Design Phase

Proposed Solution

Problem Statement

There has been an increment in the number of fake companies. They are so similar to the real products that the customers believe them to be the real ones and buy them. When the product turns out to be of bad quality, the customers trust is broken from the real company and the company goes through loss. Not just that, even the customer spent a huge money just to find out that he wasted all of it.

Solution Description

We try to implement a Deep Learning Model, which is capable of distinguishing fake logos from the real one, with great accuracy.

Uniqueness

Our model has been trained on several brand logos which makes it functionable for wide ranges of brands.

Customer Satisfaction

With this model, the customer wouldn’t have to worry about buying products of a fake company. They will always know what product they are investing on.

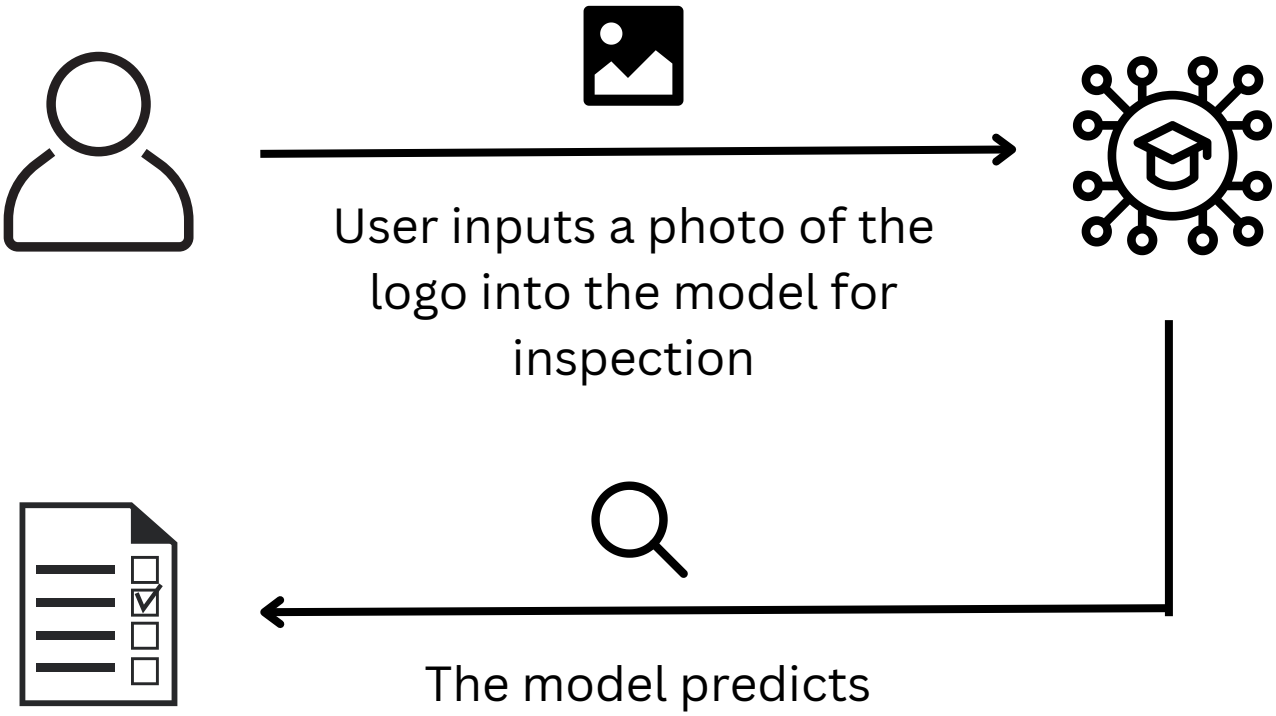
Business Model

This model can be bought by the retail shops to provide the customer with logo verification services. With there being many multi-brand retailers, this product has a huge scope in business.

Scalability

This product can be trained on more brand logos without affecting the accuracy of the pre-trained brand logos. This allows it to also be used on local logos.

Solution Architecture



Data Flow Diagrams