



VIETNAM DATAATHON 2023

A series of thin, black, overlapping geometric lines forming various polygons and shapes, primarily located on the left side of the slide.

PROPOSAL IDEA FOR DATASET 5

Action Recognition with shelf behaviors CCTV data

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1-INTRODUCTION

PROBLEM OVERVIEW

Action recognition plays a crucial role in the next generation of surveillance and assisted living systems. Especially in specific cases like kid's playgrounds, supermarkets, and grocery stores, action recognition can be expanded and developed into a valuable function. Therefore, the TNH2023 team wants to create a model that recognizes the action from grocery store CCTV. From there, it can be an original base for many different applications.

USE CASES

- Action recognition combined with product recognition can not only be used to monitor shoppers, but also we can enforce automatic payment capabilities.
- Recognizing action in grocery stores can analyze how much attention customers have on a shelf in a store.

2-PROBLEM STATEMENT

CHALLENGES

- The first challenge is that human activities are complex temporal sequences of mixed gestures performed with various styles, attitudes, viewpoints, and light conditions.
- The another challenge is that detecting the beginning and end of the activities is not trivial and requires ad-hoc strategies.

PLAN FOR PRODUCT LAUNCH

PLANNING	MARKETING	DESIGN	STRATEGY	LAUNCH
Synergize scalable e-commerce	Disseminate standardized metrics	Coordinate e-business applications	Foster holistically superior methodologies	Deploy strategic networks with compelling e-business needs

3-SOLUTION OVERVIEW

4-METHODOLOGIES

5-CORE FUNCTIONALITY

6-PERFORMANCE METRICS

7-TIMELINE AND ROADMAP

8-CONCLUSION

AREAS OF GROWTH

	CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4
Q1	4.5	2.3	1.7	5.0
Q2	3.2	5.1	4.4	3.0
Q3	2.1	1.7	2.5	2.8
Q4	4.5	2.2	1.7	7.0

MEET OUR TEAM



TAKUMA HAYASHI

President



MIRJAM NILSSON

Chief Executive Officer



FLORA BERGGREN

Chief Operations
Officer



RAJESH SANTOSHI

VP Marketing

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TAKUMA HAYASHI
President



MIRJAM NILSSON
Chief Executive Officer



RAJESH SANTOSHI
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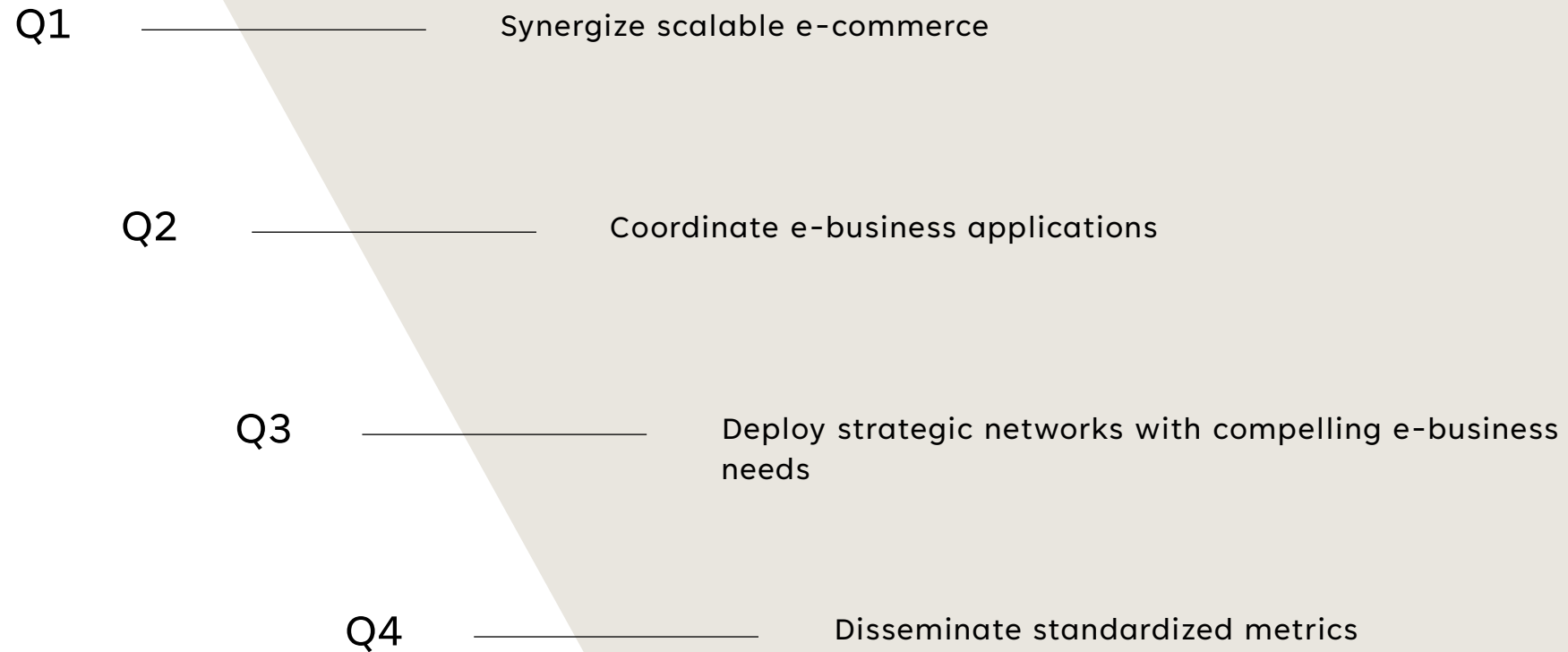
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PLAN FOR PRODUCT LAUNCH

PLANNING	MARKETING	DESIGN	STRATEGY	LAUNCH
Synergize scalable e-commerce	Disseminate standardized metrics	Coordinate e-business applications	Foster holistically superior methodologies	Deploy strategic networks with compelling e-business needs



TIMELINE

AREAS OF FOCUS

B2B MARKET SCENARIOS

Develop winning strategies to keep ahead of the competition

Capitalize on low hanging fruit to identify a ballpark value

Visualize customer directed convergence

CLOUD-BASED OPPORTUNITIES

Iterative approaches to corporate strategy

Establish a management framework from the inside

HOW WE GET THERE

ROI

Envision multimedia-based expertise and cross-media growth strategies

Engage worldwide methodologies with web-enabled technologies

NICHE MARKETS

Pursue scalable customer service through sustainable strategies

Engage top-line web services with cutting-edge deliverables

SUPPLY CHAINS

Cultivate one-to-one customer service with robust ideas

Maximize timely deliverables for real-time schemas

SUMMARY

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



THANK YOU

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