ABSTRACT

Before E-commerce, buying and selling took place physically, but after the arrival of E-commerce, people have migrated to online shopping due to convenience, affordability, less time consumption. Retailers are facing a huge impact. To bridge the gap between E-Commerce websites and retail stores we suggest developing a smart system capable of using data produced by smart cameras to do proximity marketing. For this, several smart cameras will be installed in the store to detect and track the activity of each person. When a person enters the shop a face recognition process will be initiated, storing Local Binary Pattern Histogram(LBPH) features of the face. For human and face detection we use Yolo object detection and Haar cascade classifiers. If the face gets detected, the system checks in the database for a match with any previous data. If so then the person will get a notification about the offers in the shop. If the face is not recognized separate data file is made for the person giving him an anonymous ID. This system is developed using open CV and Python.