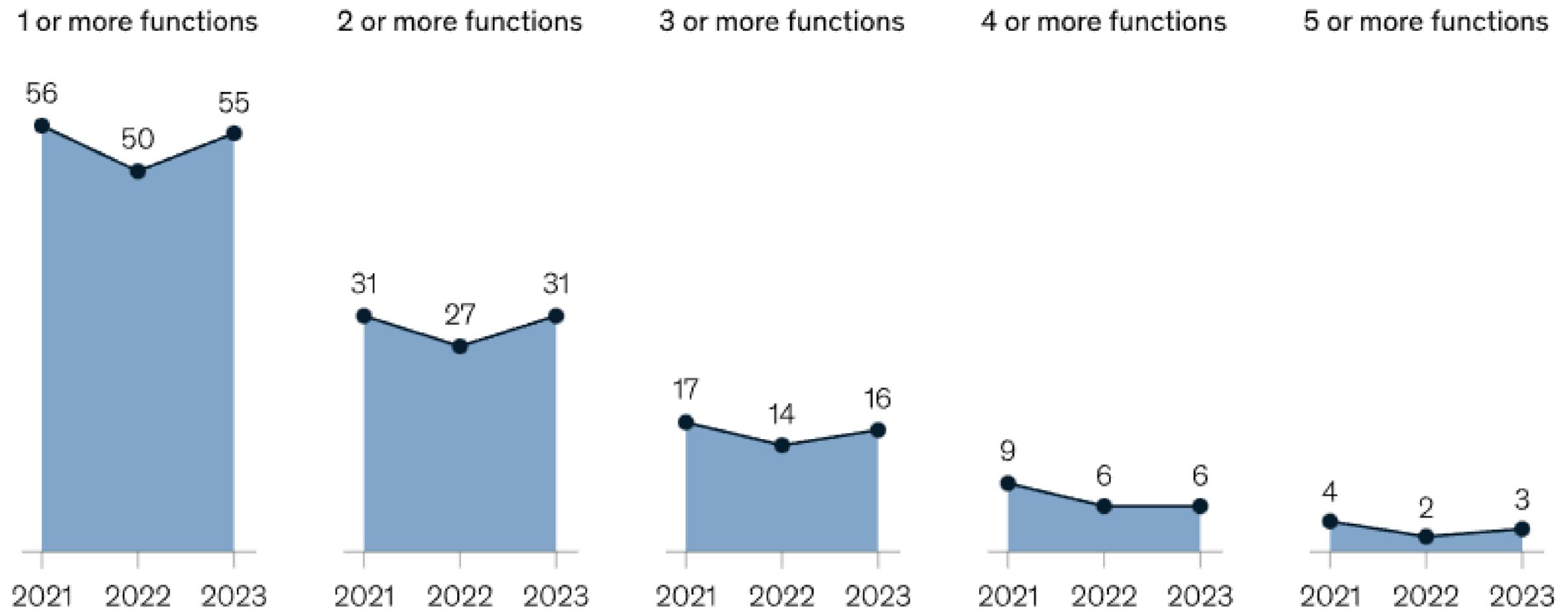


Accenture survey of over 1,600 C-suite executives and data-science leaders from the world's largest organizations

AI FOUNDATION
AI capabilities identified as key drivers to achieve at least 10% AI influenced revenue

Less than one-third of respondents say their organizations use AI in more than one function—a share largely unchanged since 2021.

Number of business functions at respondents' organizations that have adopted AI, % of respondents¹



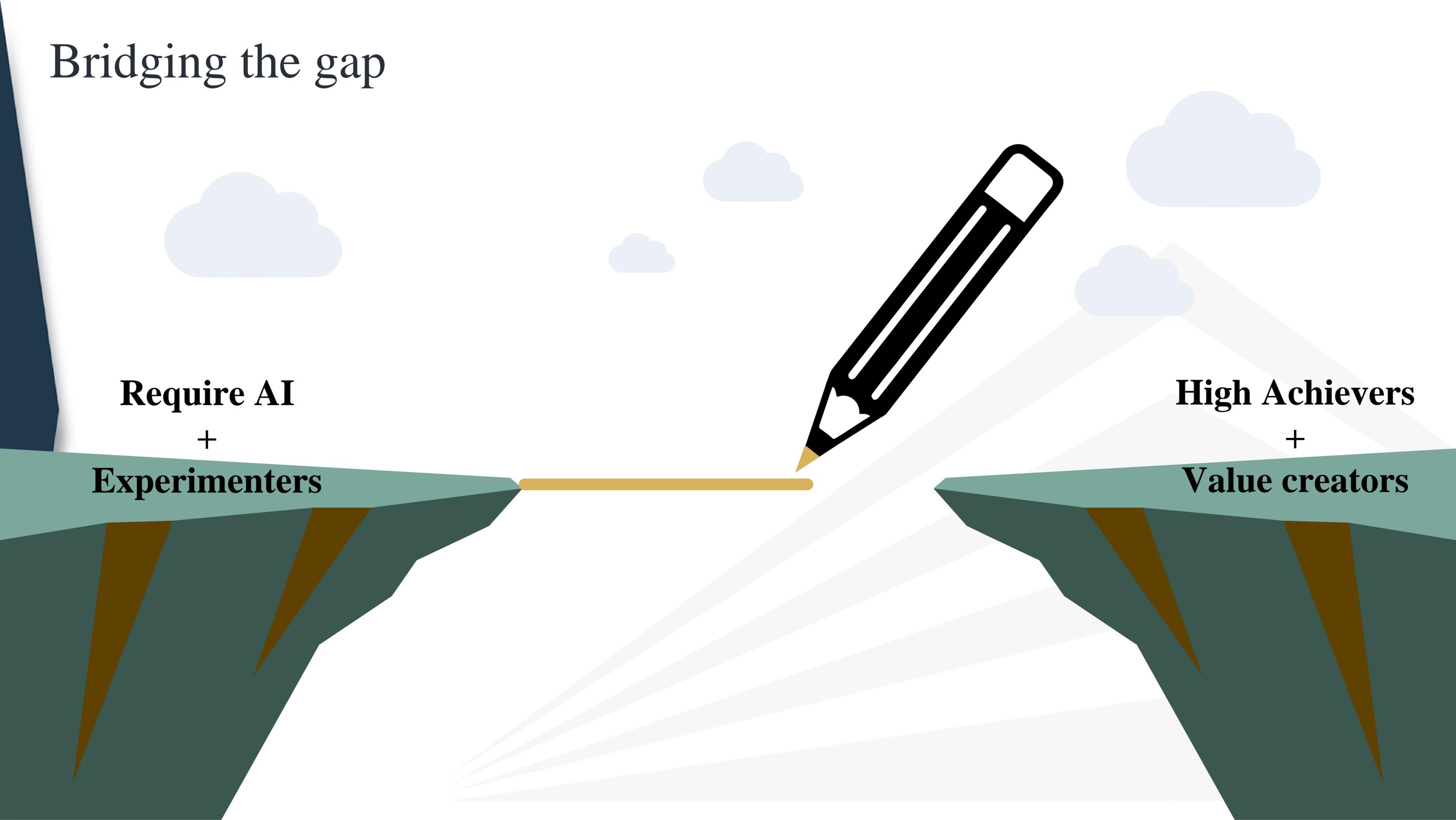
¹In 2021, n = 1,843; in 2022, n = 1,492; in 2023, n = 1,684.

Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

OPPORTUNITY



Bridging the gap



Require AI

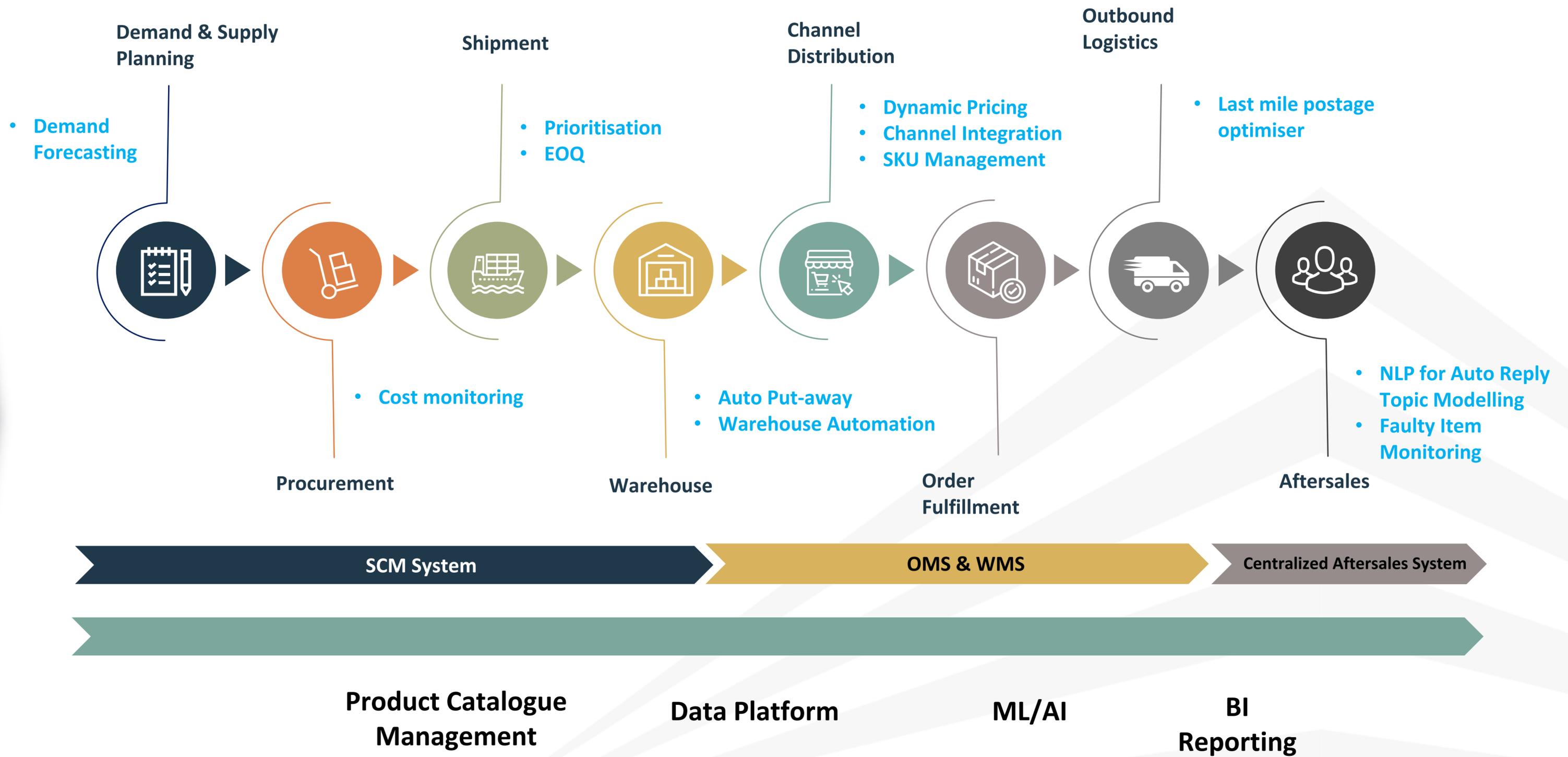
+

Experimenters

High Achievers

+

Value creators



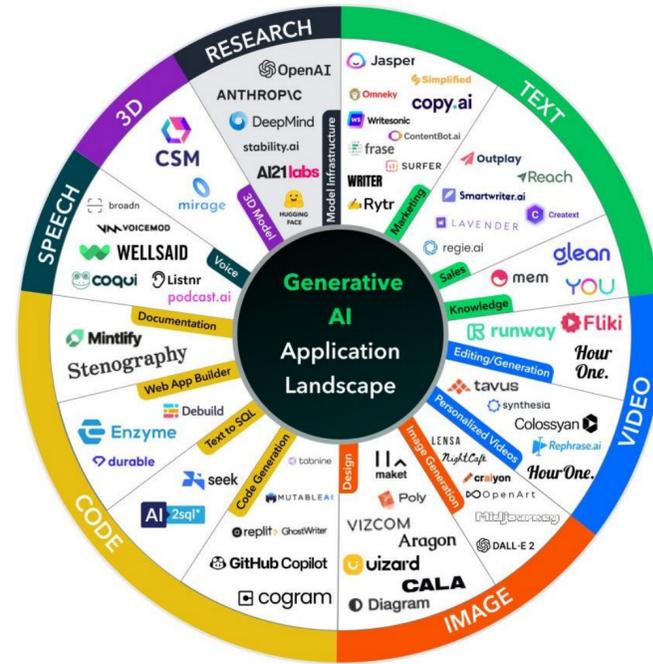
Agenda

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1. Asking the right question

How can we embed AI into our scope of operation?



