A Deep Learning Approach
For
Customer Emotion Analytics

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ABSTRACT

Emotion recognition is computer-based technology that uses algorithms to instantaneously detect faces, code facial expressions, and recognize emotions. An estimation of emotional responses from customers is essential for optimizing and improving their experiences. Here proposes deep learning approach is used to estimate the customer behaviour in real-time. Emotion recognition is used to analysis the customer behaviour. The mood levels can be measured throughout the shopping process; before, during and after a purchase. Customer emotion analytics using deep learning technology provide better shopping experience, Identify whether the customer response is positive or negative and what type of reaction they show (happiness, surprise, anger, disgust, fear and sadness),detects the gender that any person can identify at first sight, high precision in age identification, level of satisfaction with the product through emotions and counting number of peoples in the shop(find the number of persons in each frame and show it to the user.).Also detect the secondary emotions that include satisfaction, activation, engagement and violence. The secondary facial emotions are shown based on the primary facial emotions. The Database for Emotion Analysis is chosen for primary emotion prediction.