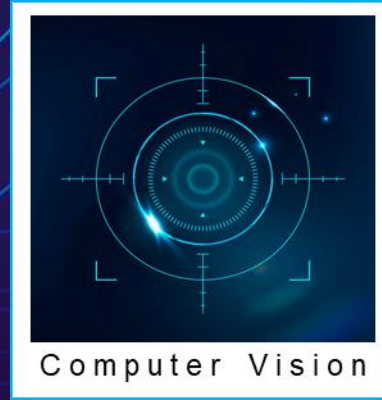




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Case Study

Product Recognition for Personalized Premium Quotes

About the Client

The Client is a Start-up in Property-tech based in North America

Business Problem

The Client wanted to build innovative mobile app where smart mobile camera could be used to recognize household items. This will enable it to list down inventory of common household objects present in the home. This will be used to prepare the personalized premium insurance quote based on items present in the home.

Solution

Initially customer team tried using AWS Sage maker for detecting household objects, the solution did not scale for custom objects which were not present in the AWS Sage maker pre-trained model. Also the lack of sufficiently large training data was another challenge. We benchmarked state of art Object Detection models to identify the best fit models. Their was a challenge to detect smaller household items specially present in kitchen and similar looking items. Used more specialized model to classify similar looking items and deeper network to recognize smaller items. The solution achieved overall accuracy of greater than 85%

Outcome

The AI Powered solution enabled the client to generate a list of most of the house hold items from the video taken by the mobile app. The mobile app also had a provision to identify object manually which were not identified by the AI Model. The solution automated the manual task of generating the list of items present in the house hold in few seconds.

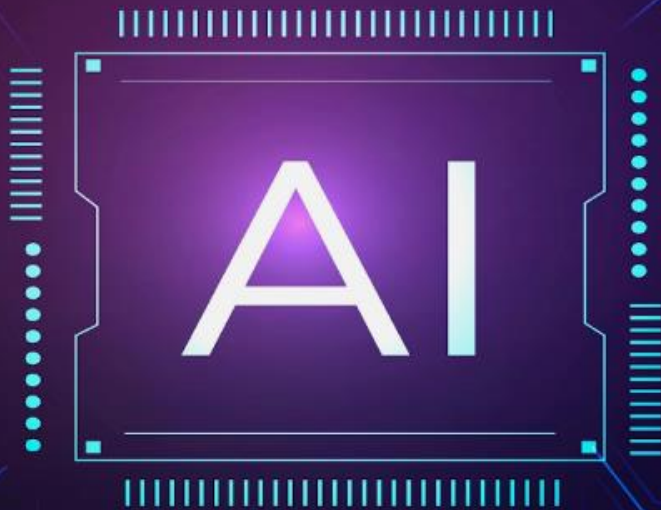
Technology Used

Python, Deep Learning, Object Detection, Classification, Django, RESTful APIs



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