<https://www.rapidops.com/blog/generative-ai-tools/>

Sourcing



Procurement



Shipment



Warehouse



Channels



Fulfillment



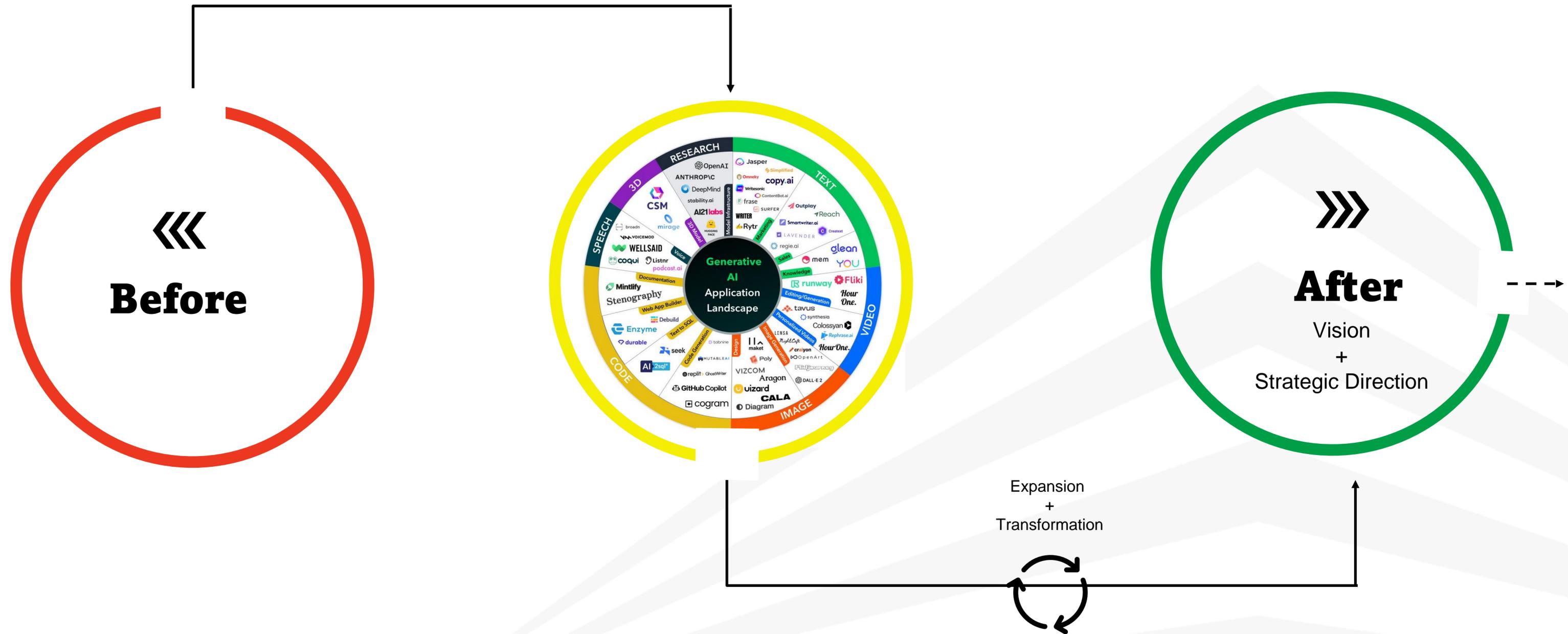
Logistics



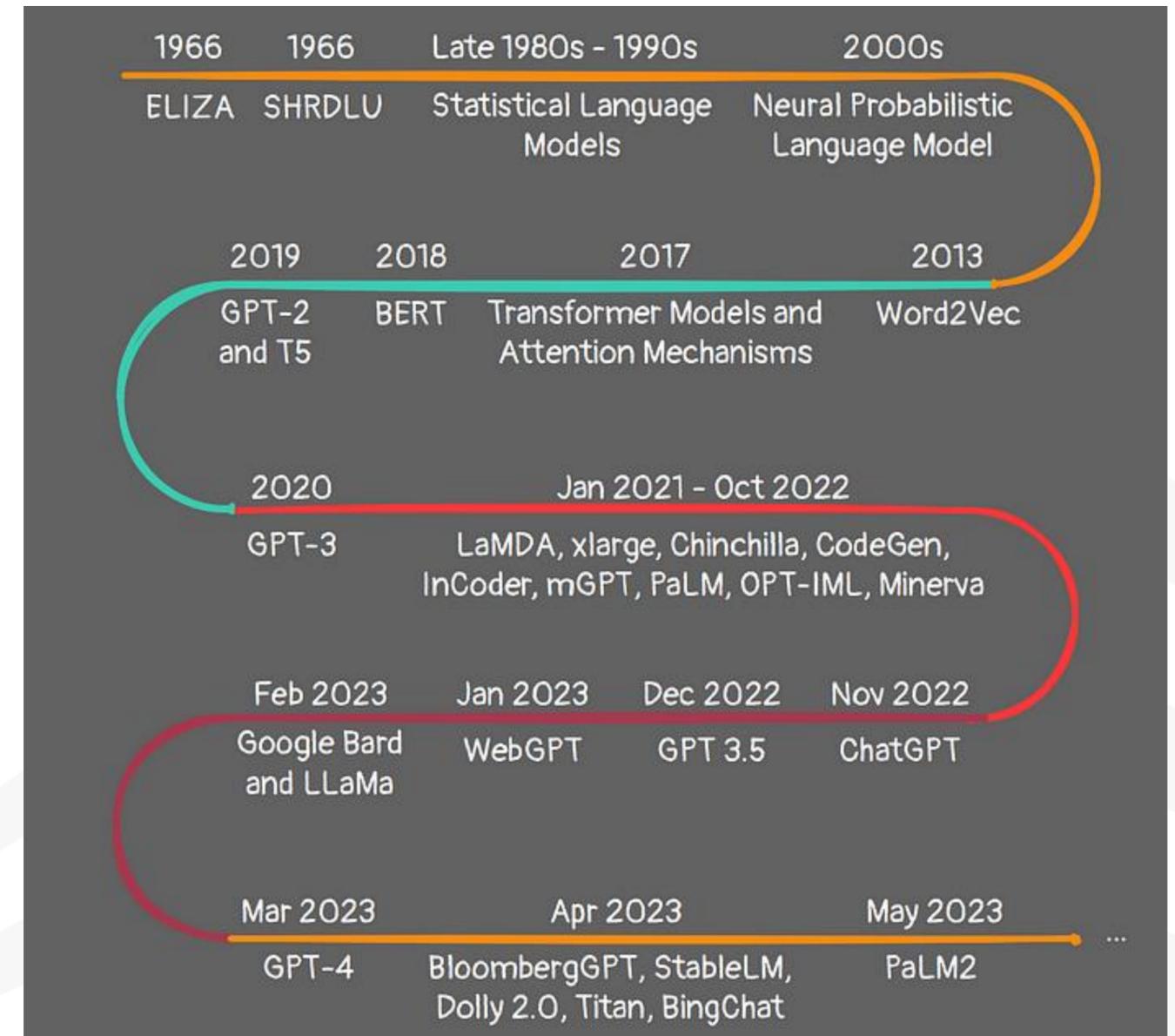
Aftersales



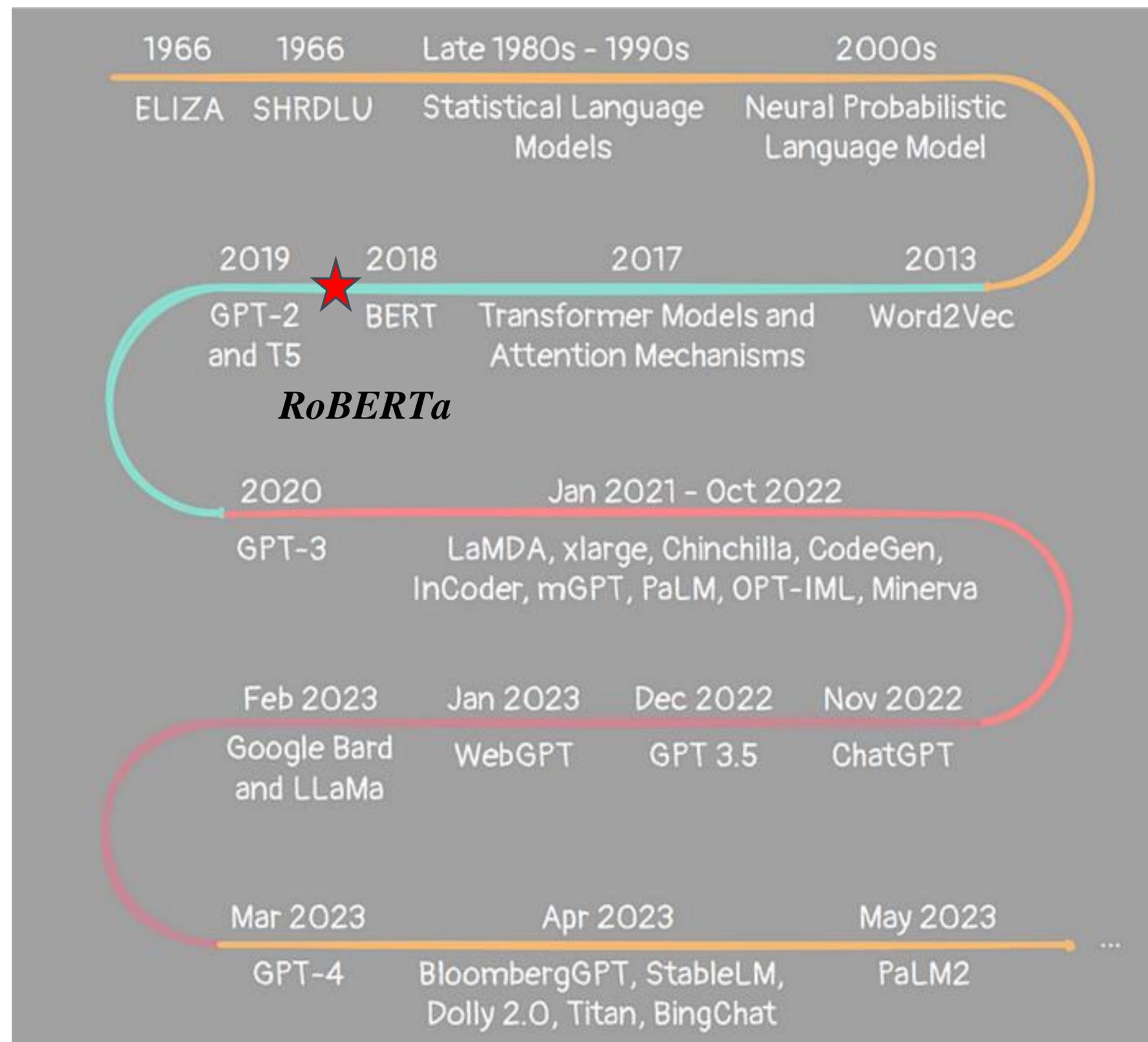
The right question ?



