Postgraduate Certificate

E-Commerce Process Automation with Artificial Intelligence

tech global university

Postgraduate Certificate
E-Commerce Process Automation with Artificial Intelligence

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/artificial-intelligence/postgraduate-certificate/e-commerce-process-automation-artificial-intelligence**

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01
Introduction

Automating e-Commerce processes with Artificial Intelligence provides a number of significant benefits for companies. By implementing automated systems, organizations can improve operational efficiency, reducing processing times and minimizing human error. In addition, AI can analyze large volumes of data quickly and accurately, enabling better understanding of customer behavior and personalization of shopping experiences. This not only increases customer satisfaction, but also drives sales by providing accurate recommendations. For this reason, TECH has introduced this fully digital program, backed by the pioneering Relearning methodology, with the objective of ensuring a deep understanding of the topics covered.

Thanks to this 100% online Postgraduate Certificate, you will use Artificial Intelligence for the automation of repetitive tasks, such as inventory management, order processing and customer service"

Automating e-Commerce processes with Artificial Intelligence brings significant benefits. First, it enables more efficient and accurate inventory management, optimizing logistics and reducing costs associated with warehousing and product handling. In addition, AI can analyze data in real time to personalize the customer experience, offering targeted recommendations and promotions, which increase conversion and loyalty rates.

This is how this TECH Postgraduate Certificate was created, which will offer a comprehensive perspective on how to integrate Artificial Intelligence into the conversion funnel to optimize sales. In this way, professionals will be able to use advanced tools to analyze sales and performance data at all stages of the buying process, enabling more informed and strategic decision making.

Likewise, the curriculum will focus on the implementation of chatbots and virtual assistants for 24/7 customer service. In addition, participants will acquire skills to use AI to generate automated responses and gather feedback, thus improving the customer experience and increasing satisfaction and loyalty.

Fraud detection and prevention in e-Commerce transactions will also be addressed, using tools such as Sift. In this way, students will use AI to detect anomalies, verify identities and perform analysis in real time, guaranteeing secure transactions and protecting the reputation of companies.

As such, this 100% online program is committed to providing unlimited access, from anywhere and at any time. With just an electronic device and an Internet connection, graduates will have at their disposal all the necessary resources to successfully complete the program in a satisfactory manner. In addition, the Relearning methodology is the foundation of the program, focusing on the repetition of key concepts to facilitate a deeper understanding and more efficient assimilation of the content.

The **Postgraduate Certificate in E-Commerce Process Automation with Artificial Intelligence** contains the most complete and up-to-date program on the market. The most important features include:

- Development of practical cases presented by experts in E-Commerce Process Automation with Artificial Intelligence
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- Practical exercises where the self-assessment process can be carried out to improve
- learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Automation with Artificial Intelligence will free up time and resources, which you can dedicate to strategic activities, such as innovation and expansion, thus driving long-term growth"

"
You will explore the future trends of Artificial Intelligence in Marketing and e-Commerce, gaining advanced insight into the possibilities and challenges you will face"

You will emphasize the importance of promoting ethics and responsibility in the use of Artificial Intelligence, ensuring transparency in the collection and use of data.

You will delve into the detection and prevention of fraud and prevention of fraud in e-Commerce transactions with Artificial Intelligence, to detect anomalies, verify identities and maintain security.

