AFFINE
COMMAND THE NEW

Microsoft Solutions Partner
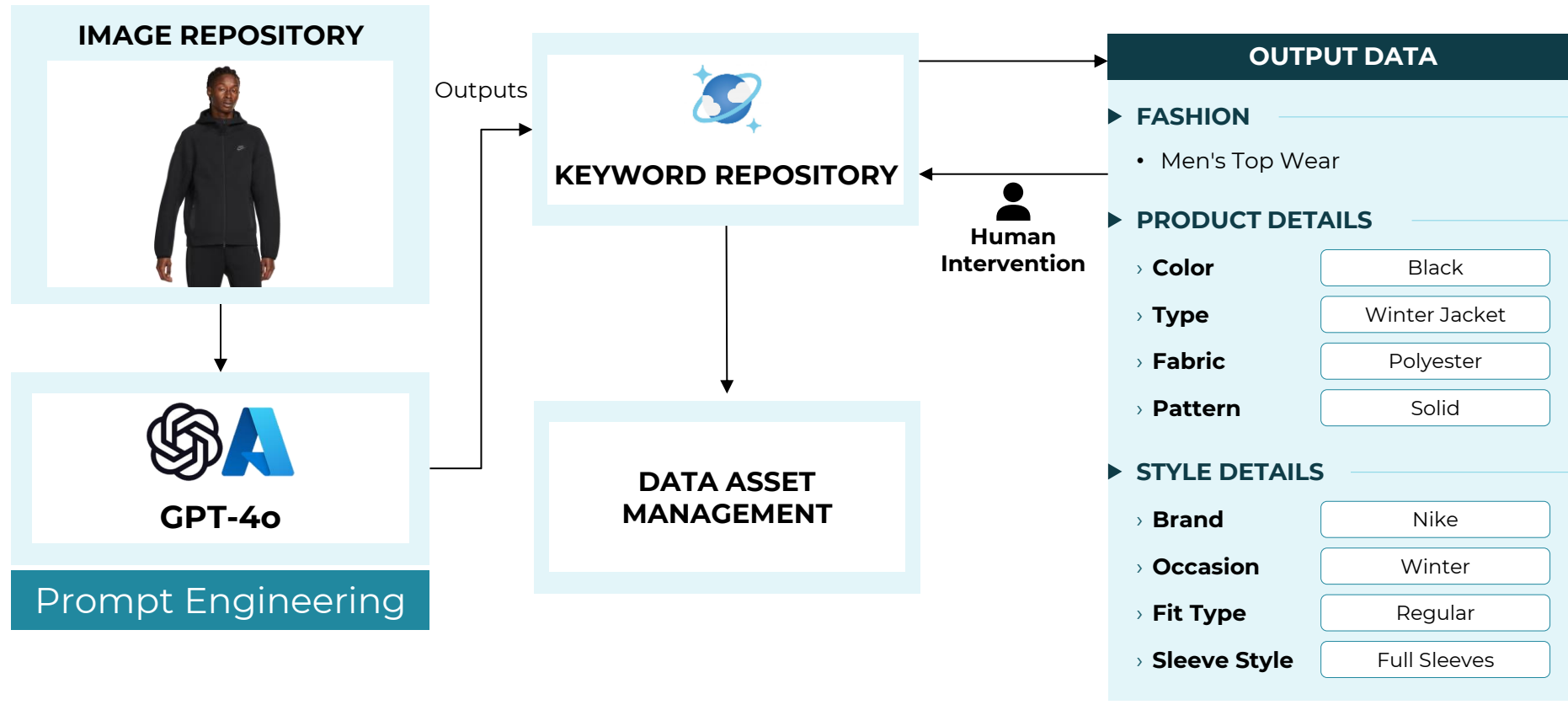Data & AI
Azure

Microsoft Solutions Partner
Digital & App Innovation
Azure

intellitag

Product Attribute Identification, Generation, and Tagging from Digital Assets Powered by Azure OpenAI GPT-4o

https://affine.ai/

intellitag

A solution empowered by GPT-4o, adept diverse items, generating relevant metadata, and automating attribute creation to support downstream initiatives.

AFFINE

PROCESS OVERVIEW

IMAGE REPOSITORY

Outputs

KEYWORD REPOSITORY

Human Intervention

GPT-4o

Prompt Engineering

DATA ASSET MANAGEMENT

OUTPUT DATA

▶ **FASHION**

- Men's Top Wear

▶ **PRODUCT DETAILS**

› **Color**	Black
› **Type**	Winter Jacket
› **Fabric**	Polyester
› **Pattern**	Solid

▶ **STYLE DETAILS**

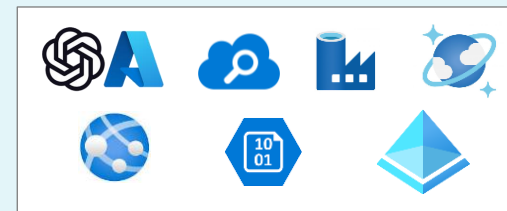| › **Brand** | Nike |
› **Occasion**	Winter
› **Fit Type**	Regular
› **Sleeve Style**	Full Sleeves

EXPECTED BENEFITS

- Automated metatag & keyword generation
- Enhanced product Discovery and Engagement
- Compelling product descriptions
- Decrease operation time by 90%.