NLP and LLMs



Early prototypes
might also hold
the answer!



Asking the right question

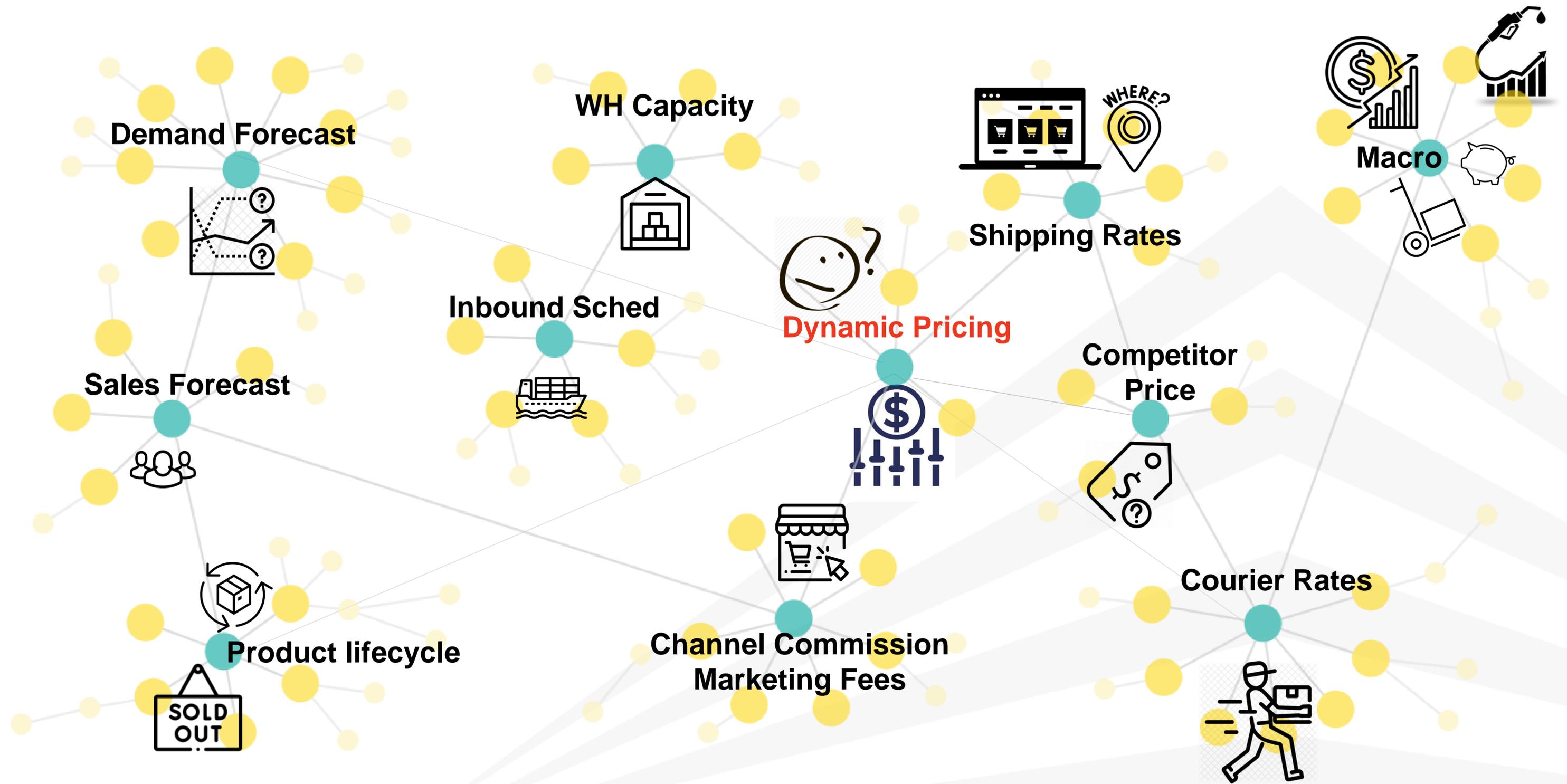
1





2. You have
to walk
before you
run

Things can get ugly reaaally quickly!





What should a newly formed data team focus on first?

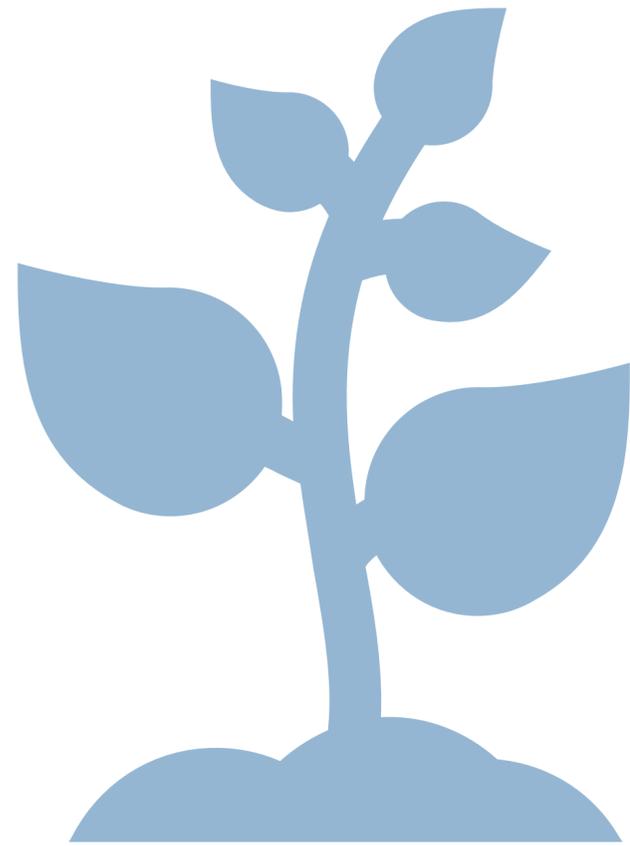




What should a newly formed data team focus on first?

