Scenario

Hanut is an online retailer that sells a large range of products, including clothes, consumer electronics, gadgets and books to customers worldwide. With the mass adoption of e-commerce, Hanut saw a considerable increase in sales over the past decade and it wants to make sure that this persists amidst the presence of many long standing and emerging new online retailers. Thus, they want to curate shopping experiences that resonate deeply with individual customers by understanding the age demographic of a shopper. Using this age information, Hanut can then suggest products or even customize the entire browsing experience to cater to age-specific preferences and needs.

Task

Hanut checked out the market for image-based age estimation solutions which it shortlisted to 2 solutions. They are now asking you to analyse the models’ prediction results and recommend which one to adopt. Their consumer age profiles can be segmented into these age brackets: 0-12, 13-15, 16-17, 18-24, 25-30, 31-40, 41-50, 51-60, 61-70, 71-80, 81+.

**Considering the data in the provided csv files each of which relate to the same dataset, please compare the two models and prepare a 1-2 page report on the analysis and recommendation.**

Data Files

| **File** | **Content** |
| --- | --- |
| [gt.csv](https://drive.google.com/file/d/1zWr5kfY5gExN_dQ0EGKconMUqypSk_DO/view?usp=drive_link) | Real age reported on each face image |
| [model\_1.csv](https://drive.google.com/file/d/1wAe0cnHst7zBynMbF6_DJOojXh4bYIUm/view?usp=drive_link) | Model 1’s predicted age on each face image |
| [model\_2.csv](https://drive.google.com/file/d/12EBkrHmXtRYj-PJoXM7oZIcTtUKFg8Ab/view?usp=drive_link) | Model 2’s predicted age on each face image |

Submission

Please submit:

1. Code used for analysis, this will be reviewed for analysis logic.
2. 1-2 page report on the analysis and recommendations.