

Course No. 1269

AI in Retail & E-Commerce Training Course

AI FOR INDUSTRY
ARTIFICIAL INTELLIGENCE & APPLICATIONS

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The AI in Retail & E-Commerce Training Course is an advanced professional program designed to equip executives, managers, retail professionals, e-commerce specialists, marketing teams, data analysts, technology leaders, and decision-makers with the knowledge and practical capabilities required to apply Artificial Intelligence across modern retail and digital commerce environments. As retailers and e-commerce organizations manage increasingly complex customer journeys, large volumes of transactional data, changing consumer expectations, and highly competitive digital channels, AI has become an important capability for improving customer experience, operational efficiency, sales performance, inventory management, and strategic decision-making.

The course explores practical applications of Artificial Intelligence, Machine Learning, Predictive Analytics, Generative AI, Natural Language Processing, Computer Vision, recommendation technologies, and intelligent automation across retail and e-commerce operations. Participants will examine how AI can support customer segmentation, personalization, demand forecasting, product recommendations, dynamic pricing analysis, inventory optimization, fraud detection, customer service, digital marketing, sales forecasting, and automated content generation.

A central focus of the program is the use of customer and commercial data to create more intelligent retail experiences. Participants will learn how to identify valuable data sources, evaluate data quality, analyze customer behavior, develop AI use cases, and translate analytical insights into practical commercial decisions. The course also examines the application of AI across physical stores, online marketplaces, mobile commerce, omnichannel environments, digital payment ecosystems, and customer engagement platforms.

The course also addresses the strategic, governance, and risk considerations associated with AI adoption in retail and e-commerce. Topics include customer data governance, privacy, cybersecurity, responsible AI, algorithmic bias, model risk, AI-generated content, technology integration, and organizational readiness. Through practical workshops, retail-focused case studies, use-case development exercises, and implementation planning, participants will learn how to connect AI initiatives with commercial objectives, customer experience strategies, operational excellence, digital transformation, and sustainable business growth.

Objectives

- Analyze retail and e-commerce operations to identify high-value opportunities for Artificial Intelligence implementation.
- Develop a comprehensive understanding of AI technologies and their applications across retail, digital commerce, and omnichannel environments.
- Evaluate customer, transactional, product, marketing, and operational data for AI-powered analytics and decision support.
- Apply Predictive Analytics and Machine Learning concepts to demand forecasting, sales planning, customer behavior, and inventory management.
- Design AI-enabled approaches for personalization, product recommendations, customer segmentation, and digital engagement.
- Improve retail and e-commerce decision-making through AI-supported forecasting, analytics, automation, and customer intelligence.
- Strengthen fraud detection, risk management, cybersecurity, and customer data protection through responsible AI practices.
- Implement appropriate data governance, privacy, AI governance, and ethical AI principles within retail and e-commerce environments.
- Assess organizational and technological readiness for implementing AI initiatives across retail operations and digital commerce platforms.
- Align AI initiatives with revenue growth, customer experience, operational efficiency, omnichannel strategy, digital transformation, and long-term commercial objectives.

Who Should Attend

The AI in Retail & E-Commerce Training Course is designed for retail executives, e-commerce managers, commercial directors, sales managers, marketing managers, digital commerce leaders, customer experience managers, merchandising professionals, supply chain managers, inventory managers, business analysts, data analysts, data scientists, AI specialists, digital transformation professionals, IT managers, and professionals responsible for retail technology and business performance.

The course is particularly relevant for professionals working in retail organizations, e-commerce companies, marketplaces, consumer goods businesses, department stores, supermarkets, specialty retailers, fashion and luxury brands, consumer services, digital platforms, and organizations

operating omnichannel sales environments. It is also suitable for professionals involved in digital marketing, customer analytics, pricing, merchandising, logistics, fulfillment, payment systems, and customer service.

The program is valuable for senior decision-makers, innovation leaders, commercial strategy teams, technology leaders, customer intelligence specialists, fraud and risk professionals, and digital transformation teams seeking to understand how Artificial Intelligence can be integrated into retail strategies, e-commerce platforms, customer journeys, commercial operations, and enterprise data environments.

