

# Autoid

Demography Made Easy

By Kevin Atkinson



**WHO I AM**



**EXPERIENCE**



**LINK UP**



# ABOUT AutoID

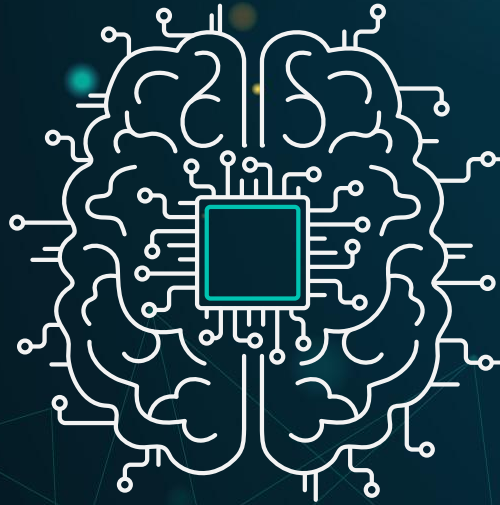


DEMOGRAPHICS



MARKETING





**CUSTOMER INSIGHTS**

**TARGETED PROMOTIONS**

# B3FD DATASET

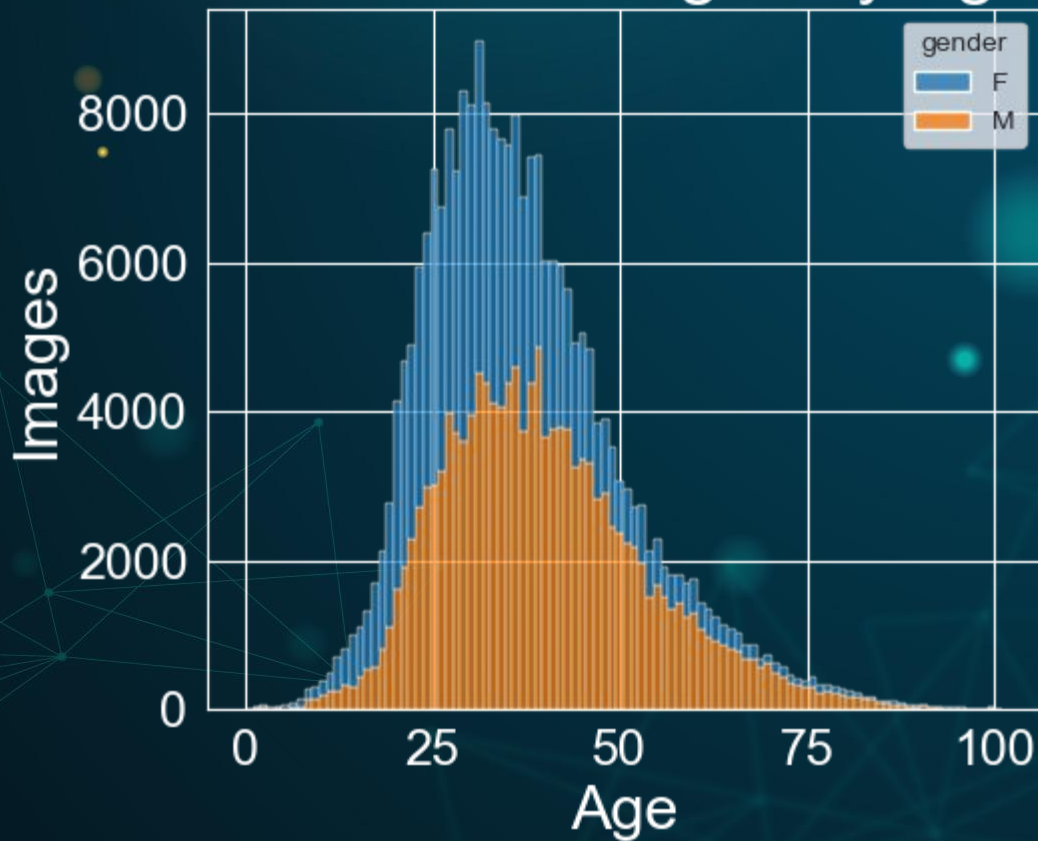
IMDB

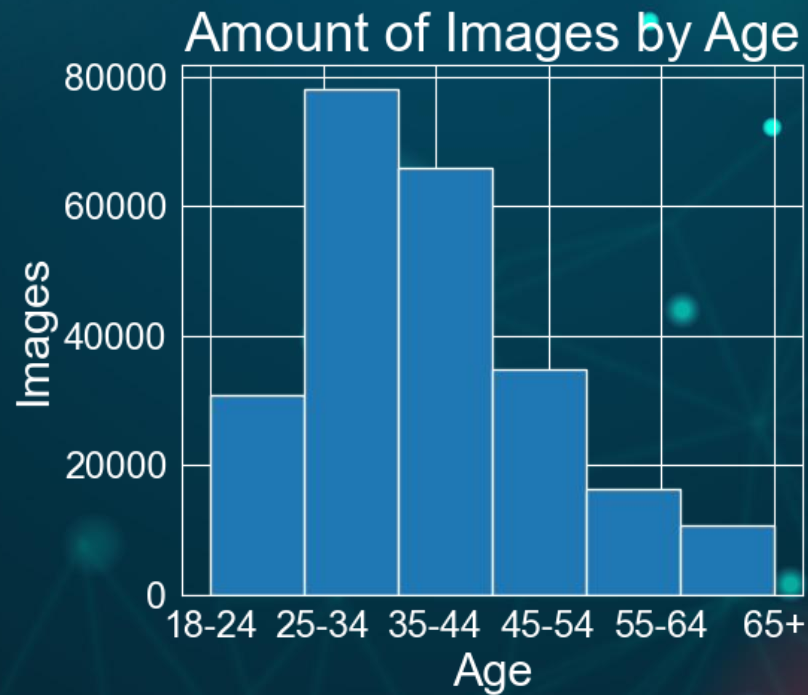
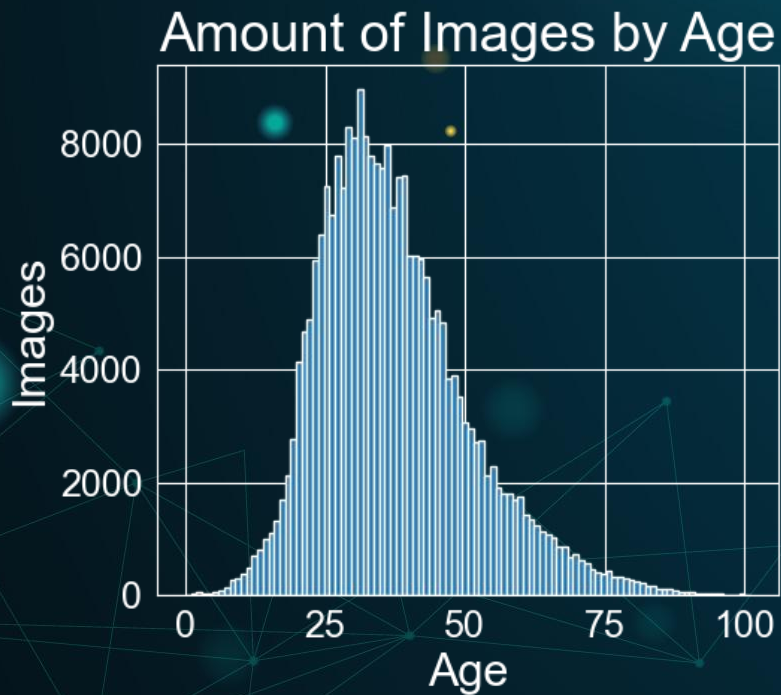