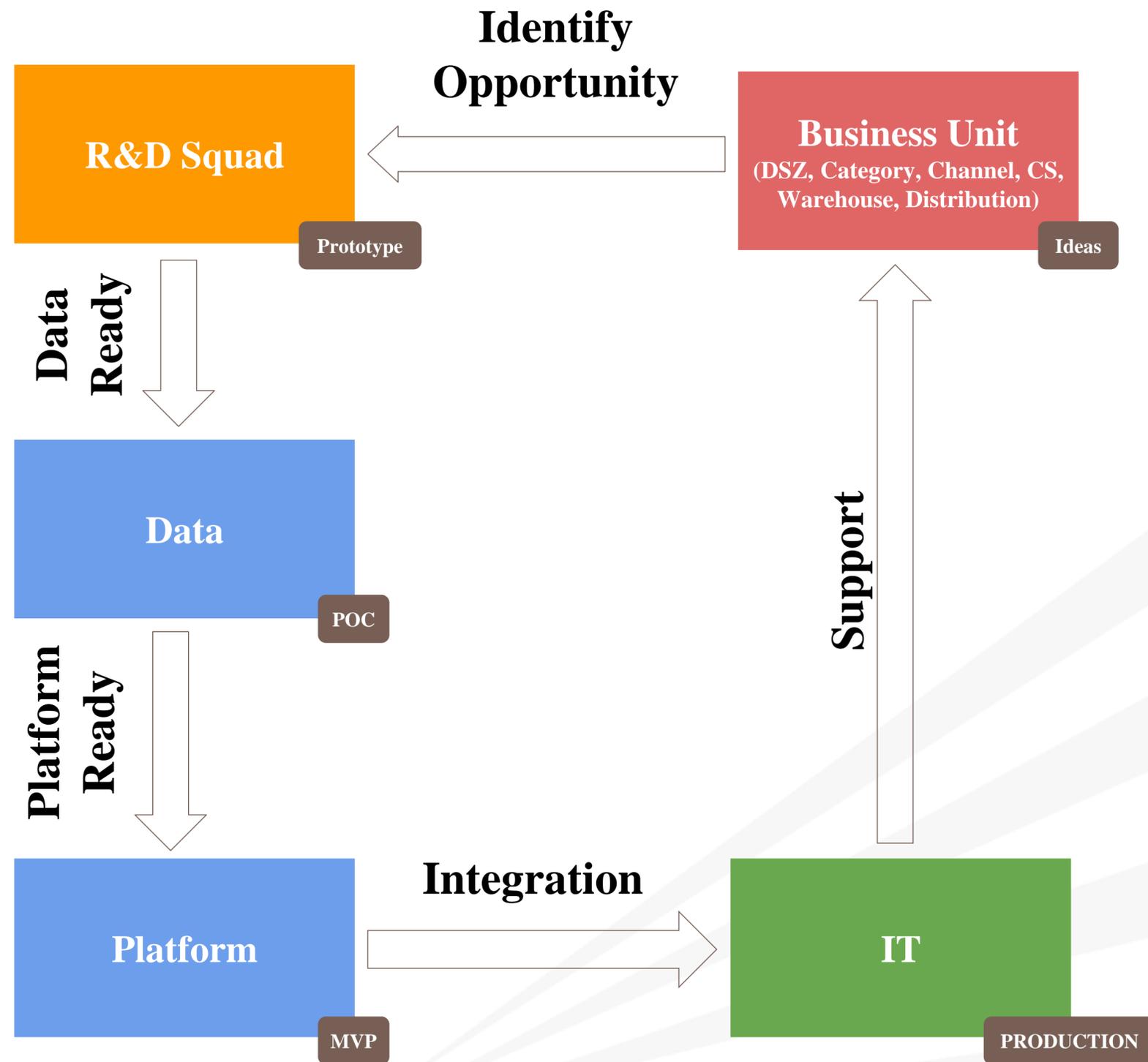






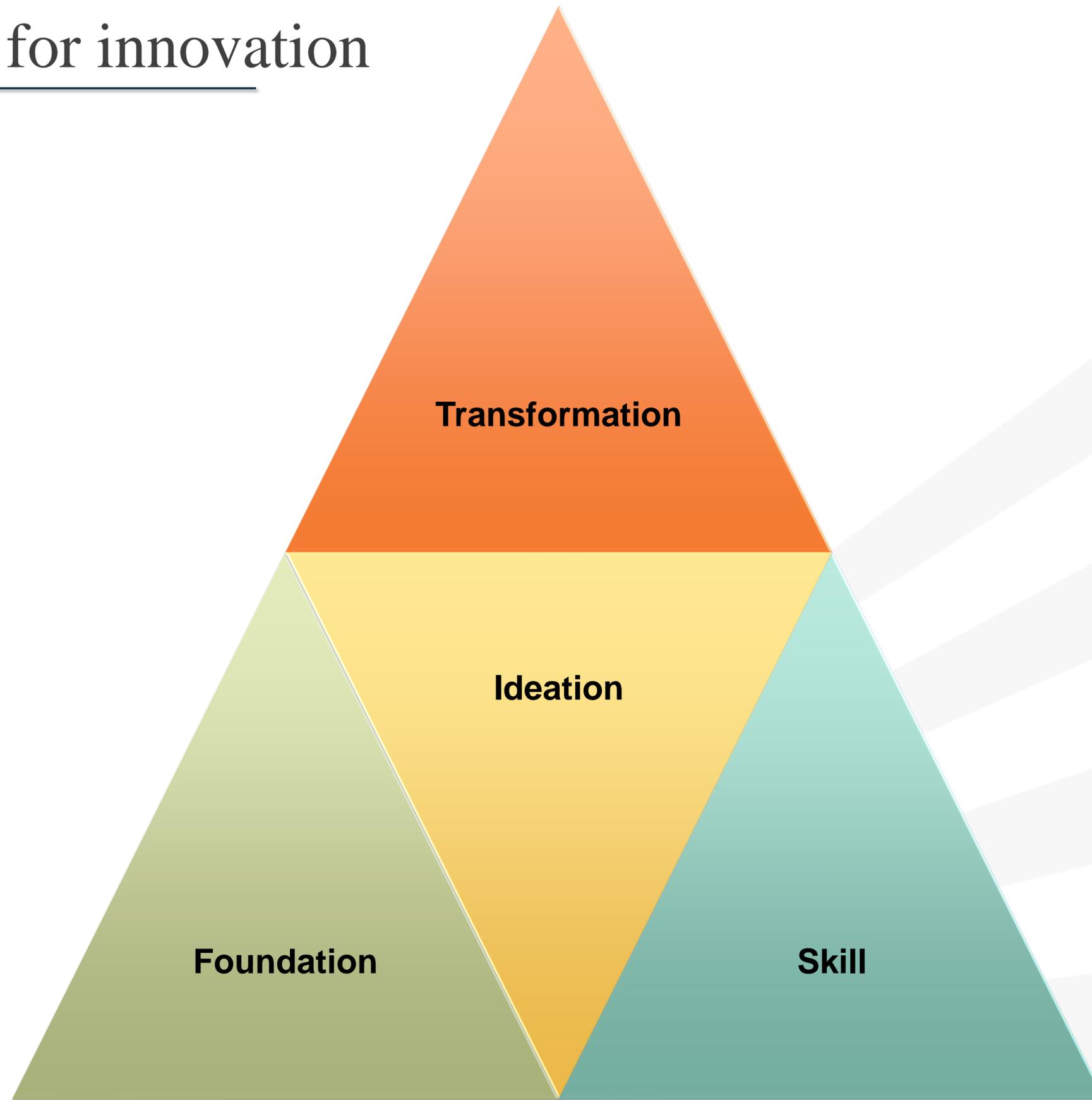
3. Fertile landscape for innovation

Fertile landscape for innovation



Every single member at New Aim is playing a role in this transformation!

Fertile landscape for innovation







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Innovating across the value chain

Ideation 5+ initiatives



Search

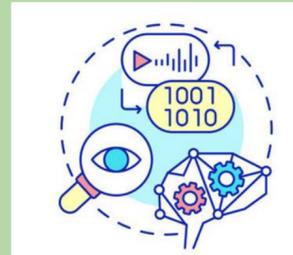


QA System on
Internal Documentations



NewAim
Internal ChatGPT

Product Search



Semantic Search

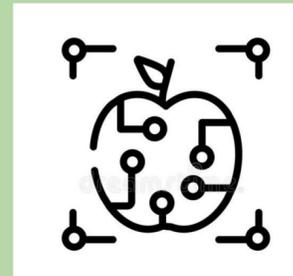


Image-based Search

Productivity



ChatGPT - Product Center
Integration



Our NLP bot

Business Growth



Recommendation
System



Dynamic
Pricing

Product Description Generator - Product Center

The screenshot shows a web browser window with the 'Product Center' tab active. The browser's address bar shows 'Not secure' and a search icon. The browser's tab bar includes 'New Aim Pty Ltd - Calendar - Eve...', 'Product Center', and several other tabs. The application's navigation bar is purple and contains 'Dashboard', 'Price', 'Product', and 'Activity History'. Below the navigation bar, there is a user profile picture, a 'New' button, and 'Save' and 'Submit' buttons. The main content area is titled 'Living Room ARMCHAIR'. On the left, a sidebar menu lists 'BASIC INFO', 'PRICE', 'LISTING', 'DIMENSION', 'IMAGES', and 'COMPLIANCE INFO'. The 'DESCRIPTION' section is highlighted, showing a purple 'Autowrite' button and a text input field with the placeholder text 'List product features and keywords (at least two)'. Below this is a larger text area for the description and a 'FEATURES' section.



