



EDUBLENDS

Fuel Your Future.

Fuel your **Future**

Dive into Edublends Academy's world of opportunities with industry internships, specialized training, and globally recognized certifications



Track 3: Retail & Industrial AI Solutions

Level 3 to Level 5 · 400 Hours Total

At EduBlends, we don't just train—we create future industry leaders!

Program Summary



Program Duration

400 hours across 4 modules
(approx. 30 weeks)



Weekly effort

12-15 hours a week



Learning Mode: Online and Offline
Classes, including Pre-Recorded
Videos, Live Sessions, and Interactive
Q&A Sessions.



Cloud Lab Integration with every
module, including IoT sensor and
retail datasets



**Industry-Sponsored Internship
Facilitation**



Certificate Upon successful
completion of each module,
participants will be awarded a verified
digital certificate by EduBlends and
Industry

A Progressive Learning Pathway from AI Foundations to Industrial Solutions

At EduBlends Academy, we provide a structured learning pathway that allows students to build applied AI expertise across retail, logistics and industrial operations during their graduation journey.

1. **Start with Module 01 — Introduction to AI (IBM):** Learners build the applied AI foundation — AI concepts and business use cases, Python for practitioners, data preparation, and model building with IBM Watson Studio and AutoAI.
2. **Progress through Modules 02 and 03 — AI in Logistics and AI & IoT in Customer Engagement:** Learners apply AI to supply chain forecasting and route optimisation, then to IoT sensor data, CRM platforms, conversational AI and customer analytics.
3. **Advance to Module 04 — AI for Retail + Industrial AI Lead:** In the final phase, learners take on retail demand intelligence, computer vision, predictive maintenance, executive reporting and solution design, closing with a panel-assessed capstone project.

By following this structured pathway, students complete the full track within their graduation period, emerging as industry-ready professionals with a delivered retail or industrial AI solution to their name.

Track 3 – Retail & Industrial AI Solutions

Level 3 → Level 5 · 400 hours total · 38 practical lab sessions and one panel-assessed capstone

Program Modules

No.	Module	Hours	Indicative Level	Focus
01	Introduction to AI (IBM)	90 hrs	Level 3	AI concepts, Python, data preparation, IBM Watson and AutoAI
02	AI in Logistics	60 hrs	Level 4	Demand forecasting, inventory, route and fleet analytics
03	AI & IoT in Customer Engagement	120 hrs	Level 4	IoT sensor data, CRM platforms, chatbots, personalisation, churn
04	AI for Retail + Industrial AI Lead	130 hrs	Level 5	Retail analytics, computer vision, predictive maintenance, solution design

Job Roles

Role	Modules	Primary Capability
AI Operations Trainee	01	AI fundamentals, Python, data preparation, supervised model building
Retail Data Analyst	01, 02, 04	Demand forecasting, retail analytics, Power BI and Tableau reporting
AI Solutions Specialist	03, 04	IoT data, conversational AI, CRM integration, recommendation engines
Industrial AI Architect	04	Computer vision, predictive maintenance, solution design and stakeholder delivery

Certifications

IBM AI · Google Data Analytics · IIT Guwahati · NIELIT

Vendor and institutional certification examinations are sat separately and are not included in programme fees. Preparation coverage is indicative and does not guarantee an examination pass.

Entry Requirements

Module 01 is open entry; no prior programming experience is assumed. Modules 02 and 03 require completion of Module 01 or demonstrable competence in Python and data preparation. Module 04 requires completion of Modules 01 to 03 or equivalent applied AI experience in a retail, logistics or industrial setting.

Program Frameworks – Module 01: Introduction to AI (IBM)

90 hours · AI concepts, Python and IBM Watson · 10 practical lab sessions

1.1 | Foundations of AI & Business Applications 18 hrs

Module / Topic

- The AI landscape, machine learning categories, AI use cases across retail, logistics and manufacturing, project feasibility

Practical Lab Sessions

Lab 1: Map five AI use cases to business problems and score them for feasibility and value.

Lab 2: Build an AI opportunity brief for a retail scenario

1.2 | Python for AI Practitioners 22 hrs

Module / Topic

- Python fundamentals, control flow, functions, Pandas and NumPy, working with files and APIs

Practical Lab Sessions

Lab 3: Write Python scripts to load, transform and summarise a retail transactions file.

