

CHALLENGE #2

Real-time selling recommendation to sales agent based on Image Recognition

How do we leverage Image Recognition, Machine Learning & Analytics technology to provide real-time selling inputs to sales agent based on historical sales metrics & current stock availability in the store?

Problem statement

Current selling process of sales agent is time consuming & based on a conversational order exchange between seller and retailer. There are some elements of historical orders which is available for the seller but requires additional calculation. It takes too much time to physically check stocks in most stores and hence there is no consideration for availability of stocks (own/competitors) within the store at the time of order taking. This results in missed opportunity & loss of sales for both kirana store owner & the company in both the quality and quantity of distribution of SKUs.

Ideal Solution

Looking for mobile based ordering solution which can dramatically simplify/automate selling to kirana stores by an order of magnitude by providing real-time selling inputs combining current stock availability within the store (own/competitors) with analytics data based on past sales of store and neighborhood

- Sales agent should be able to quickly take & upload photos from their mobile, which will then be processed within seconds combining with past sales data analytics/neighbourhood sales data analytics to suggest order
- Solution should be able to create a base requirement order automatically with multiple signals including image, past sales analytics, store location/area etc. with a high degree of accuracy (no rework for Seller)
- Solution should be able to work under constraints such as low light & should have ability to process millions of images in real time – solution needs to support ordering process in thousands of stores daily
- 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 needs to be simple enough for both distributor seller and retailer to understand and execute