- Automatically generate product descriptions
- Reduce manual work and error
- Optimised for SEO



Living Room ARMCHAIR

New

Save

Submit

BASIC INFO

PRICE

LISTING >

DIMENSION

IMAGES

COMPLIANCE INFO

DESCRIPTION



List product features and keywords (at least two)

arm chari velvet green
I

Cancel

✖ Autowrite



0:06 / 0:20



FEATURES

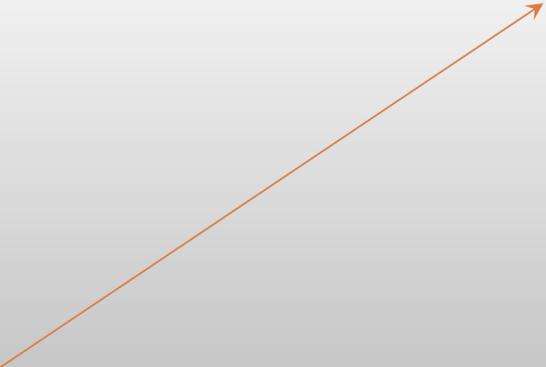
ARMCHAIR

DESCRIPTION



List product features and keywords (at least two)

armchair velvet green



Living Room ARMCHAIR New

Save Submit

- BASIC INFO
- PRICE
- LISTING >
- DIMENSION
- IMAGES
- COMPLIANCE INFO

DESCRIPTION



List product features and keywords (at least two)

armchair velvet green

Cancel Autowrite

Introducing the ultimate solution for your comfort - the velvet green armchair! Designed with the best possible features, this armchair is sure to elevate your relaxation.

First and foremost, the armchair comes with excellent quality cushioning, which is essential for comfort. The cushioning is made with high-density foam, making it both soft and durable. Additionally, the armchair includes a thick padding on the armrests to give you a place to rest your weary arms.

This armchair has an elegant design that will complement any home decor. The chair is made from high-quality materials, ensuring its durability and longevity. The upholstery is made with premium velvet fabric that's both comfortable and stylish.

One of the best features of this armchair is that it's a recliner. With easy-to-use manual controls, you can choose the perfect position for your preferred level of relaxation. Whether working on a laptop, reading or watching television, this armchair, with its recliner feature, is perfect for you.

Play (k)

0:13 / 0:20

CC Settings Full Screen

FEATURES

DSZ B2B marketplace recommender system



The screenshot displays the Sofortig B2B marketplace interface. On the left is a dark purple sidebar with navigation options: My Account, Dropshipzone (Product Catalogue, Unpaid Orders, Orders History), My Store (My Products, Product Info Update, Product Price Update, Special Price Update, Price Update History, Inventory Update Log, Product Price Update Log, Special Price Update Log, Shipping Cost Inquiry), Settings, and Help. The main content area is titled 'Product Catalogue' and features a search bar, filter options (Select All, Extra Shipping Cost, Filter By, Sort By), and a 'Submit to My Product(s)' button. Below this, a 'Recommendation' section shows '13 PRODUCTS for Recommendation' on 'Page 1 of 1'. Four product cards are displayed, each with a 'FREE SHIPPING' or 'EXTRA SHIPPING COST' badge, a price tag, a product image, a title, a SKU, and 'IMPORTS' and 'PREVIEW' counts. Each card also includes a '200 left in stock' status and an 'Add To Import List' button.

Product Name	SKU	Imports	Preview	Shipping
Devanti Aroma Diffuser LED Moon Lamp 880ml	DIFF-88A-YE	177	12	FREE SHIPPING
Gardeon 80L Outdoor Storage Box Waterproof Container Indoor Garden Toy Tool Shed	OSB-80-ABK	239	15	FREE SHIPPING
Giselle Memory Foam Pillow Neck Pillows Contour Rebound Pain Relief Support	PILLOW-MEFO-BTFL-NY	285	15	FREE SHIPPING
Weisshorn Double Swag Camping Swags Canvas Free Standing Dome Tent Red with 7CM Mattress	SWAG-C-WING-D-RED	358	29	EXTRA SHIPPING COST

- Customized recommendation for each retailer
- Learn from retailers' historical behaviors
- Generate ample of new business opportunities

 Clear chat  Developer settings

how to clean my ice maker?



Generating answer..

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



how to clean my ice maker?



To clean your ice maker, follow these steps:

1. Turn off the unit and shut off the water faucet to the main water supply.
2. Open the door and scoop out all the ice cubes.
3. Prepare the cleaning solution. Mix 300ml of the Nu-Calgon nickle-safe ice machine cleaner with 2.8 litres of warm water (50°C to 60°C). Wear rubber gloves and safety goggles when handling the ice machine cleaner. Use a plastic or stainless steel container with more than 4 litres capacity. Then divide them into two equal portions in a cup.
4. Check to make sure that the water drainage pipe is properly installed into the slot of the tank wall. Then pour one cup of the prepared cleaning solution into the water tank.
5. Turn on the unit and let it run for about 5 minutes. Then, set the cleaning timer to 30 minutes.
6. After 30 minutes, turn off the unit and drain the water from the tank by opening the drain cap.
7. Rinse the water tank by filling it with clean water and letting it run for about 5 minutes. Then, drain the water again.
8. Wipe down the exterior of the unit with a damp cloth.

For more detailed instructions, please refer to the "CLEANING AND MAINTENANCE" section of the user manual [1](#) [2](#).

Citations: [1. IM-ZB45-COM-0.pdf](#) [2. IM-ZB45-COM-16.pdf](#)

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



Thought process Supporting content Citation

IM-ZB45-COM-1... 1 / 1 49%



CLEANING AND MAINTENANCE

ICE MAKING ASSEMBLY CLEANING WITH NU-CALGON NICKLE-SAFE ICE MACHINE CLEANER

Minerals that are removed from the water during the freezing cycle will eventually form a hard scale deposit in the water system. Cleaning the system regularly helps to remove the mineral scale build-up. How often this needs to be done will depend on how hard the water is. With hard water of up to 4 to 5 grains/litre, you may need to clean as often as every 6 months.

1. Turn off the unit. Keep the unit connected to the water supply and drainage pipe. Shut off the water faucet to the main water supply.
2. Open the door and scoop out all the ice cubes. Discard them or store it in an ice chest or cooler.
3. Prepare the cleaning solution. Mix the Nu-Calgon nickle-safe ice machine cleaner with water to make the cleaning solution.

WARNING
Wear rubber gloves and safety goggles when handling the ice machine cleaner.

Use a plastic or stainless steel container with more than 4 litres capacity. Mix 300ml of the Nu-Calgon nickle-safe ice machine cleaner with 2.8 litres of warm water (50°C to 60°C). Then divide them into two equal portions in a cup.

