

AI Predicting Shopping Habits!

Shoppers face many challenges; What do they need, are there other options, what other items might serve a similar purpose, how can they use the item, what else might they need, where can they buy it, where in the store is it, how do they relay the list to others, can they provide feedback and are there any special offers. Shoppers also want to know, what others are buying, alternative uses, best recommendation for them and suitability of use. This presents millions of options to a shopper, a shopper needs and Artificial Intelligence (AI) source to vet out the options that apply to them in a real time way that is relevant to their existing or predicted location and available sources.

Even though shoppers have in store apps available to them, they are not satisfied with the experience. Current solutions do not have an adequate AI basis that predicts what the shopper is trying to achieve. Shoppers want predictive and intuitive systems that do three things; One, help them find what they need. Two, find the best availability and price balance. Three, make the shopping experience more efficient.

AI based on collective data aggregation, enables the most benefit to the data contributors and intuitive, realtime results to users. Qikspace, a company in based in Seattle, WA www.qikspace.com has developed an AI algorithm that anticipates the use cases of items, creates alternatives that are direct substitutions, similar items, other items needed to achieve the predicted goal and suggesting alternative ways of achieving a goal. A simple example is the common grocery list; Qikspace AI knows alternative sizes, other manufacturers, different flavors, complimentary products, special offers, optional sources, suggests recipes, preparation products and extrapolates additional purchasing propensities.