

# **MACHINE LEARNING IMAGE CLASSIFIER**

## **FOR MARKETING PURPOSES.**

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### **OVERVIEW**

Often the advertisement market is targeting people on the internet, to offer their products and services.

Many times, these people are presented as an online digital account. This project will utilize Artificial intelligent to target these people based on a set of characteristics, using image classifier.

Example:

Integration with Instagram will take peoples images and identify certain objects of interest (such as cars, clothes etc.). and use that information for marketing purposes.

### **The Objective**

- Digitalize and automate marketing.
- Use AI to decide the marketing products/services.
- Maximize customers' acceptance vs rejection to reduce marketing costs.

### **THE PROJECT PROPOSAL**

the project is to build s robust image classification models using Python, that can be integrated to any website or application to classify objects, that people may be interested in.

The Tools:

Classified the images based on their category and classes through strategic utilization of Keras, a Python Deep Learning Library. Trained a small network from scratch, finely tuned the top layers of the model via VGG16, and predicted a wide variety of objects. Impact: Amplified skills in big data, regression, classification, modeling, analysis, and Python