WIKI



# Amount of Images by Age







# Examples of Augmented Images

Age: 35-44, Gender: Male



Age: 35-44, Gender: Male



Age: 25-34, Gender: Male



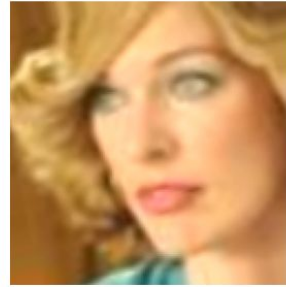
Age: 45-54, Gender: Male



Age: 25-34, Gender: Female



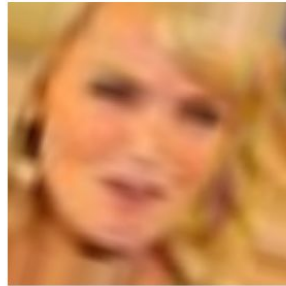
Age: 35-44, Gender: Female



Age: 25-34, Gender: Male



Age: 35-44, Gender: Female



Age: 25-34, Gender: Male





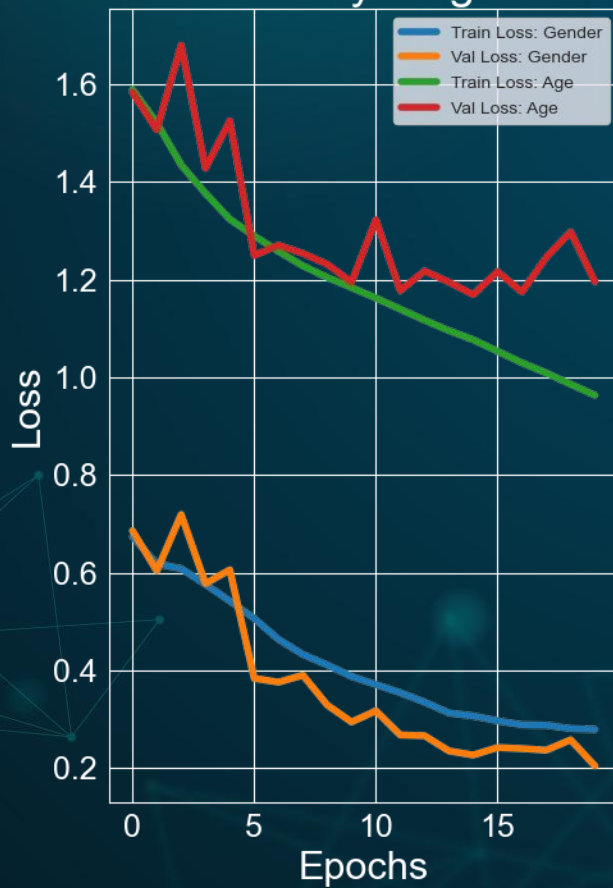
# THE MODEL



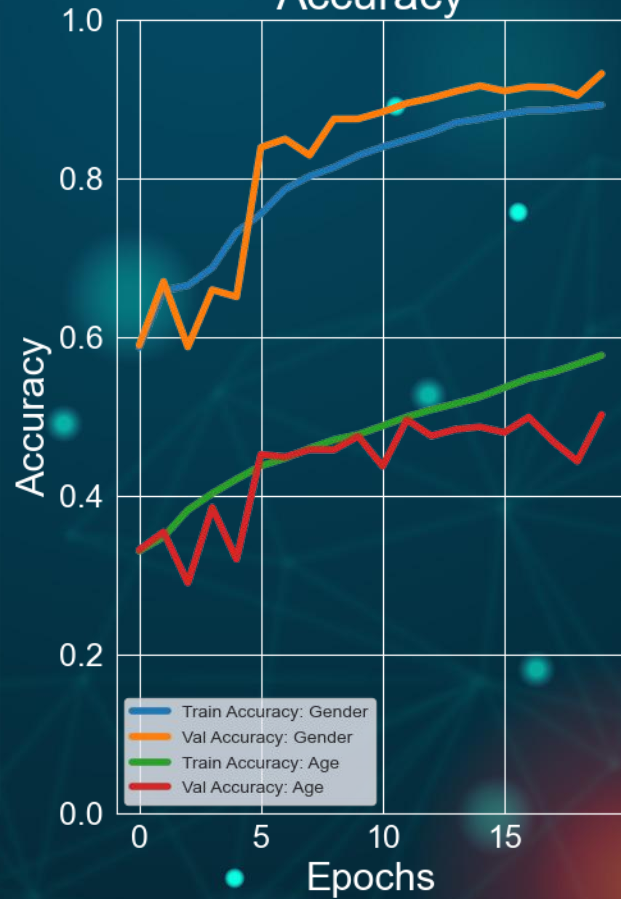
# Loss



# Loss by Target



# Accuracy



# AutoID

## Classifying Demographics

By Kevin Atkinson

Pick an image to identify:



Drag and drop file here

Limit: 200MB per file • JPG, JPEG

Browse files

Identify!

# Autold

## Classifying Demographics

By Kevin Atkinson

Click on image to identify:



Drag and drop file here

Limit 200MB per file • JPG, JPEG

Browse files

Identify!

# NEXT STEPS

TWO STEPS

COMPLEXITY

HORSEPOWER

DEPLOY

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# THANKS!

**Do you have any questions?**

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