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BIZTECH

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*Sales Boom
During U.S.
Holiday Season*

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*Fiesta of
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Cyber Monday! A Bountiful Bliss....

A Monday to look forward to.

Following the footsteps of the validated phenomenon “Black Friday”, Cyber Monday is an evolved counterpart proving its efficacy in both business and consumer-based areas. Since its inception in 2005, it has proven to be an adroit event boasting billions in sales, profiting not only businesses but also consumers.

The origin of Cyber Monday correlates with the expeditious outburst of e-commerce in the 90’s when a jump-start was required to provide a boost to this particular segment, consequently, the phenomenon of “Cyber Monday” came into existence in the year 2005. The nexus between E-commerce and Cyber Monday bolstered the sale of products listed online and provided the shoppers with an alternative chance to procure the deals that they missed on Black Friday. From a business perspective, it helps in accomplishing the set year-end goals and in augmenting sales.

As a one-day sale, it predominantly escalates sales following the fact that a large chunk of the audience prefers online shopping in comparison to its traditional counterpart. Consumers, especially around the holiday seasons, tend to purchase the commodity that they have set their eyes on and hence try to procure them at a discounted price. Missed opportunities on black Friday are redeemed by buyers on Cyber Monday as a recourse option providing them a hassle-free shopping experience at a discounted price.

Cyber Monday provides a horizon to buy gifts and goods for the consumer and an opportunity to earn those extra bucks for the businesses. Everyone will surely be excited for this Monday!

- Krisharth Deepak Misra



Source: <https://dactagymarketing.com/cyber-monday/>
Image Source: <https://hips.hearstapps.com/hmg-prod.s3.amazonaws.com/images/black-friday-shopping>

A ONE-DAY EXCLUSIVE!

DEALS ARE NO MORE DEALS

Retailers are boosting prices and reducing promotions for perhaps the first time in years, leaving Consumers without the massive festive discounting they have come to expect. In the face of mounting costs and supply chain issues, ever-deepening discounts once essential to a retailer's survival are dwindling, leaving Consumers without the massive Christmas discounting they have come to expect.



Prices are rising everywhere, including online, as businesses implement tailored methods based on a customer's purchasing history. According to industry insiders and analysts, the move could be long-term. Bath & Body Works, the mall staple famed for its "buy two, get one free" bargains, is cutting back on deep discounts and storewide discounts while hiking pricing on popular items like candles and "wallflower" warmers.

It is the polar opposite of what consumers have come to anticipate in the decade since the Great Recession. The emphasis on showy promotions by retailers to entice customers swiftly devolved into a "race to the bottom," notably among mid-tier firms competing with "40% off everything" offers.

All of that is altering now, nearly two years into a pandemic that has disrupted supply chains and made it more difficult for merchants to get products swiftly and affordably. Because brands have not had an opportunity like this in a long time, they reduce any promotions, discounts, or rewards.

Retailers, according to analysts, have grown more selective about the sorts of things they discount and how much they discount. According to Impact Analytics and Cowen & Co, this season's bargains, which range from 5% to 25%, are much lower than the historical norm of 10% to 30%. Meanwhile, Some people avoid impulsive purchases and defer non-essential purchases like big-screen TVs and new sneakers unless they discover reasonable prices.

- Sai Deepak Konreddy

\$ales **BOOM** during the U.S. Holiday Season

Online sales grabbing greens



This season of holiday shopping that set into motion in the U.S. is on its way to climb up the pinnacle of record spending. E-commerce sales spearheaded holiday shopping by bagging billions.

Adobe Analytics, a tool to keep track of digital sales shows that, every cyber day of the week since thanksgiving exhibited spending online, shattered records. The spree of shopping kicked off way before the routine and the flow of billions of

dollars happening digitally is assuredly up. President of Customer Growth Partner, Craig Johnson, predicted a 5.8% rise this holiday season to a whopping \$749 billion, now voices out that it may haul up to 7% in the view of concluding month's spending. "The forecasting we've done was this will be an adequate Christmas, but it turned out to be a record-setting season of sales" stated Johnson. 1.2 trillion dollars were emptied out of peoples' pockets this year compared to the prior year.

