TECHPIONEERS

Computer Science Society

Presents

TALK

ON

"Ecommerce-360 degrees"

Introduction

A Talk, by Mr Vaibhav Bhargava, Senior manager at Walmart Labs, USA on E-Commerce 360 degrees was delivered on 10th February,2017 for the students of Computer Science. The talk was

Attended by around 80 students and alltheprofessors of Computer Science department.

Word of Encouragement

He initiated his first allocution session with the overview of his educational qualifications and professional tussles. He discussed about 'Y2K' problem and how he started learning Computer Science in USA. His professional career started with "Webcam", which was a start-up worth of US $8 billion. He emphasized on how company had to fail because they did not consider about the societal impacts of ecommerce. The session was made interactive by thought provoking questions posed by the speaker to the student audience, for example "what is a problem for you?" For which intelligent answers were given by students.

Concept of Success

The speaker narrated his version of answer using the word 'STAIR', which stands for

- S stands for 'state the problem'
- T stands for 'tools available'
- A stands for 'algorithm'
- I stands for 'implementation'
- R stands for 'retry, review'

He advised to use this loop for every problem of life. The captivated way of formation of answer by the speaker created an environment of excitement among the students.

Online Marketing

The session went on by addressing the problems of online marketing. Students, with their experiences suggested that they undergo these steps while shopping online:

- Find the item
- Find similar matches
- Delivery promise
- Customer care

He elaborately discussed the challenges an ecommerce giant faces. Letting the user search their product with ease, poses a great challenge and this makes the appearance of data scientists. This is the field of "Data mining ".

The session was concluded with various questions from students. Mr Bhargava was kind enough to answer every query with satisfaction.

Finally, Mrs. Ruchika ma'am gave vote of thanks to the speaker for such an informative session. Indeed, the session achieved its aim of familiarizing Techpioneers about ecommerce.