# Measure and Improve
## Customer Experience with Internet of things

We aim to introduce a new era in the field of Retail and Customer Service.

Our solution helps analyse customer's demographic details, purchasing pattern as well as their emotions during purchase. It helps businesses to collect data from direct customers.

Collect customer information with Live video feed from new or existing cameras

Identify Engagement duration, Interest levels and demographic information.

Uses Microsoft Azure's Face API to record customer emotions, revisits and purchasing patterns.

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