

# Study on Emergence of Machine Learning and Artificial Intelligence in the Retail Industry

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**Abstract:** Artificial intelligence (AI) is quickly transforming the retail sector by automating numerous operations that were previously time-consuming and required a lot of manual labour, which are essential for running a profitable business. AI applications in the retail industry can assist organizations in determining the most effective pricing strategies by offering visual representations of the potential effects of various pricing methods. To do this, systems gather information on different items, advertising campaigns, sales numbers, and other pertinent data.

There is currently a growing use of Artificial Intelligence (AI) and Machine Learning (ML) terms in the industrial sector. Retailers are progressively employing AI-driven applications. The aim of this study is to gain a more profound understanding of artificial intelligence (AI), its emerging applications in the retail industry, and to choose the most favourable course for future research in this field. Retailers are increasingly incorporating artificial intelligence (AI) into several aspects of their retail operations, as stated in the study. Moreover, a considerable percentage of retail businesses are integrating artificial intelligence (AI) into their operational plans. Artificial Intelligence (AI) is very advantageous in the retail sector in India for operations like order processing, shipping, and inventory management..

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