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AI APPLICATION IN COMMERCE AND INDUSTRY

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Abstract
The definition of artificial intelligence is debated by scholars and leading voices in the field. However, AI is generally agreed to refer to the concept of machines undertaking activities which would require human-like intelligence. These activities include learning, reasoning, and problem-solving. As society continues to progress and develop, so too does technology and by extension AI. With AI's potential to independently make complex or delicate decisions, its applications and possible uses within commerce and industry are both far-reaching and profound. In recent years, the significance of AI in these varied sectors has become more and more apparent. Whether it is revolutionizing personal shopping experiences or changing the way in which a factory creates products, the potential for AI to optimize efficiency is immense. Commerce might be seen as encompassing a range of distinct activities, from researching a product to selling and buying. Broadly, it includes trading and the different activities that lead up to a commercial transaction.
Keywords: Artificial intelligence (AI), intelligence, revolutionizing, Commerce, transaction,

1.1 Introduction to Artificial Intelligence

Artificial intelligence, or AI, is defined as the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is usually used to refer to the ability of a computer to learn from experience - i.e. its ability to execute a function that humans, animals or other biological systems can do with the use of intelligence. Such intelligent tasks include the ability to learn by experience, the ability to understand complex language, the ability to interpret complex and ambiguous sensory data, and the ability to use learned information to make intelligent decisions. It is important to note that AI has been in development for a long time and has developed rapidly, with more and more intelligent tasks being executed by computers. The field of AI covers many different areas including robotics, language understanding, image understanding, and neural networks. A neural network is a type of learning algorithm, which is known for low-level tasks such as acoustic signal or image processing. However, recent years have also seen the development of higher levels of neural networks that are used for complex language understanding and decision making. With language understanding, computers can learn from data how to 'understand' written language and interpret the meaning of the text. This is known as 'natural language processing' and is used in applications such as language translation, sentiment analysis, and topic modeling. The growth in neural networks and NLP is driving remarkable AI advancements that will help businesses scale and be more effective in the future. Detecting consumer sentiment through a social post, 'understanding' a legal document, or analyzing reviews at scale are all tasks that AI could take on with the further development of these technologies.

1.2 Objectives of the study:

* To study importance of AI in commerce and industry .
* To study AI for Support and Customer Care.
* To study the Benefits and Challenges of AI Implementation

1.3 Research methodology:

This study is based on Secondary data. . Secondary data are collected through Journals, Websites, and Published articles related to this topic.

resolved. To achieve a positive societal impact, firms must prioritize justice, transparency, and ethical AI adoption as they traverse these issues. The revolutionary potential of artificial intelligence (AI) in business and industry will keep developing with sustained study, funding, and cooperation, propelling development, innovation, and prosperity for many years to come.

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