Lab 4: Pull data from a REST API and build a reusable data-loading function

1.3 | Data Preparation & Analysis 20 hrs

Module / Topic

- Data quality, missing values, encoding, feature creation, exploratory analysis, descriptive statistics

Practical Lab Sessions

Lab 5: Clean and profile a messy sales dataset; document the quality issues found.

Lab 6: Engineer features from transaction data and test their predictive value

1.4 | Model Building with IBM Watson Studio & AutoAI 20 hrs

Module / Topic

- Watson Studio projects, AutoAI experiments, model comparison and selection, deploying a model as a service

Practical Lab Sessions

Lab 7: Run an AutoAI experiment on a classification problem and interpret the leaderboard.

Lab 8: Deploy the selected model in Watson Studio and score new records against it

1.5 | AI Ethics & Responsible Deployment 10 hrs

Module / Topic

- Bias and fairness in commercial AI, transparency, customer data protection, responsible use policies

Practical Lab Sessions

Lab 9: Audit a retail model for bias across customer segments.

Lab 10: Draft a responsible-use statement for a customer-facing AI feature

Program Frameworks – Module 02: AI in Logistics

60 hours · Supply chain forecasting and operations analytics · 8 practical lab sessions

2.1 | Supply Chain & Logistics Data Fundamentals 14 hrs

Module / Topic

- Supply chain structure, logistics KPIs, order and shipment data models, data sources and integration

Practical Lab Sessions

- Lab 1:** Build a logistics KPI baseline from raw shipment and order data.
Lab 2: Join warehouse, carrier and order datasets into a single analysis table

2.2 | Demand Forecasting & Inventory Optimisation 18 hrs

Module / Topic

- Time series concepts, seasonality and trend, forecasting models, safety stock and reorder point logic

Practical Lab Sessions

- Lab 3:** Build and evaluate a demand forecast for a product family; measure forecast error.
Lab 4: Calculate optimal reorder points and safety stock from forecast output

2.3 | Route, Fleet & Warehouse Analytics 16 hrs

Module / Topic

- Route optimisation concepts, delivery performance analysis, fleet utilisation, warehouse throughput and slotting

Practical Lab Sessions

- Lab 5:** Analyse delivery performance and identify the drivers of late shipments.
Lab 6: Model a warehouse slotting change and quantify the throughput impact

2.4 | Logistics Dashboards with Power BI 12 hrs

Module / Topic

- Power BI data modelling, DAX measures, operational dashboard design, filters and drill-through

Practical Lab Sessions

- Lab 7:** Build a Power BI logistics control dashboard with KPI cards and trend views.
Lab 8: Add drill-through pages and publish the dashboard for stakeholder review

Program Frameworks – Module 03: AI & IoT in Customer Engagement

120 hours · IoT data, CRM platforms and conversational AI · 10 practical lab sessions

3.1 | IoT Fundamentals & Sensor Data 22 hrs

Module / Topic

- IoT architecture, sensors and gateways, telemetry protocols, time-series ingestion, edge versus cloud processing

Practical Lab Sessions

Lab 1: Ingest and clean a stream of in-store sensor telemetry; handle gaps and outliers.

Lab 2: Derive footfall and dwell-time metrics from raw sensor events

3.2 | Customer Data Platforms — HubSpot & Zoho CRM 22 hrs

Module / Topic

- CRM data models, contact and deal pipelines, marketing automation, API integration, unified customer profiles

Practical Lab Sessions

Lab 3: Configure a HubSpot pipeline and automate a lead-scoring workflow.

Lab 4: Extract Zoho CRM data via API and build a unified customer profile table

3.3 | Conversational AI & Chatbot Development 26 hrs

Module / Topic

- Intent and entity design, dialogue flows, IBM Watson Assistant, handover to human agents, chatbot evaluation

Practical Lab Sessions

Lab 5: Build a customer service chatbot with intents, entities and a dialogue tree.

Lab 6: Integrate the chatbot with CRM data and test conversation quality against a script

3.4 | Personalisation & Recommendation Engines 24 hrs

Module / Topic

- Collaborative and content-based filtering, customer segmentation, next-best-action logic, evaluation metrics

Practical Lab Sessions

Lab 7: Build a product recommendation engine from transaction history and evaluate it.

Lab 8: Segment customers and design a personalised campaign for each segment

3.5 | Customer Analytics & Churn Prediction 26 hrs

Module / Topic

- Customer lifetime value, cohort and retention analysis, churn modelling, intervention design and measurement

Practical Lab Sessions

Lab 9: Build and evaluate a churn prediction model; identify the strongest drivers.

