Review Form 3

Journal Name:	**Asian Journal of Research in Computer Science**
Manuscript Number:	**Ms_AJRCOS_125803**
Title of the Manuscript:	**The Impact Of Artificial Intelligence On E-Commerce**
Type of the Article	**Empirical study**

<mark>**PART 1:**</mark> **Review Comments**

Compulsory REVISION comments	**Reviewer's comment**	**Author's Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	AI in e commerce offers businesses new opportunities to optimize customer data to improve customer experience. It is being used to automated many processes in e commerce business. It helps to analyse customer data, including browsing history, to provide personalised recommendations that make sense to customer and encourage a customer to purchase.	
Is the title of the article suitable? (If not please suggest an alternative title)	suitable	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	comprehensive	
Are subsections and structure of the manuscript appropriate?	Objectives part is too length. If possible ask author to list the objectives of the study.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	Author used suitable statistical tools. This much is enough for this article. Author also used qualitative technique to find the results.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Recent references are used but, all are online sources.	
Minor REVISION comments **Is the language/English quality of the article suitable for scholarly communications?**	yes	
Optional/General comments	Try to reduce the number of pages.	

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	Reviewer's comment	Author's comment *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

Name:	**Beaula B**
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