

**Review Form 3**

Journal Name:	<a href="#">Asian Journal of Research in Computer Science</a>
Manuscript Number:	Ms_AJRCOS_125352
Title of the Manuscript:	REVOLUTIONIZING RETAIL WITH GENERATIVE AI: ENHANCING CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY
Type of the Article	Research Article

**PART 1: Comments**

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	This manuscript is of significant importance to the scientific community as it provides a comprehensive analysis of the transformative potential of generative AI in the retail sector. By highlighting both customers experience enhancements and operational efficiency improvements, it offers valuable insights into the practical applications of AI technologies. The inclusion of statistical data supporting the financial benefits of AI implementation underscores the tangible impact of these innovations, making it a critical reference for researchers and practitioners aiming to understand and leverage AI in retail. Furthermore, the manuscript's exploration of the future implications of generative AI paves the way for further research and development in this rapidly evolving field.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title could be much more appropriate. An alternative tile for this chapter is <b>“Transforming Retail: Elevating Customer Experience and Efficiency with Generative AI Magic.”</b>	
<b>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.</b>	The abstract could be more properly organized. Provide a systematic abstract. It is suggested to arrange it in the following order: Background, methods used, results achieved and concluding remarks.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	The manuscript is scientifically correct but require major revision.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references provided is recent but more references need to be added with the addition of Literature Review Section. In general, the references should not be less than 50 in a research paper.	

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<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p><b>Yes, the language is absolutely fine.</b></p>	
<p><b>Optional/General</b> comments</p>	<p>Literature Review section is missing. Please provide an elaborate literature review section and also mention in each work in that section what are the advantages, methodology followed, disadvantages, and how your work overcome those disadvantages. Secondly provide your motivation that has inspired you to choose this work for your research. Discuss the related work by emphasizing the methodology, results, advantages, and limitations of each study. Incorporate an additional 15-20 references and ensure they are thoroughly discussed. Conclude this section with a final review analysis to enhance the paper's readability. Include recent publications also from 2022-2024.</p> <p>The introduction should present a detailed background, followed by the challenges identified in previous literature, the motivation behind the work, the objectives of the paper, its contributions, and an overview of the paper's organization. Both the background and the identified challenges must be substantiated with appropriate citations. In the methods section of a research paper, provide detailed descriptions of the procedure, materials, and methodology, including algorithms and their comprehensive explanations. Incorporate diagrams and photographs to enhance clarity. Additionally, include flowcharts and block diagrams to demonstrate the complete working mechanism. Emphasize the justification of your approach, sample information, and data analysis techniques, along with details about any software, hardware, or machine requirements used. The results section should concisely present the findings, using tables, graphs, and narrative for quantitative and qualitative data. It should include a textual explanation highlighting key trends and contextualizing the results in relation to the research questions. Important findings and unexpected patterns must be emphasized, ensuring the section directly addresses the study's objectives. All the figures and tables should be discussed in detail. In the discussion section, begin by summarizing your key findings to reaffirm the main results. Provide interpretations of these results, explaining their significance and how they fit into the broader context of the field. Discuss the implications of your findings. Acknowledge the limitations of your study to provide a balanced perspective and suggest areas for further research. Offer recommendations based on your results and discuss how your findings compare with previous studies. Conclude with a comprehensive analysis of the overall impact of your results, including any limitations, to provide a clear understanding of their relevance and scope. A conclusion is where you summarize the findings of the manuscript and generalize their importance, relevance and recommends further research gaps.</p>	

**PART 2:**

	<p><b>Reviewer's comment</b></p>	<p><b>Author's comment</b> (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)</p>
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

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