

# Reinventing the Store Experience: Real Time Store Analytics using OpenCV, Intel Face Detection and Loggly

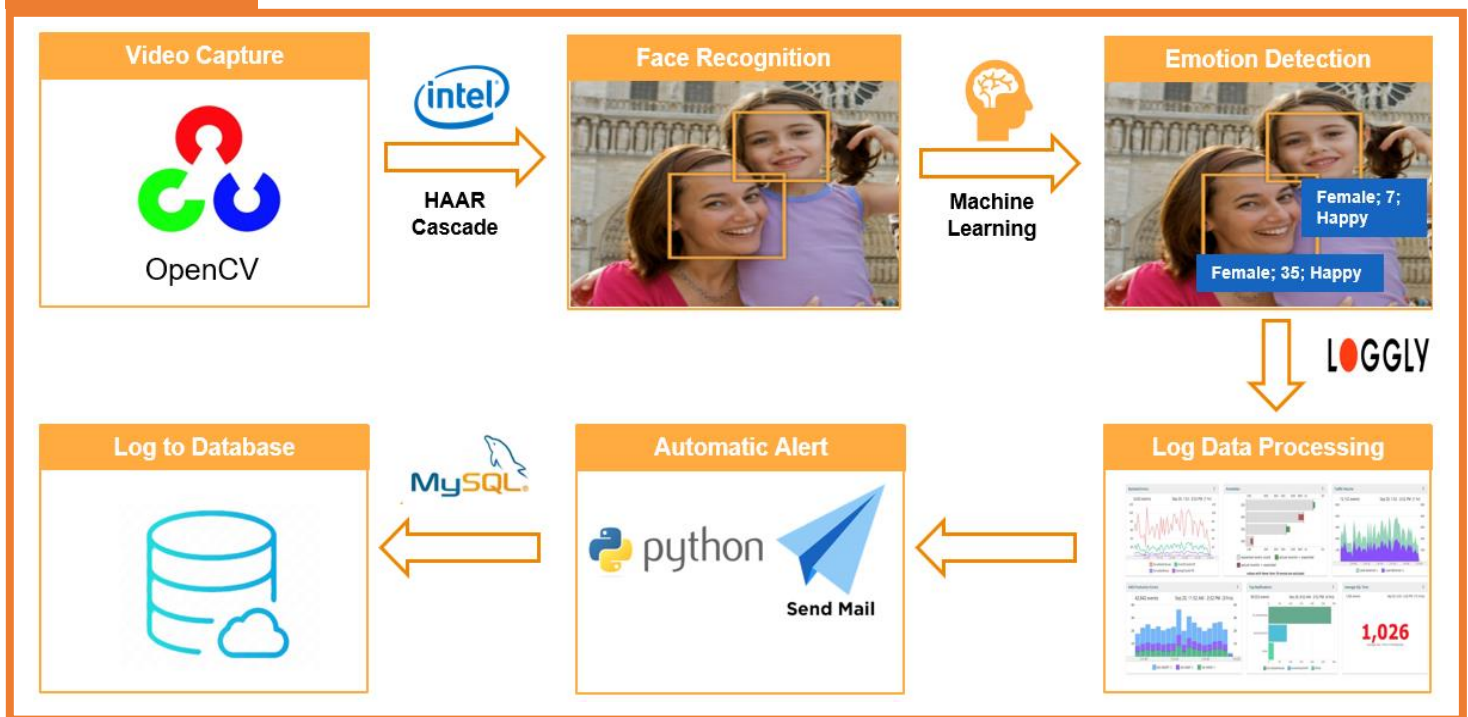


“To satisfy the customer is the mission and purpose of every business.” — Peter Drucker

If you want your customer feedback without actually asking customers! Look no further, our solution captures customer satisfaction at just ~\$300/month

- Scalability: Project can be leveraged to different businesses – checking customer satisfaction or wireless security systems
- Real-time analysis: Identify and assess customer sentiment and act immediately
- HR Management: Utilize human resources to the maximum by optimizing staffing real-time
- Analytics: Complete real time customer emotion analysis

## Process Flow



## Process Explanation:

**OpenCV:** Open Source Computer Vision is a free Python library that we are using to capture video

**Intel HAAR CASCADE:** Open source face detection mechanism used to detect the faces in the captured video

**ML Algorithms:** Use different trained models to detect attributes of customers like age, gender and sentiments

**Dashboard:** Real-time insights about customers and store, generate alerts based on business requirements

**Application Programming Interface (API):** A tool that enables interaction between computer programs & web services

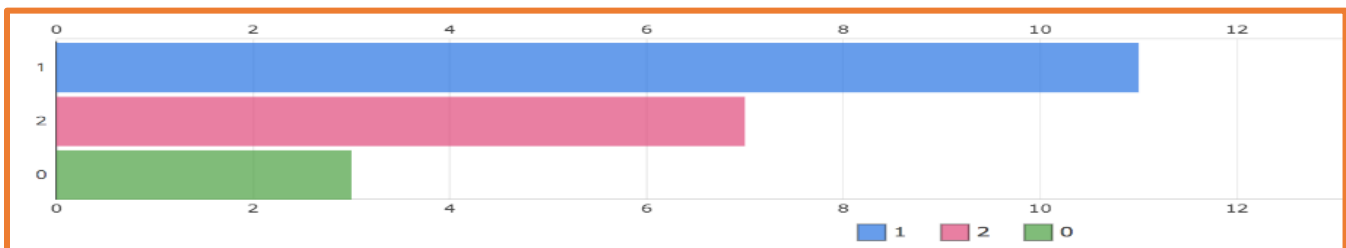
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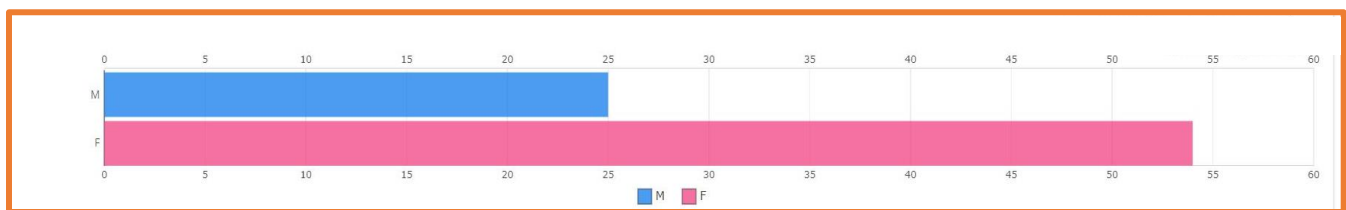
Our **DYNAMIC DASHBOARDS**  
describe your business



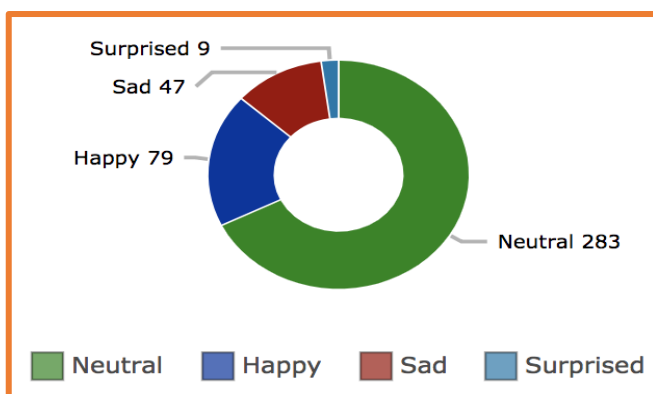
Number of customers in the frame



Customer gender distribution



Customer Sentiments



Automatic Email Alerts