The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.
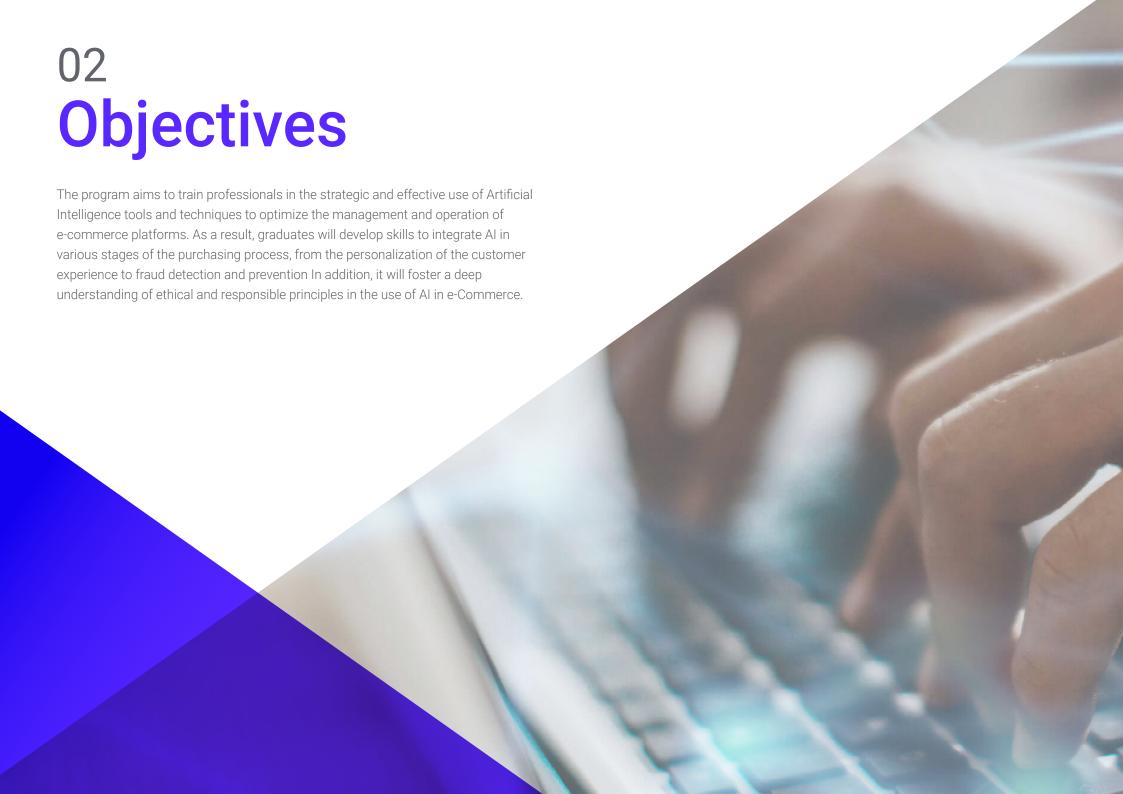
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

The program aims to train professionals in the strategic and effective use of Artificial Intelligence tools and techniques to optimize the management and operation of e-commerce platforms. As a result, graduates will develop skills to integrate AI in various stages of the purchasing process, from the personalization of the customer experience to fraud detection and prevention In addition, it will foster a deep understanding of ethical and responsible principles in the use of AI in e-Commerce.

You will effectively integrate Artificial Intelligence into all phases of the sales process, analyzing real-time data to make informed strategic decisions"

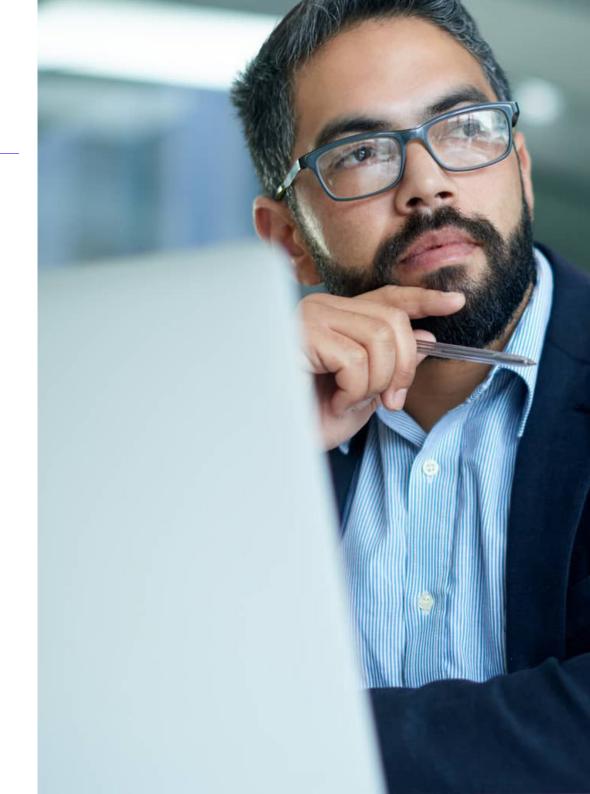## General Objectives

- Implement Artificial Intelligence applications in Digital Marketing and e-commerce to improve the efficiency and effectiveness of strategies