Shoppers who are mostly homebound are grabbing everything from clothes to games to utilities which can keep them intact for months in their home. Expensive clothes and accessories are also being picked up in high numbers as there is leisure this year to relish their called-off vacations and elegant dinners from last year.

The prediction of retail stores impacting online sales turned out to be a void threat as spending on online platforms, clearly dominated retail outlets. With the current race to dominate the consumer market, will retail outlets lose to the new and competitive e-commerce platforms or will they rise to contend and evolve again?

- G.V. Ashwith



Article Reference: <https://www.bloomberquint.com/onweb/black-friday-shopping-moves-online-for-covid-could-be-a-record-in-u-s>
 Background Image: <https://images4.alphacoders.com/775/775182.jpg>

AI Chatbot sings a Christmas Carol

A melody, a joy for researchers.

It's a comical example of what artificial intelligence (AI) may do for us beyond the mundane: give chatbots a voice, wipe billions off the stock market, and eventually wipe out human control.

A device from the University of Toronto, dubbed "neural karaoke" by its designers, can turn any digital snapshot into a computer-generated singalong.

Humans played a minor role in the composition of the song. Instead, scientists fed a Christmas-themed shot into a computer and let the bot explore. A computer software analyzed the image, generated appropriate words, and set them to music it'd composed along the way.

Neural karaoke arose from a larger study in which computer algorithms were used to compose music, write lyrics, and choreograph dance routines. The algorithm can construct a basic 120-beat-per-minute melody using a musical scale and melodic profile once it has been taught. After that, chords and percussions are added.

However, computer-generated music was only the beginning. Following that, the Toronto team taught the software how to dance. The algorithm tracked human poses and learnt to associate gestures with music after being fed an hour of footage from the video game. The algorithm created a vocabulary of 3390 words based on terms that appeared at least four times in the dataset. After which, the computer could link together at a pace of one word per beat.

Lots to decorate the room.
The Christmas tree is filled
with flowers . I swear it s
Christmas Eve . I hope that
s what you say . The best
Christmas present in the
World is a blessing . I ve
always been there for the
rest of our lives . A
hundred and a half hour ago
. I m glad to meet you . I
can hear the music coming
from the hall . A fairy tale
. A Christmas tree . There
are lots and lots and lots
of flowers.

Dr Raquel Urtasun, an associate professor at Toronto's computer science lab, said more advanced versions of the Toronto lab's programme might one day serve as a virtual coach for wannabe stars on The X Factor, The Voice, and America's Got Talent. But before that, computer-generated karaoke might find its way into home entertainment. Rather than buying a karaoke machine with pre-loaded songs, you can make your own karaoke at home by putting fascinating images in it and encouraging the system to generate music for you. The possibilities of technology are limitless.

- R Varshitha Reddy

Source: <https://www.theguardian.com/technology/2016/nov/29/its-no-christmas-no-1-but-ai-generated-song-brings-festive-cheer-to-researchers>



Fiesta of Offers

A Black hole of sales

If sales are an essential part of business, festive sales and offers give businesses a boost in sales and profits. These offers are provided on anything and everything. The companies' strategies, specific days, and dates for discounts and offers also play an essential role in bringing out the elite in the profits and magnifying the customer base. The most profitable days and months are Black Friday and December, which host Thanksgiving. It's a sure thing that each business will boom during these days.

Black November is the early Black Friday Sale where some retailers offer a kickstart to the shopping season with month-wide sales both online and offline. With Black Friday, the world is on fire, with sales skyrocketing.

Small business Saturday is for celebrating the local heroes on the day following Black Friday by shopping from them and encouraging them during the fight of sales on massive days like Black Friday and Cyber Monday.

Cyber Monday falls on the immediate Monday after Small business Saturday, and the offers are extended for as long as a week, making the whole week a Cyber week.

The fun of shopping and offers doesn't stop here. The shopping season ends with Super Saturday, which falls in exactly before Christmas eve, and stands as a kick at the can to last-minute shoppers. Then comes the Free shipping day in the middle of December, which brings in many new deals.

The icing on the cake after the eve is Boxing day, on which the shopping centres, independent retailers, and big stores slash their prices to the maximum for inventory clearing.

The months of November and December see a massive influx of money resulting from deals and offers. People wait for such days as they get a chance to buy their favourite products ranging from fashion and apparel to accessories and gadgets and more. What are you waiting for? Gear up for the shopping season next year if you missed out this time!