4. Check to make sure that the water drainage pipe is properly installed into the slot of the tank wall. Then pour one cup of the prepared cleaning solution into the water tank. Wait for 5 mins.
5. Turn on the power to the unit. Press the TOWER CLEAN button on the control panel and hold for 5 secs to enter into its self-cleaning program. The water pump will run for 5 mins and then stop for 3 mins for each cleaning cycle. The total duration is 30 mins for the entire self-cleaning program. During this program, the CLEAN indicator will be lighted and the digit window will display the remaining time.
6. After 30 mins of one self-cleaning program cycle is done, pull out the drainage pipe of the water tank and drain the cleaning solution down to the lower ice storage container. Shake the unit lightly to drain out all the cleaning solution completely. Then install the drainage pipe to the slot of the water tank.
7. Repeat Steps 4 to 6 to clean the ice-making assembly again.
8. Then open the water faucet of the main water supply. Let the water flow into the unit. Press the TOWER CLEAN button on the control panel and hold for 5 secs to enter into its self-cleaning program again. Let the program run for its 30-minute duration.
9. After 30 mins of one self-cleaning program cycle is done, pull out the drainage pipe of the water tank and drain the cleaning solution down to the lower ice storage container. Shake the unit lightly to drain out all the cleaning solution completely. Then install the drainage pipe to the slot of the water tank.
10. Repeat Steps 8 to 9 for another two times.
11. Follow the procedure to clean the ice storage container.
12. Once this special cleaning has been completed, proceed to make the ice cubes and discard the first batch of ice cubes.

WARNING
The ice machine cleaner contains acids. DO NOT use or mix with any other solvent-based cleaner product. Use rubber gloves to protect hands. Carefully read all safety instructions on the use of the ice machine cleaner on its label.

17

Brace Yourselves ... helpdesk tickets incoming

Operator (Catch) 24 August 2023 at 16:01

Hi Daily Plaza,

I am contacting you regarding this order fulfilled by you on the catch.com.au Marketplace.

 is requesting to cancel their order due to incorrect item ordered.

Please confirm if you are able to cancel the order as soon as possible.

 we are unable to provide any guarantee that this will be performed until you receive a confirmation from the Marketplace seller. I kindly ask that you allow the seller up to 1 business day to get back to you with the updated status.

To view the correspondence with the Marketplace seller, please click the below link, and log into your Catch account:

<https://www.catch.com.au/my-account/messages>

If you have used guest check out to make the purchase, you will need to set up an account using the email address used at the time of payment.

If you have any further questions the Catch support team is always here to help.

Kind Regards,



Customer Support Team



Elevating Workflow Efficiency and Productivity

Operator (Catch) 24 August 2023 at 16:01

Hi Daily Plaza,

I am contacting you regarding this order fulfilled by you on the catch.com.au Marketplace.

👤 is requesting to cancel their order due to incorrect item ordered.

Please confirm if you are able to cancel the order as soon as possible.

1

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To view the correspondence with the Marketplace seller, please click the below link, and log into your Catch account:

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If you have used guest check out to make the purchase, you will need to set up an account using the email address used at the time of payment.

If you have any further questions the Catch support team is always here to help.

Kind Regards,
Julieta - Catch Customer Service

autoreply 24 August 2023 at 16:01

Note: This is an auto-notification for reference only. In case of any requests or issues please reply back and we will get back to you as soon as possible.

Dear 👤,

Thank you for your message.

2

Your order has been cancelled and refund will be processed soon. Please allow 3 - 5 business days for the refund to appear in your original payment method.

As we are a third party seller, we do not have access to the payment systems. Please get in touch with your payment provider regarding the status of your refund.

However, if you come across any further issues please let us know and can reach out for assistance.

Best Regards,
Daily Plaza Team

Kind Regards,

Daily Plaza Team



Our NLP bot



Optimised Product Search

Traditional Keyword Search

use to clean my car'

Search results for 'something I can use to clean my car'

Items 1 to 40 of 359 total

Display 40 80 160

Filter By

Please Select

Sort By

Relevance



1 2 3 4 5 >



Giantz Motorcycle Motorbike Carrier Rack 2"
[Login for More Details](#)

FREE AU SHIPPING



i.Pet Pet Carrier Soft Crate Dog Cat Travel Port...
[Login for More Details](#)



Universal Car Roof Rack 1360mm Cross Bars Alumin...
[Login for More Details](#)



Rigo Kids Ride On Car Off Road Military Toy Cars...
[Login for More Details](#)



Giantz 22 Inch 4 Bike Foldable Rear Car Bike Rac...
[Login for More Details](#)



Rigo Ride On Car Tractor Trailer Toy Kids Electr...
[Login for More Details](#)



Universal Car Roof Rack Aluminium Cross Bars Adj...
[Login for More Details](#)

FREE AU SHIPPING



Rigo Kids Ride On Motorbike Motorcycle Car Black
[Login for More Details](#)



Traditional Keyword Search

use to clean my car'

Search results for 'something I can use to clean my car'

Items 1 to 40 of 359 total

Display 40 80 160

Filter By

Please Select

Sort By

Relevance



1 2 3 4 5 >



Giantz Motorcycle Motorbike Carrier Rack 2"
[Login for More Details](#)

FREE AU SHIPPING



i.Pet Pet Carrier Soft Crate Dog Cat Travel Port...
[Login for More Details](#)



Universal Car Roof Rack 1360mm Cross Bars Alumin...
[Login for More Details](#)



Rigo Kids Ride On Car Off Road Military Toy Cars...
[Login for More Details](#)



Giantz 22 Inch 4 Bike Foldable Rear Car Bike Rac...
[Login for More Details](#)



Rigo Ride On Car Tractor Trailer Toy Kids Electr...
[Login for More Details](#)

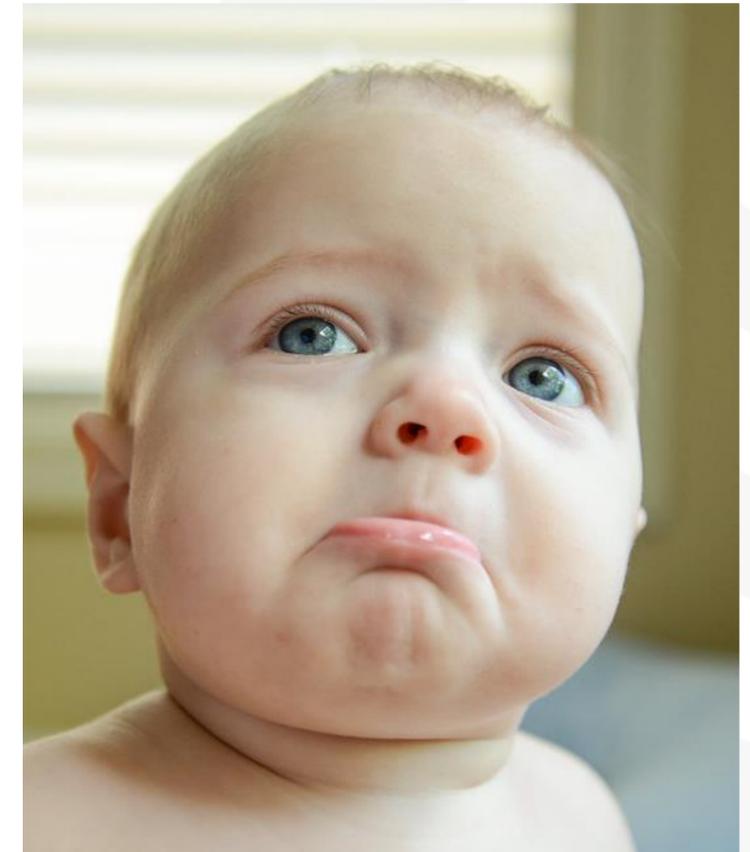


Universal Car Roof Rack Aluminium Cross Bars Adj...
[Login for More Details](#)

FREE AU SHIPPING



Rigo Kids Ride On Motorbike Motorcycle Car Black
[Login for More Details](#)



Intelligent Product Search

Semantic Search

Nature Language Search

Start Searching

something I can use to clean my car

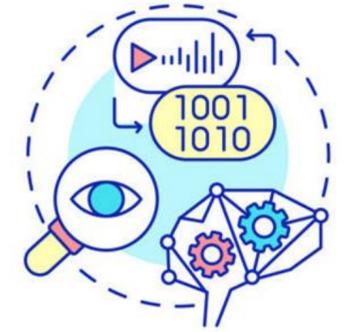
Search

SKU	Category	Title	Colour
11	Appliances > Vacuum Cleaners	MyGenie Junior JX5 Stick Vacuum Kids Toy Handheld Clean Up Fun Cord Free Blue	Blue
7P	Appliances > Vacuum Cleaners	Devanti Handheld Vacuum Cleaner Cordless Bagless Stick Handstick Car Vac 2-Speed	Purple and grey
2S	Appliances > Vacuum Cleaners	Small Round Vacuum Cleaner Dusting Brush - 32mm	No Colour Data
4D	Appliances > Vacuum Cleaners	Devanti Handheld Vacuum Cleaner Cordless Bagless Stick Handstick Car Vac 2-Speed	Red and grey
1000000000-AU	Appliances > Vacuum Cleaners	50000RPM Electric Cordless Air Duster Car Vacuum Cleaner Keyboard Cleaner Blower	Black



That's more like it!