KEY AZURE SERVICES REQUIRED

Image to Text Extraction Using GPT-4o

1 — **Explicit** Attributes

Elements
- Eggs
- Butter
- Bread
- Clementines
- Cereals
- Scallops
- Almond Milk

Department
- Dairy
- Produce
- Seafood
- Bakery
- Center Stage

Prompt Engineering Using **AOAI GPT-4o**

2 — **Implicit** Attributes

Shopper Mission

Classic Stock up

Event

Evergreen

Meal Type

Breakfast

Dietary Preference

Vegetarian

Audience
- Healthy Foodie
- Easy Shopping

- Prompt Engineering Using **AOAI GPT-4o**
- Image Classification – **AZURE VISION**
- Image Classification – **AZURE ML**
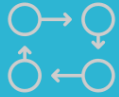
3 — **Textual** Attributes

Brand
- Honey Nut
- Lucerne
- O Organics

- Prompt Engineering Using **AOAI GPT-4o**
- Customer OCR Model – **AZURE AI VISION**

IntelliTag: Analytical Approach

Keyword Categories – PoC Phase

Different Categories Of Keywords

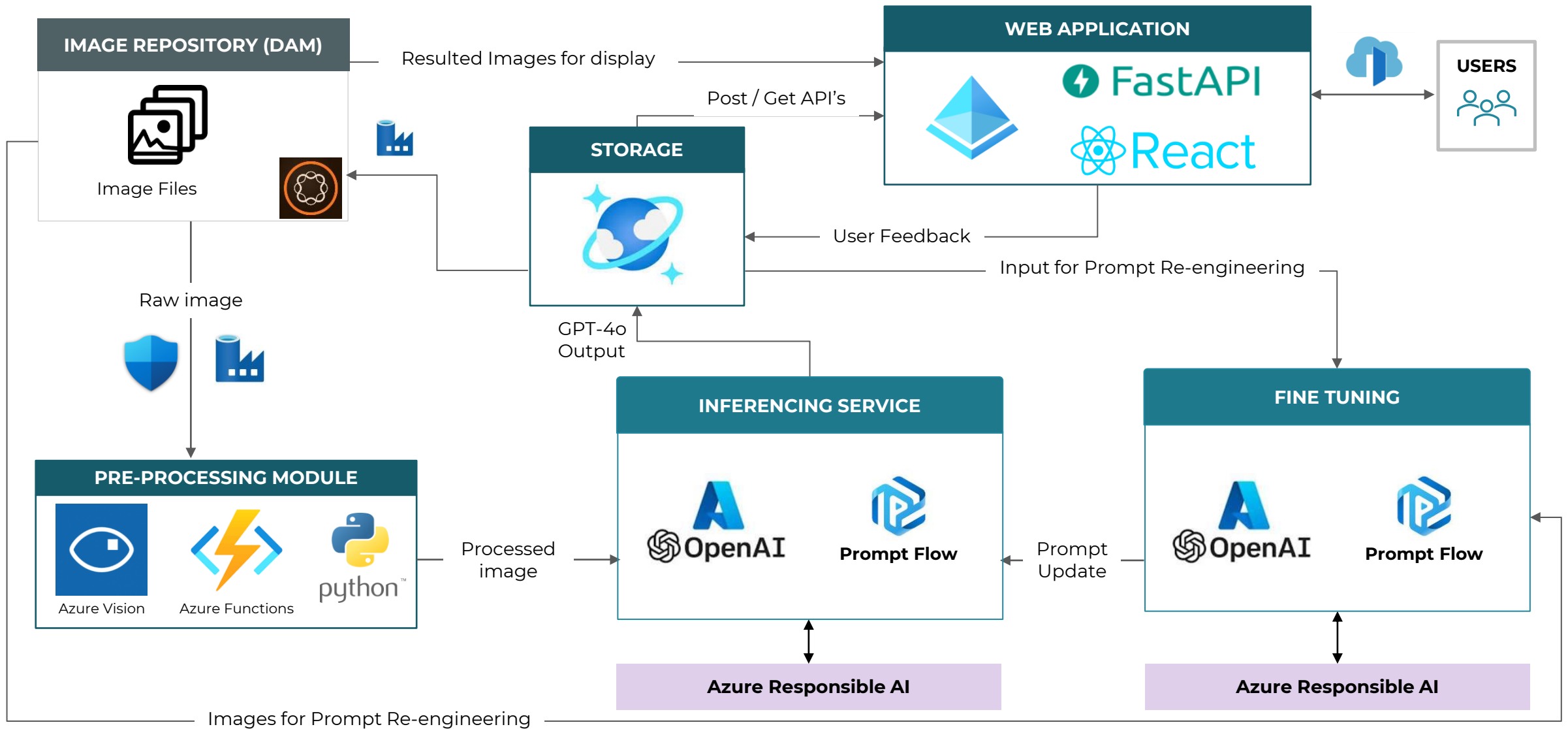| Banners of Product	Season	Brands of the Product	Meal type	Department	Audience	Dietary Preferences	Shopper Mission

Keyword Categorization

The keywords are **sub-divided into explicit, implicit & textual attributes**

Explicit Attributes	Implicit Attributes	Textual Attributes
• Elements • Department	• Dietary Preferences • Division • Season • Audience • Campaign • Meal Type	• Brand • Partners • Banner • Year

AI Capabilities Required

• Prompt Engineering Using AOAI GPT-4o	• Prompt Engineering Using AOAI GPT-4o • Image Classification - Azure AI Vision Services* • Image Classification - Azure ML (e.g. ResNet/Inception)*	• Prompt Engineering Using GPT-4o • Custom OCR Model – Azure AI Vision*

* Only if required in Phase 3

Overall Architecture Diagram – GPT-4o

THANK YOU

https://affine.ai/

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