Learning Outcomes

- By the end of the AI in Retail & E-Commerce Training Course, participants will be able to:
- Explain the strategic role of Artificial Intelligence in modern retail and e-commerce.
- Identify and prioritize AI use cases across customer experience, sales, marketing, merchandising, operations, and supply chain functions.
- Analyze customer and transactional data to identify purchasing patterns, preferences, trends, and commercial opportunities.
- Apply Predictive Analytics concepts to sales forecasting, demand planning, customer behavior, and inventory decisions.
- Design AI-supported personalization and product recommendation strategies.
- Develop customer segmentation approaches using behavioral and transactional data.
- Evaluate the use of Generative AI for marketing content, product information, customer communication, and digital commerce activities.
- Apply AI-supported approaches to fraud detection, risk management, cybersecurity, and customer data protection.
- Assess privacy, data governance, responsible AI, and ethical considerations within retail and e-commerce applications.
- Develop an AI implementation roadmap aligned with customer experience, revenue, operational efficiency, omnichannel growth, and digital transformation objectives.

Course Outline

DAY 01

Foundations of AI in Retail & E-Commerce

- Artificial Intelligence and its strategic role in modern retail
- AI, Machine Learning, Predictive Analytics, and Generative AI fundamentals
- Retail and e-commerce data ecosystems
- AI across physical retail, online commerce, marketplaces, and omnichannel environments

PRACTICAL WORKSHOP

Assessing AI opportunities and organizational readiness in a retail or e-commerce environment

DAY 02

AI for Customer Intelligence and Personalization

- Customer behavior analytics and intelligent segmentation
- AI-powered personalization and customer journey optimization
- Product recommendation systems and next-best-action concepts
- Predictive customer analytics and customer lifetime value

PRACTICAL WORKSHOP

Designing an AI-enabled customer personalization and recommendation strategy

DAY 03

AI for Sales, Marketing, Pricing, and Inventory

- AI-supported sales forecasting and demand prediction
- Generative AI for marketing content and digital commerce
- AI applications in merchandising and product management
- Inventory optimization and intelligent supply chain decision-making

DAY 03 — CONTINUED

PRACTICAL WORKSHOP

Developing an AI use case for sales forecasting, demand planning, or inventory optimization

DAY 04**AI for Customer Service, Fraud, and Responsible Commerce**

- Conversational AI and intelligent customer service
- AI-supported fraud detection and transaction monitoring
- Cybersecurity and protection of customer and payment data
- Data governance, privacy, responsible AI, and ethical considerations

PRACTICAL WORKSHOP

Designing an AI governance and risk framework for a retail or e-commerce organization

DAY 05**AI Strategy and Implementation in Retail & E-Commerce**

- Developing an enterprise AI strategy for retail and digital commerce
- Prioritizing AI initiatives according to commercial value, feasibility, risk, and customer impact
- Measuring AI performance through sales, conversion, customer experience, operational, and financial KPIs
- Future trends in AI-powered retail, intelligent commerce, omnichannel experiences, and autonomous retail operations

FINAL WORKSHOP

Developing a comprehensive AI in Retail & E-Commerce implementation roadmap, including prioritized use cases, customer data strategy, technology and integration requirements, AI governance framework, privacy and cybersecurity controls, implementation phases, stakeholder engagement, KPI framework, risk management approach, and organizational action plan to improve customer experience, sales performance, personalization, operational efficiency, inventory management, fraud prevention, and digital commerce transformation.

- SEO Requirements:

DAY 05 — CONTINUED

- The course content naturally targets professional search terms including AI in Retail, Artificial Intelligence in Retail, AI in E-Commerce, Artificial Intelligence for E-Commerce, Retail AI Training, E-Commerce AI Training, AI-powered retail, retail analytics, customer personalization, predictive analytics, AI customer experience, AI sales forecasting, AI inventory optimization, AI marketing, recommendation systems, Generative AI for retail, retail automation, intelligent commerce, and digital transformation in retail.
- The AI in Retail & E-Commerce Training Course is structured to provide commercially relevant knowledge for organizations seeking to understand and implement Artificial Intelligence across retail operations and digital commerce. The content connects AI strategy with practical business applications, customer intelligence, sales performance, operational efficiency, and responsible technology adoption while maintaining a professional focus for executives, managers, specialists, and decision-makers.

Register or Request More Information

Course page: <https://quest-training.com/courses/ai-in-retail-e-commerce-training-course>

Website: <https://quest-training.com>

Email: info@quest-training.com

Phone: +905016771440