- Improve user experience in Digital Marketing by using Artificial Intelligence for dynamic personalization of websites, applications and content

- Implement Artificial Intelligence systems for the automation of e-Commerce processes, from inventory management to customer service

- Research and apply predictive AI models to identify emerging trends in the marketplace and anticipate customer needs

- Collaborate on cross-functional projects to integrate Artificial Intelligence solutions with existing Digital Marketing platforms and develop new strategies

- Evaluate the impact of Artificial Intelligence technologies on Digital Marketing and e-commerce, both from a business and ethical perspective

Specific Objectives

- Integrate Artificial Intelligence in the conversion funnel to analyze sales data and performance at all stages of the buying process

- Implement chatbots and virtual assistants for 24/7 customer service, using Artificial Intelligence to generate automatic responses and gather feedback

- Detect and prevent fraud in e-Commerce transactions with Sift, using AI to detect anomalies and verify identities

- Perform Artificial Intelligence analysis to detect suspicious behavior and fraudulent patterns in real-time

- Promote ethics and accountability in the use of Artificial Intelligence in e-Commerce, ensuring transparency in the collection and use of data

- Explore future trends of Artificial Intelligence in Marketing and E-Commerce with REkko

Through the best didactic materials, at the forefront of technology and education, you will be prepared to face the challenges and seize opportunities in a constantly evolving digital market"

03
Course Management

The teaching team behind this Postgraduate Certificate is made up of highly qualified and experienced experts in the field of Artificial Intelligence and E-Commerce. In fact, these professionals not only possess a deep theoretical knowledge, but also a vast practical experience in the implementation of AI solutions in e-Commerce environments. In addition, they are committed to the integral development of graduates, providing guidance and support to ensure their academic and professional success in this dynamic and constantly evolving field.

"

The teachers of this degree come from diverse professional backgrounds, such as academic research, the technology industry and specialized consulting, which allows them to offer a broad and up-to-date perspective"

Management

Dr. Peralta Martín-Palomino, Arturo

- CEO and CTO at Prometeus Global Solutions
- CTO at Korporate Technologies
- CTO at AI Shepherds GmbH
- Consultant and Strategic Business Advisor at Alliance Medical
- Director of Design and Development at DocPath
- PhD. in Psychology from the University of Castilla La Mancha
- PhD in Economics, Business and Finance from the Camilo José Cela University
- PhD in Psychology from the University of Castilla La Mancha
- Master in Executive MBA from Universidad Isabel I
- Master's Degree in Sales and Marketing Management, Isabel I University
- Expert Master's Degree in Big Data by Hadoop Training
- Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- Member of: SMILE Research Group

Ms. Martínez Cerrato, Yésica

- Education, Business and Marketing Specialist
- Responsible for Technical Training at Securitas Seguridad España
- Product Manager in Electronic Security at Securitas Seguridad España
- Business Intelligence Analyst at Ricopia Technologies
- Computer Technician and Responsible for OTEC computer classrooms at the University of Alcalá de Henares
- Collaborator in the ASALUMA Association
- Degree in Electronic Communications Engineering at the Polytechnic School, University of Alcalá de Henares

Professors

Mr. Nájera Puente, Juan Felipe

- Data Analyst and Data Scientist
- Director of Studies and Research at the Council for Quality Assurance in Higher Education
- Production Programmer at Confiteca C.A.
- Processes Consultant at Esefex Consulting
- Academic Planning Analyst at San Francisco de Quito University
- Professional Master's Degree in Big Data and Data Science from the International University of Valencia
  Industrial Engineer from San Francisco de Quito University

Ms. Del Rey Sánchez, Cristina

- Talent Management Administrative Officer at Securitas Seguridad España, S.L.
- Coordinator of Extracurricular Activities Centers
  Support classes and pedagogical interventions with Primary and Secondary Education students
- Postgraduate in Development, Delivery and Tutoring of e-Learning Training Actions
- Postgraduate in Early Childhood Care
- Degree in Pedagogy from the Complutense University of Madrid

04
Structure and Content

From integrating Artificial Intelligence into the conversion funnel, to implementing chatbots and virtual assistants for round-the-clock customer service, this academic program will cover advanced techniques for improve operational efficiency and customer experience. In addition, crucial aspects such as fraud detection and prevention will be covered, making use of sophisticated AI tools to ensure security and reliability in commercial transactions. The ethical aspect will also be addressed, promoting transparent and responsible practices in data collection and use.

