



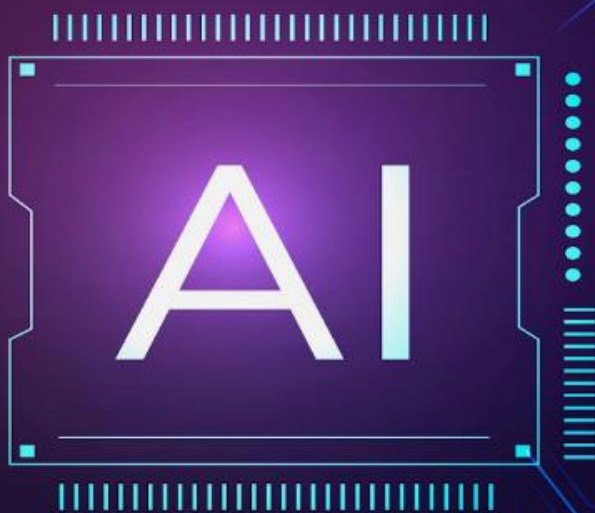
SHYENA
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A Data Science Company



Case Study

Visual Product Search for a Retail Store in Japan



About the Client

The Client is a Retail Store in Japan

Business Problem

The Client was looking for the solution to build smart visual product search for better in store customer experience. The idea was that the end customer would show the image of product he/she wants to search to a camera based app and the solution will guide the customer about product availability and the product location in the store. This was done as a pilot.

Solution

The major challenge was the similar looking product images of the same brand. The standard object recognition model did not work accurately for similar looking products. Adopted the approach of fine grained image recognition where subtle difference between two similar looking products is recognized with much higher accuracy. We used triplet loss to identify subtle difference between similar looking product images. AI model was deployed as an API which was invoked from the application deployed at the front desk of the store.

Outcome

The pilot for the visual product search was successful. It enabled the client to make budget provision for the full implementation.

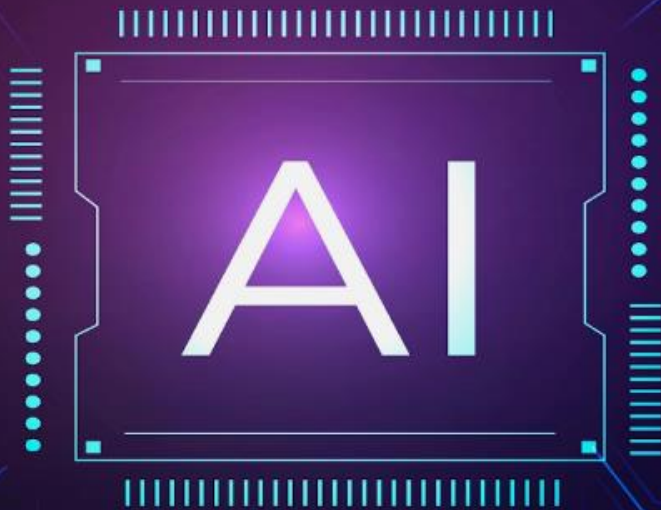
Technology Used

Python, Deep Learning, Object Detection, Object Recognition, Classification, Triplet Loss, Django, RESTful APIs



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