Semantic Product Searching



Browser tabs: BitE, der, Gra, x, em, nlp, Log, Nev, Dat, DA, Dat, SQL, Inb, My, pos, nev, Ser, har, Str, Coc, Sea, My, Fas, Fas, nev, nev, nev, nev, +

Address bar: 127.0.0.1:5555

Bookmarks: Data Analytics Hub..., Onboarding Checkli..., Postage, Home - Microsoft A..., Projects - Home, NEW HIRE TOOLKITS, Autobot, Google Meet, Other techs, diagrams.net, newaim - Bitbucket, DA board - Agile B..., System Information..., Other bookmarks

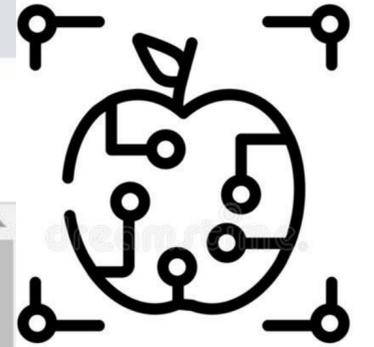
Nature Language Search

Start Searching

SKU	Category	Title	Colour
-----	----------	-------	--------

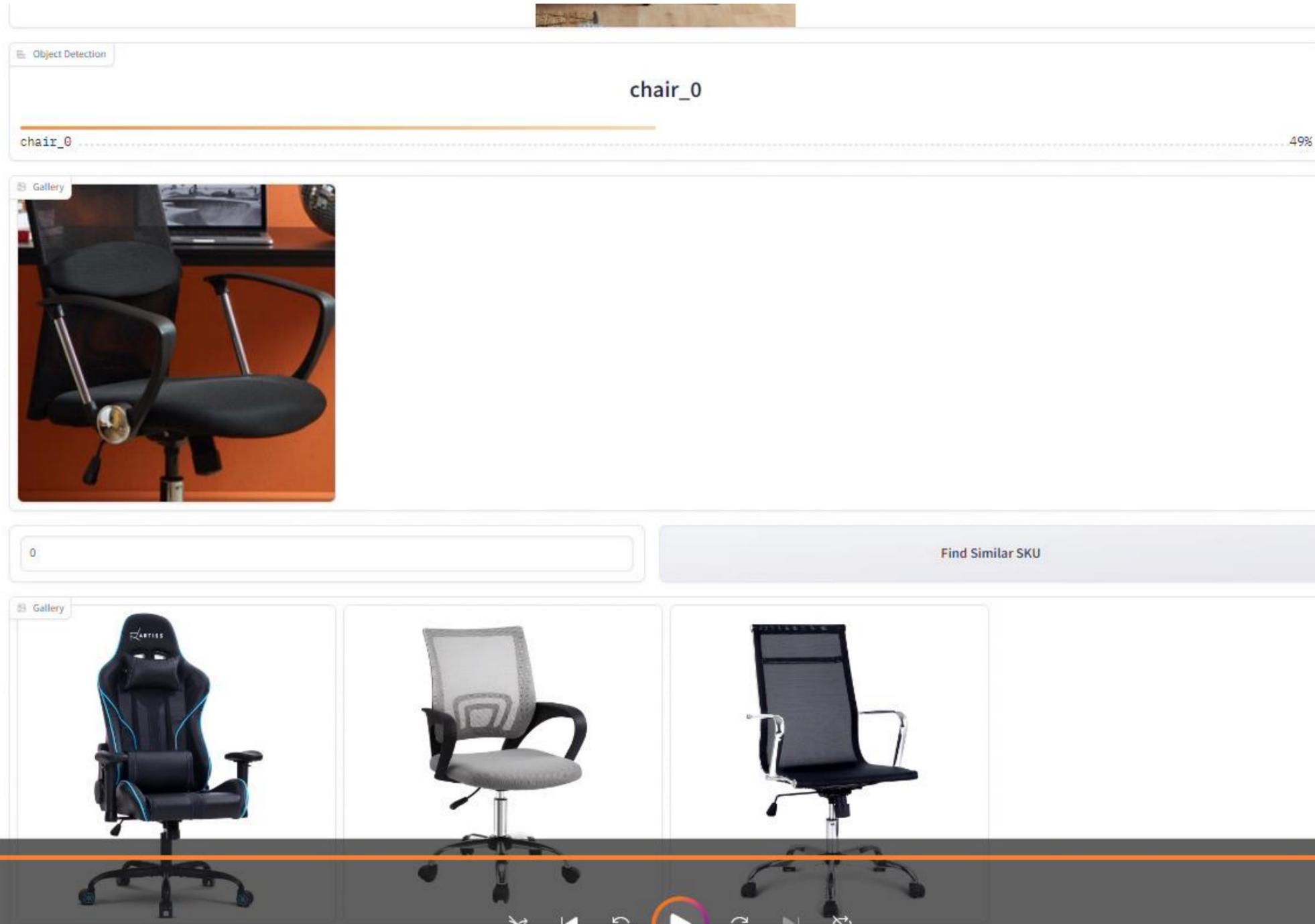
Image-based Search

The screenshot shows a web browser window with the address bar displaying '127.0.0.1:7860'. The browser's bookmark bar includes 'Data Analytics Hub...', 'Onboarding Checkli...', 'Postage', 'Home - Microsoft A...', 'Projects - Home', 'NEW HIRE TOOLKITS', 'Autobot', and 'Google Meet'. The main content area of the browser displays a web application interface for image-based search. The interface consists of several sections: a top section with a dashed border containing the text 'Drop Image Here -or- Click to Upload'; a 'Detect' button; an 'Object Detection' section with a list icon; a 'Gallery' section with a list icon; and a bottom section with a search bar containing the number '0' and a 'Find Similar SKU' button.

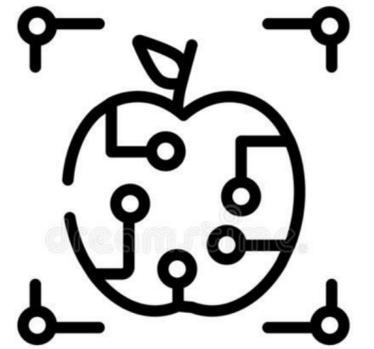


- Take a photo and here we go!

Image-based Search



The screenshot shows a web interface for image-based search. At the top, a small photo of a chair is shown. Below it, a section titled "Object Detection" displays the label "chair_0" with a progress bar and a "49%" completion indicator. A "Gallery" section shows a larger image of a black office chair. Below the gallery, there is a search bar containing the number "0" and a button labeled "Find Similar SKU". At the bottom, another "Gallery" section displays three different chair models: a black gaming chair with blue accents, a grey mesh office chair, and a black mesh office chair.



- Take a photo and here we go!



Thank you for listening