"

This program will provide you with a wide range of content, designed to equip you with the necessary skills to lead the digital transformation in e-Commerce"

Module 1. Artificial Intelligence to Automate e-Commerce Processes

1.1.   E-Commerce Automation with Algolia

    1.1.1.   Customer Service Automation

    1.1.2.   Price Optimization

    1.1.3.   Personalization of Product Recommendations

1.2.   Automation of Purchasing and Inventory Management Processes with Shopify Flow

    1.2.1.   Inventory and Logistics Management

    1.2.2.   Fraud Detection and Fraud Prevention

    1.2.3.   Sentiment Analysis

1.3.   Integration of Artificial Intelligence in the Conversion Funnel

    1.3.1.   Sales and Performance Data Analysis

    1.3.2.   Data Analysis at the Awareness Stage

    1.3.3.   Data Analysis at the Conversion Stage

1.4.   Chatbots and Virtual Assistants for Customer Service

    1.4.1.   Artificial Intelligence and 24/7 Assistance

    1.4.2.   Feedbacks and Responses

    1.4.3.   Generation of Queries/Responses with Artificial Intelligence Tools

1.5.   Real-time Price Optimization and Product Recommender thanks to Artificial Intelligence with the Google Cloud AI Platform

    1.5.1.   Competitive Price Analysis and Segmentation

    1.5.2.   Dynamic Price Optimization

    1.5.3.   Price Sensitivity Forecasting

1.6.   Fraud Detection and Prevention in e-Commerce Transactions with Sift

    1.6.1.   Anomaly Detection with the Help of Artificial Intelligence

    1.6.2.   Identity Verification

    1.6.3.   Real-time Monitoring with Artificial Intelligence

    1.6.4.   Implementation of Automated Rules and Policies

1.7.   Artificial Intelligence Analysis to Detect Suspicious Behavior

    1.7.1.   Analysis of Suspicious Patterns

    1.7.2.   Behavioral Modeling with Artificial Intelligence Tools

    1.7.3.   Real-time Fraud Detection

This Postgraduate Certificate will provide you with a solid theoretical and practical basis to take advantage of the potential of Artificial Intelligence and effectively automate processes in e-Commerce"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"
At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

" *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.
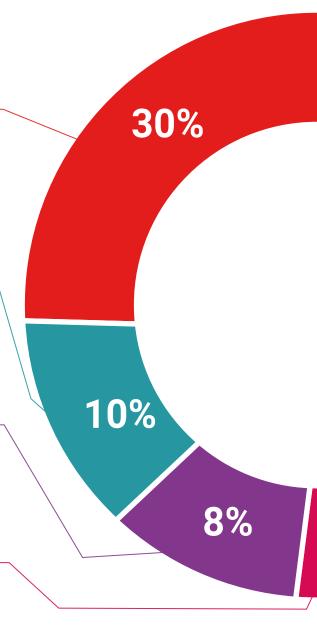
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
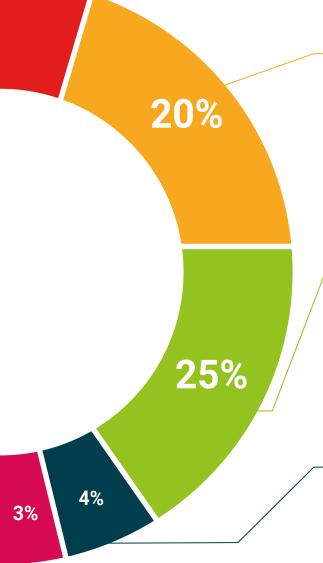
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in E-Commerce Process Automation with Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Postgraduate Certificate in E-Commerce Process Automation with Artificial Intelligence** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in E-Commerce Process Automation with Artificial Intelligence**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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tech *global university*

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in E-Commerce Process Automation with Artificial Intelligence

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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