

## CHALLENGE #1

### Automate Auditing process of Kirana store

How do we leverage Image Recognition & Machine Learning technology to automate the audit process in Kirana stores by tracking & validating the visibility norms?

#### Problem statement

Current process of store auditing conducted through sales force/external auditing agencies is manual, biased, time consuming & costly affair. This results in missed opportunity & loss of sales for both kirana store owner & the company.

#### Ideal Solution

Looking for mobile based solution which can help in automating the store auditing process, which can act as eyes for tracking all types of in-store visibility executions like Window displays, Point of Sale Material, Devices and analyze the images in real time to give the quality of visibility in a kirana store.

- Mobile based solution to automate the kirana store auditing process through self -audit by store owner/sales agent (users)
- Users should be able to quickly take & upload photos from their mobile, which will then be processed within seconds & results are published online to the problem owners
- Solution should be able to work under constraints such as low light, cluttered store environment and simple enough to be handled by sellers/store owners who are not tech savvy
- Should have ability to process millions of images in real time and analyze quality on the fly and be modular to fit into existing ecosystem
- Solution should be able to scale & support millions of kirana stores across India