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Review Article: The Role of AI in E-commerce Today


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ABSTRACT:

Artificial Intelligence (AI) has significantly impacted various sectors, with e-commerce being one of the most transformed. This article explores the current use of AI in e-commerce, focusing on applications such as personalized recommendations, customer service automation, inventory management, and fraud detection. By examining the benefits, challenges, and future trends, this review aims to provide a comprehensive understanding of AI's role in revolutionizing the e-commerce industry.

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