



Retail Feature Coupon Analytics

Fractal Analytics

Introduction



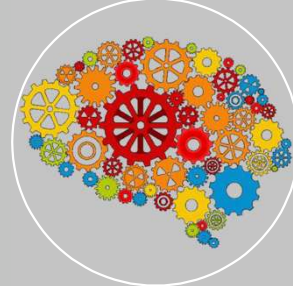
What is it?

- Fractal's retail feature coupon analytics solution is a deep-learning based AI model to analyze feature attributes of CPG client's coupons in coupon booklets/pamphlets worldwide.
- The solution enables one to extract structured quantifiable information from difficult to analyze unstructured data, i.e., images.



Why is it useful?

- Features or Coupon booklets* are an integral part of category activities and impact Category (and Brand) Volume Sales significantly. Understanding them better is crucial for business.
- Critical attributes of Features such as their placement, size, their position, the designing of features, the brand images, the discount percentage play a role in effectiveness of the Feature promotion.
- Fractal's solution helps bring in enhanced accuracy and reduced human intervention which was traditionally needed to analyze Feature attributes.



How is it achieved?

- A series of state-of-the-art deep learning models including product localization and classification are deployed with latest training techniques for minimal training data requirement.
- Entire pipeline is automated to ensure new brands can be added to the existing models without much effort.

Features and KPI's

Scalable

- Our solution is scalable with availability of enhanced compute infra and process multiple images at the same time.

Accurate

- Our models have >98% accuracies, reducing the need of human intervention .
- Active/self-supervised learning techniques help model learn from its own mistakes.

Fast

- Automated pipeline enables quick addition of brands to the existing models.



KPI's

Is the product pictured?

Are different categories of products pictured in same ad?

Is the Ad placed on Top, Bottom or Middle of the page?

Is the product indicated on Sale?

Is the Ad Big or Small in size?

Brands pictured in the Ad?