

Los Propios Vectores

Smart Customer Research

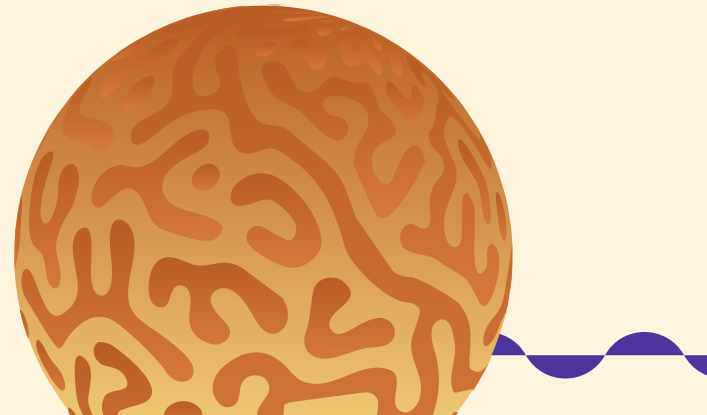
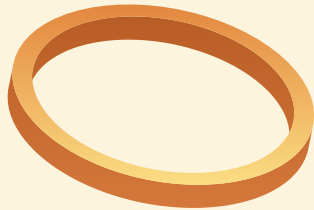
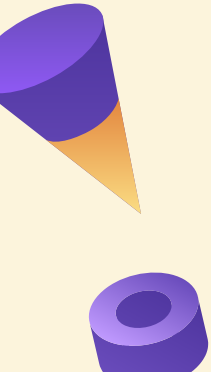


Table of contents

01

Problem

How can I listen
everybody?

02

Status Quo

Basic NLP sentiment
analysis

03

Solution

04

Tech

Vector Databases + ML

05

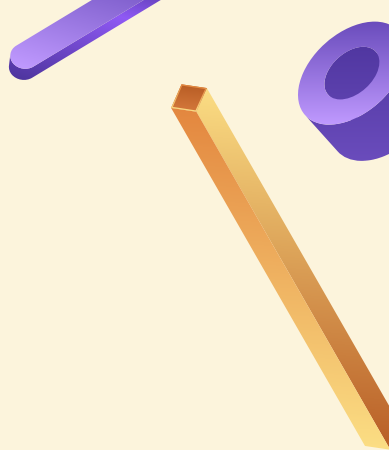
Deployment

API + Batch

06

Example

Casio

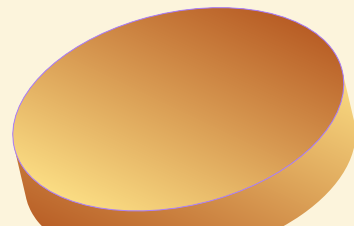
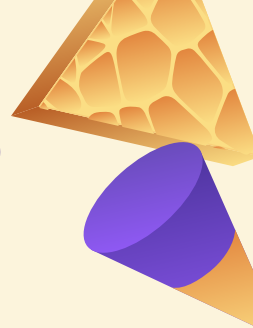
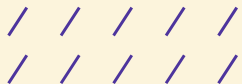
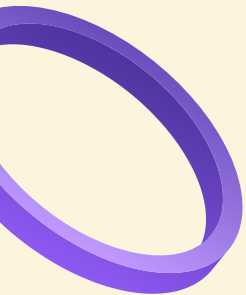


What it means a 4 stars review?

Too much information

Is there something as too much information?

- Users and Brands want to harness comments and reviews made by people on the web about products.
- Comments sections are flooded with information that overwhelms people and leave people and brands unsatisfied
- We propose harnessing the power of embeddings, vector DB and ML to create a product that crawls and deliver the correct reviews for natural questions



Status Quo (Not good!)

Regex

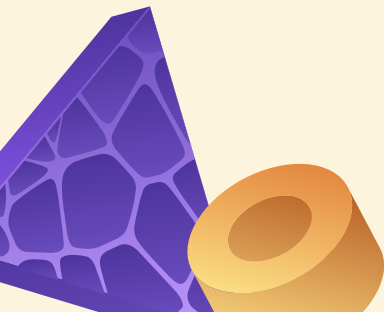
Today's feature is just a simple pattern matching! (some sort of)

Users and brands would have to know what exactly to ask and how people write about the brand

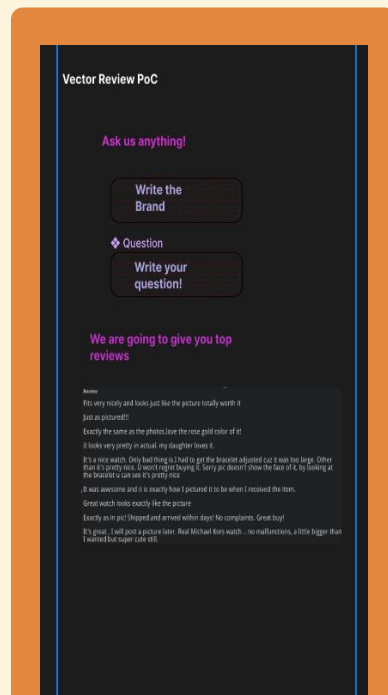


Solution

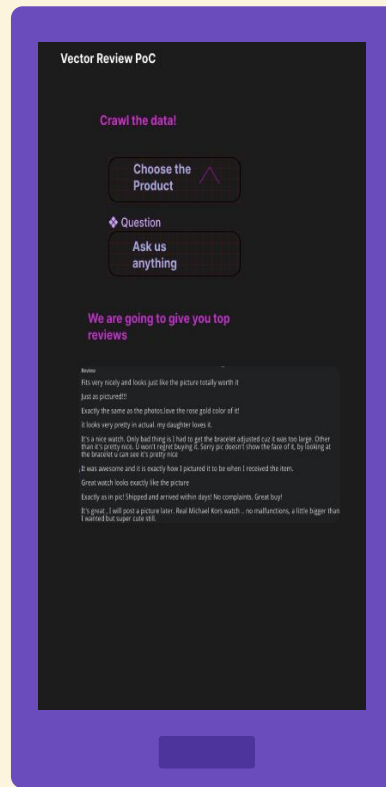
API/Batch hosted solution that allow users to explore just top comments associated to real questions rather than Regexp



API



Batch





How we do it?

01

Vector Databases

How can I listen
everybody?

02

Modelling

Basic NLP sentiment
analysis

03

Precision

04

Accuracy

Vector Databases + ML

05

Serve!

API + Batch

06

Profit!

Casio



3. Deployment



API (Streaming)

- Embeddings are being hosted in GCP instance
- User sends ASIN + Question
- We gave them back the top 5 similar reviews
- Users get charged per API call

Try it here!



API (Streaming)

- Embeddings are being hosted in GCP instance
- Solution is connected to a BI tool like a dashboard
- User gave questions that will be implemented in the dashboard
- Users get monthly sub.

Try it here!



Casio Example

People say that you should not change a Rolex for a Casio. So what you should change for a Casio?

Lets ask the hivemind!

- Is it functional?

"Bought this watch (Kate's Husband) for work (Fire/EMS). Had and old Casio G-Shock but it was a little too bulky and didn't care for the style. I really like the look of the watch, it keeps good time and is fairly comfortable. The buttons can dig into the back of my hand. "

- Does it fits?

"It's very small. It's probably the smallest watch you can buy. It also keeps perfect time and is fairly comfortable. The band could be a little more comfortable. For the price this is a fantastic small watch"

