

# AI Enabled E-commerce Platform

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**Abstract:** *An overview of AI-based e-commerce platforms and their effects on the online retail sector is given in this survey. Businesses are starting to use artificial intelligence (AI) to improve customer experience, streamline processes, and boost revenue development in the e-commerce industry as a result of the technology's rapid advancement. This research offers a thorough examination of the state of AI-based e-commerce platforms today, stressing their salient characteristics, advantages, difficulties, and potential. The first part of the poll introduced artificial intelligence (AI) and how it relates to e-commerce. It looks at how artificial intelligence (AI) technologies like computer vision, machine learning, natural language processing, and recommendation systems are being incorporated into e-commerce platforms to provide intelligent customer support, enhance product search and discovery, and offer personalized shopping experiences. Additionally, it explores the role of AI in enhancing customer engagement through chatbots, virtual assistants, and personalized marketing campaigns*

**Keywords:** Artificial Intelligence, Smart shopping, Ecommerce, Personalization, Emerging Technologies.