

Swapifly and Hong Kong Baptist University join e-Tailing Data Research using AI Machine Learning

Collaborative Research: Online Retail Trend Analysis using Artificial Intelligence Machine Learning and ChatGPT



Hong Kong, Hong Kong S.A.R. Jul 18, 2023 ([Issuewire.com](https://www.issuewire.com)) - “Swapifly Limited” and “Hong Kong Baptist University Business Society Research Team” announced that they will conduct an exciting industry-academia cooperation research project. The project focuses on using artificial intelligence machine learning and ChatGPT for online retail trend analysis.

Swapifly Technology Limited” won the Best Artificial Intelligence Online Classification Platform Award at this year’s FinTech Awards and received incubation funding from Hong Kong Science and Technology Park Corporation as a [Incubation Program] incubation company. Swapifly has been committed to innovating the online retail industry. With the in-depth application of cutting-edge technologies such as artificial intelligence machine learning and ChatGPT, it has successfully created an excellent buying and selling platform and focuses on the resale of limited edition, out-of-print, and luxury goods.

In order to continuously improve service levels and enrich the industry knowledge base, Swapifly Technology Limited and the Research Team of the School of Business of Hong Kong Baptist University have launched an industry-academia cooperation research project. The project aims to conduct various trend analyses of online retail. By using advanced machine learning technology and the powerful

functions of ChatGPT, it will efficiently analyze valuable insights such as consumer behavior, market trends, and the impact of artificial intelligence on the online retail industry.

The focus of this research project is to use machine learning technology to collect artificial intelligence models of different retail products on major e-commerce platforms. These models can carefully analyze practical data such as price index, product description, photo display, and seller performance rating. In business applications, the research provides real-time product analysis and ratings for online sellers. Combined with the product list of ChatGPT, sellers can compare the performance of their own selling products with the market situation through a real-time dashboard.

Mr. Joseph Yuen, Founder & CEO of Swapifly Limited: "We are thrilled to collaborate with Hong Kong Baptist University on this groundbreaking research project. By harnessing the power of Machine Learning and ChatGPT, we aim to revolutionize the online retail industry by providing real-time analytics and insights to sellers, enabling them to make data-driven decisions and enhance their performance in the market."

The academic value of the research lies in providing real-time, multi-category retail product indexes across different online channels. These indexes can offer historical records of consumer products in various retail markets. Additionally, AI models can predict how the market will change with the influence of various factors, such as seasonality, weather, and economic conditions.

Dr. Monique Wan, Associate Dean (Tpg Studies) of the School of Business at Hong Kong Baptist University: The digital economy has completely changed the business model and promoted the development of startups, prompting companies to adopt cutting-edge methods to improve efficiency in response to new challenges. Data is becoming more and more valuable in this digital age, and companies in various industries are eager to gain insights from it. To this end, we will integrate research and teaching with artificial intelligence and data to promote cutting-edge development. The college works closely with the business community to research and solve practical challenges faced by companies, further paving the way for the future development of the field.

About Swapifly Ltd.

Swapifly Limited is an award-winning Hong Kong classified online trading platform specializing in the resale of limited edition and luxury goods. Using advanced technologies such as artificial intelligence, ChatGPT, and big data, enhances the competitiveness of the products sold, accurately predicts consumer behavior patterns, and provides artificial intelligence sales services. Swapifly focuses on six key categories - limited edition, luxury goods, electronics, home and beauty, cars, and real estate - to provide advertisers with high-quality consumer data. Our recent honors include winning the Best Artificial Intelligence Classification Platform Award at the Hong Kong FinTech Awards in January 2023 and receiving incubation funding from Hong Kong Science and Technology Park Corporation as an incubation company of [Incubation Program] in April 2023. In addition to our physical markets, Swapifly has also expanded to the metaverse by utilizing blockchain technology to facilitate virtual product transactions. Swapifly has now been launched in Hong Kong, Taiwan, Singapore, Japan, Korea, the United States, the United Kingdom, Australia, and Canada.

Website: <https://www.swapifly.com>

Instagram: https://www.instagram.com/swapifly_hk/

Facebook: <https://www.facebook.com/swapiflying>

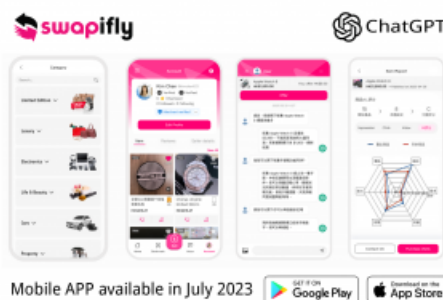
YouTube: <https://www.youtube.com/@Swapifly>

About The Hong Kong Baptist University The School of Business

“The Hong Kong Baptist University (HKBU) has established six new discipline research laboratories. These laboratories are built on existing research strengths and aim to have a positive impact on the local and international communities. The School of Business at HKBU is using the latest technological advances to combine teaching and research with AI and data, promoting the development of cutting-edge technology. The school is known for its innovative research methods and works closely with the business community to study practical challenges faced by companies. It also collaborates with non-governmental organizations to provide professional knowledge and evaluate the impact of new policies on society. In addition, the School of Business is committed to creating a sustainable business environment through responsible business management and is the first university in Hong Kong to join the United Nations-supported Principles for Responsible Management Education (PRME).

The Economics discipline has been applying front-end data analytical tools to analyze online user behavior, using NLP to derive an uncertainty index and predict firms' behavior, and crunching e-commerce data to generate a consumer price index at a daily frequency. To strengthen the research-teaching nexus and promote industry collaboration, the school has set up two research centers in recent years - the Center for Business Analytics and the Digital Economy and the Center for Sustainable Development Studies. The school has trained over 500 students in the fields of business intelligence, data analytics, data science, technology risk, and technology solution delivery.

Website: <https://gs.hkbu.edu.hk/tc/programmes/master-of-science-msc-in-data-analytics-and-business-economics>



Media Contact

Swapifly Limited

katherine@swapifly.com

+85291853680

Source : Swapify Limited

[See on IssueWire](#)