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| Asset Title \* | Image Classification |
| Content Creator \* |  |
| Primary Contact(s) for Content \* |  |
| Industry Focus \* | Technology, Media, and Telecommunications |
| Describe the Problem Statement \* | An NFT is a unique set of data that can be used to certify the ownership of a digital asset. NFTs can represent any digital object, including photos, artworks, memes, music, and digital collectibles. There are many NFT marketplaces, where sellers either sell through an auction or a ‘buy now’ option. The novelty of NFTs compared to ‘physical’ art objects is that digital assets can in theory be replicated and/or downloaded an unlimited number of times and can therefore be ‘owned’ by anyone.  The client, an NFT store, wants Deloitte to classify NFT images in various price buckets and popularity index which will then be used for further triaging and classification of NFT Arts for valuation and review. |
| What are you trying to Solve for (Business Use Case) \* | The Deloitte team worked with a large technology company to develop a model to predict price of NFT Arts based on  1) Visual characteristics,  2) previous sales of related NFTs, and 3) the popularity of the previous similar NFT Art piece.  Eventually, the aim was to create a set of robust models that can predict price range and popularity index of the NFT Arts. |
| Goals / Metrics \* | Level 1: Design prediction model to predict price range/bucket of NFT Arts  Level 2: Articulate visual/stylistic features’ association with value (e.g., lighter colors, complex/abstract shapes, etc.)  Level 3: Generate new artwork that is expected to have high value based on its visual properties |
| Expected Deliverables \* | * Plan for solution pipeline * Exploratory Data Analysis * Model Results * User Interface |
| Are Data Sets available? \* | Yes |
| Data / Web Source \* | <https://www.kaggle.com/vepnar/nft-art-dataset>  Only use the image section. |
| Additional Notes | Team will need to learn methods to build models for image classification |

You can submit the form to **DIRPA Team** : [fpanzitta@deloitte.com](mailto:fpanzitta@deloitte.com), [anuragsharma3@deloitte.com](mailto:anuragsharma3@deloitte.com) or [mafulton@DELOITTE.com](mailto:mafulton@DELOITTE.com)