Lab 10: Design a retention intervention and model its expected commercial impact

Program Frameworks – Module 04: AI for Retail + Industrial AI Lead

130 hours · Retail intelligence, computer vision and solution leadership · 10 lab sessions and a panel-assessed capstone

4.1 | Retail Analytics & Demand Intelligence 26 hrs

Module / Topic

- Basket and assortment analysis, pricing and promotion response, store performance, market basket association rules

Practical Lab Sessions

- Lab 1:** Run a market basket analysis and derive cross-sell rules from transaction data.
- Lab 2:** Model promotion uplift and recommend an assortment change

4.2 | Computer Vision for Retail & Industrial Operations 26 hrs

Module / Topic

- Image data pipelines, object detection, shelf and inventory monitoring, visual quality inspection, deployment considerations

Practical Lab Sessions

- Lab 3:** Build an object detection model for shelf stock monitoring and evaluate it.
- Lab 4:** Apply visual inspection to a production line dataset and measure defect recall

4.3 | Predictive Maintenance & Industrial AI 24 hrs

Module / Topic

- Machine telemetry, failure modes, anomaly detection, remaining useful life estimation, maintenance scheduling

Practical Lab Sessions

- Lab 5:** Detect anomalies in machine sensor data and tune the alert threshold.
- Lab 6:** Estimate remaining useful life and build a maintenance schedule from the output

4.4 | Executive Reporting with Tableau & Power BI 20 hrs

Module / Topic

- Executive dashboard design, calculated fields and DAX, storytelling with data, publishing and access control

Practical Lab Sessions

- Lab 7:** Build a Tableau executive dashboard combining retail and operations metrics.
- Lab 8:** Rebuild the same view in Power BI and compare the two delivery approaches

4.5 | AI Solution Design & Stakeholder Communication 16 hrs

Module / Topic

- Solution architecture mapping in Miro, business case and ROI, proposal design in Canva, stakeholder presentation

Practical Lab Sessions

- Lab 9:** Map an end-to-end AI solution architecture in Miro with data flows and owners.
- Lab 10:** Produce a client-ready proposal in Canva and pitch it with an ROI case

4.6 | Capstone: Retail & Industrial AI Solution 18 hrs

Module / Topic

- Design, build, deliver and present a complete retail or industrial AI solution

Capstone Lab: Full project

Select a retail or industrial problem, prepare the data, build and evaluate the model, deliver a Tableau or Power BI dashboard, document the solution architecture, and present the business case to panel

Track 3 Toolkit – Core Tools & Technologies

Students graduate fluent across the applied AI stack — from model building to CRM, IoT, business intelligence and client-facing solution design.

Category	Tools / Platforms
AI Platforms	IBM Watson · AutoAI · Python
Business Intelligence	Power BI · Tableau
CRM & Customer Engagement	HubSpot · Zoho CRM · Chatbot Tools
Design & Communication	Miro · Canva

Where Each Tool Is Taught

Module	Tools Introduced	Sub-Modules
01 — Introduction to AI (IBM)	Python, IBM Watson Studio, AutoAI	1.2 Python for AI Practitioners; 1.3 Data Preparation; 1.4 Model Building with Watson & AutoAI
02 — AI in Logistics	Power BI, Python	2.2 Demand Forecasting; 2.3 Route & Warehouse Analytics; 2.4 Logistics Dashboards
03 — AI & IoT in Customer Engagement	HubSpot, Zoho CRM, Chatbot Tools, IBM Watson Assistant	3.2 Customer Data Platforms; 3.3 Conversational AI; 3.4 Personalisation Engines
04 — AI for Retail + Industrial AI Lead	Tableau, Power BI, Miro, Canva	4.4 Executive Reporting; 4.5 Solution Design & Stakeholder Communication; 4.6 Capstone

Lab Environments

All practical sessions run in EduBlends cloud lab environments with licensed access to IBM Watson Studio, Power BI, Tableau and CRM sandboxes. IoT and industrial telemetry exercises use curated real-world datasets, and GPU-backed instances are provisioned for the computer vision sub-module.

