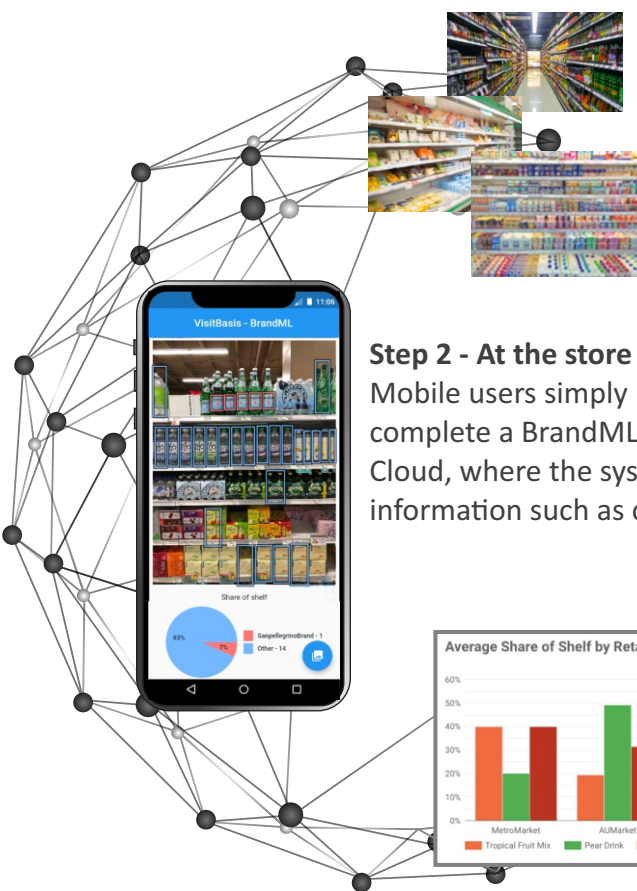


How Image Recognition Works in Retail

Calculating retail merchandising KPIs used to be a manual, cumbersome task, but recent advancements in machine learning and artificial intelligence make it possible to automate them by recognizing and quantifying image data.

BrandML is the image recognition technology developed by VisitBasis that provides automatic calculation of merchandising KPIs such as share of shelf.

How does BrandML work?



Step 1 - Training the neural network

The first step to implementing BrandML is to train the neural network to recognize the target product. Clients supply sample pictures to the VisitBasis team, who will feed them into the system.

Step 2 - At the store

Mobile users simply log into their VisitBasis accounts, check into the store and complete a BrandML photo task. Upon synchronizing, the image will be sent to the Cloud, where the system will recognize the target product faces, as well as detect other information such as competing products, promotions, among others.

Step 3 - At the office

As soon as images from mobile users are uploaded to the Cloud, managers and other stakeholders are able to generate reports and visualizations on the KPIs detected by BrandML, that include: product availability, share of the shelf, out of stocks, competitor product availability, and promotions.

In summary, BrandML allows management to make fast, mission-critical decisions based on actionable and reliable data from the field.

For more information on how to implement the BrandML retail merchandising image recognition technology for your business, contact us at www.visitbasis.com.