- Meghana C

BLACK FRIDAY

-Deevshika

REVENUES PROGNOSTICATED TO TRANSCEND THE PARADIGM

To launch the holiday purchasing season, companies have traditionally offered this annual event, which begins during the early holiday retail cycle and offers domestic bargains and remunerations on everything from gadgets to entertainment to apparel. Nevertheless, in recent days, this retail fever has shifted digital, with internet merchants raking in a career-high \$4.6 trillion in virtual transactions, which indicates a never-before percentage increase from the Christmas sales the previous year. However, industry observers, particularly the United States Statistics Department, continue to forecast brisk Black Friday revenues for businesses around November 26th.

On the other hand, their customary Black Friday hordes have diminished in previous seasons. According to market analysts, virtual businesses competing for holiday orders appear to be to blame for the drop. The COVID-19 outbreak also largely limited purchases made at brick-and-mortar stores last year.

According to federal data, standard department store sales dropped 20% last year, to \$15 billion, from \$17 billion in late 2019. In 2020, departmental outlets' crowd engagement plummeted by 38 percent on Black Friday. Considering the fact that customers at most brick-and-mortar businesses on Black Friday diminished last year, according to the American Retailers Association, 185 million people bought physically or digitally between November and the subsequent Monday. The aggregate spending by these buyers was

\$225, culminating in a new high of \$789.4 billion in Christmas purchases in 2020, of which \$188.2 billion came from internet sales.

According to the latest promotional polls, 30% of customers, as well as businesses, want to invest substantially more during this Christmas period than they did last year. According to several studies, a typical customer has the ambition to purchase up to \$430 on this occasion. If this is the case, 2021 Christmas revenue volumes in the United States are predicted to reach well above one trillion.

In 2021, shoppers anticipate expending upwards of 62% of the entire Christmas buying allowance on the internet. On Saturday, however, 20% of these customers expect to conduct e-commerce transactions with local and medium-sized businesses.



Change in Christmas with Evolving Technology

Xmas Then, Now and Later

Advancement in technology is not only reshaping the world but also our cherished Christmas. The holiday season we are witnessing today was way different from what our predecessors would have celebrated, and the principal reason is the metamorphosis of technology.

The Christmas cards back then were handmade, or in the least were physical, and many other things, including the ornaments and decorations on the tree, were made at home with utmost love and precision. But, technology and the internet robbed us of such little joy.

Sophisticated gadgets and electronics are the most captivating gifting options considered in this era. In today's world, e-cards and commercial cards have taken over organic handmade cards. The decorations and ornaments on trees are replaced by readily available plastic bells and LED lights. With the internet at our grasp, even greetings became digital, click a picture, or take a video wishing you near and dear, and send it to reach them anywhere. Today, online shopping is altogether redefining traditional shopping methods and creating a culture for the future.

In the coming times, we can anticipate AI taking over holidays, for instance, Robots preparing holiday food, delivering holiday wishes, and holographic greetings. It shouldn't surprise if even the trees and decorations start being projected on screens.

Amidst all these transmogrifications that technology brought, one should never forget what it feels like to have a nice cup of eggnog with family and friends, sing carols, and have heartfelt conversations. Because in the end, what makes us human is not our mind but our heart, not our ability to think but our ability to feel.

- G.V. Ashwith



A Letter of Thank You

The letter is an ode to the entire team who worked to the best of their abilities by bettering each magazine version. The credit goes to everyone, from the information gatherers who worked tirelessly to find the perfect articles to the editors who analyzed each writers' strengths and weaknesses to provide them with articles tailored to the same while also editing and raising the bar. This blue pencil ensured that the articles were in a proper format for grammar, vocabulary, punctuation, and so on, to the graphic designers who stole the show by stunning designs each time. The magazine's first three to four editions had been a rough road as each meeting was a warzone, but the subsequent editions went on as smooth as silk. Managing the team members, each with their perspective, and dealing with the backlash both internally and externally is never an easy task, but our managing editor made sure that none of this impacted the magazine's quality. Hence, we extend a thank you to the team members, viewers, and readers, especially Dr. Raul V Rodriguez, for believing in us and supporting us.

Warm Regards,
Team Biztech



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