Program Experience



AI Platforms

IBM Watson · AutoAI · Python



Logistics & Forecasting

Demand Planning · Route Analytics



IoT & Sensor Data

Telemetry · Footfall · Time Series



Customer Engagement

HubSpot · Zoho CRM · Chatbots



Retail & Industrial AI

Computer Vision · Predictive Maintenance



BI & Solution Design

Power BI · Tableau · Miro · Canva

Job Assistant
Upskilling and the Re-skilling
Entrepreneurship transition

The Retail & Industrial AI Solutions track spans four modules and 400 hours, delivered through 38 structured virtual lab sessions and a panel-assessed capstone project. Learners progress from AI foundations, Python and IBM Watson in Module 01, through supply chain forecasting and operations analytics in Module 02 and IoT, CRM and conversational AI in Module 03, to retail intelligence, computer vision, predictive maintenance and client-facing solution design in Module 04. Every topic is reinforced with real retail, logistics and industrial datasets that mirror live industry workflows, so that graduates leave with a delivered, documented AI solution and a portfolio-grade, role-aligned skill set.

Expected outcomes



Advanced Industrial Internship Certifications

Differentiate yourself from your peers by earning the industrially recognized Advanced industrial internship Certification



Students Blending Team

EduBlends blends the students for the industry-ready



For the Industrial, By the Industry

Learn and apply concepts on industry projects from industry, along with personalized industry mentorship



Industry Integration Layer

This program is designed with integrated industry collaboration, where enterprise partners contribute to curriculum alignment, real-world problem statements, and internship pathways.



Cloud Lab Facilities

Cloud lab hours for industrial problems, with licensed platform access and GPU-backed environments for the computer vision work



360 Degree Career Support — Entrepreneurial Program

Idea-to-Enterprise Catalyst by EduBlends Academy is a structured entrepreneurial program that guides innovators from ideation to execution, helping them build and scale tech-driven businesses such as retail AI products, logistics platforms and SaaS solutions.



Personalized Mentorship

Get unparalleled personalized mentorship and doubt resolution from industrialists and academicians.

Sample Weekly Program Planner



4–5 hours

Live interaction with the programme learning facilitator



1–2 hours

Recorded video lecture with faculty



1 hour

Group discussion with industrial mentor and academic instructor



4–5 hours

Cloud lab practice exercises on retail, logistics and IoT datasets



2 hours

Rigorous, graded assignments to apply and reinforce the material

12–15 hours

Total weekly effort

Who Is This Program For?

Career Launchers

Module 01 is designed for students and early-career professionals with no prior programming background who want a structured, business-facing entry into applied artificial intelligence.

Career Builders

Modules 02 and 03 suit retail, supply chain, marketing and operations staff who already work with business data and want to move into forecasting, customer analytics and AI-enabled engagement.

Career Switchers

Modules 02 and 03 also serve mid-career professionals working outside data roles who want credible, hands-on applied AI capability in a commercial setting before making a career change.

Specialists & Founders

Module 04 is for learners who have completed Modules 01 to 03, or who bring equivalent applied AI experience, and want to move into solution design and industrial AI leadership — or to launch a retail or industrial AI venture through the entrepreneurial programme.

Progressive Learning Pathway: Our curriculum is structured to provide a seamless learning experience, starting from applied AI foundations in Module 01 through to industrial solution design and leadership in Module 04.

- **Module 01 — Introduction to AI (IBM)** for 2nd-year graduate students, providing the Python, data preparation and IBM Watson foundations to begin the journey
- **Modules 02 and 03 — AI in Logistics and AI & IoT in Customer Engagement** for 3rd-year students who have completed Module 01, and for individuals looking to upskill into forecasting, CRM and customer analytics roles
- **Module 04 — AI for Retail + Industrial AI Lead** for students who have finished Modules 01 to 03, and experienced individuals transitioning into solution design, industrial AI or entrepreneurship

Programs Key Features

Why Choose Our Courses?

Cutting-Edge Cloud Lab: Gain hands-on experience with our cloud lab, offering licensed platform access and GPU-backed computational power for real-world retail and industrial projects.

Industrial Internships & Expert Mentorship: Work on live industry projects, receive guidance from practising professionals, and get the support you need for your career or entrepreneurial journey.

Personalized Instructor Support: Learn from experienced instructors committed to your growth, whether you're a beginner in Module 01 or designing industrial AI solutions in Module 04.

	Cloud Lab Access	Industry-Integrated Internship	Live Mentorship by Industry Experts	Entrepreneurship Support
Coursera				
Udemy				
UpGrad Online				
Scaler Academy				
Simplilearn				
Unacademy				
EduBlends Academy	✓	✓	✓	✓

Comparison rows left intentionally blank pending verification. Competitor feature claims must be sourced, dated and evidenced before publication.