Automatic Offer Categorizer

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Problem:

- Tedious to manually label uncategorized offers
- Advertisers want to generate better future offers

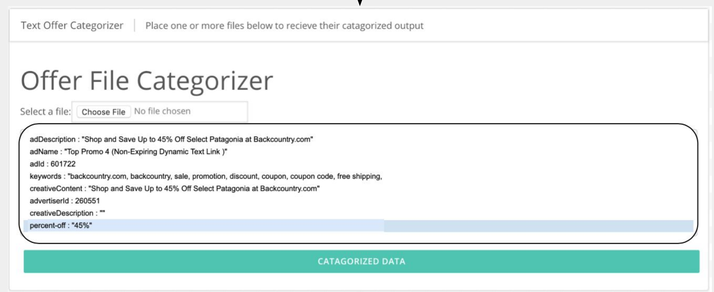
Solution:

- Automated text/image offer categorization
- Performance analysis leveraging database of past offers
- Visual representation of performance analysis

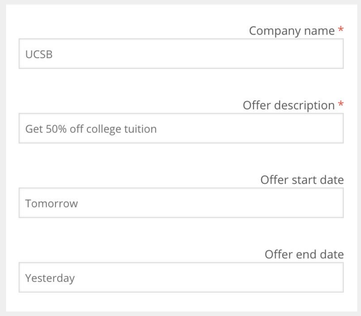
Project Pipeline:

CJ's large repository of uncategorized offer data

Java



Potential new offers



Text offer example

Image offer example

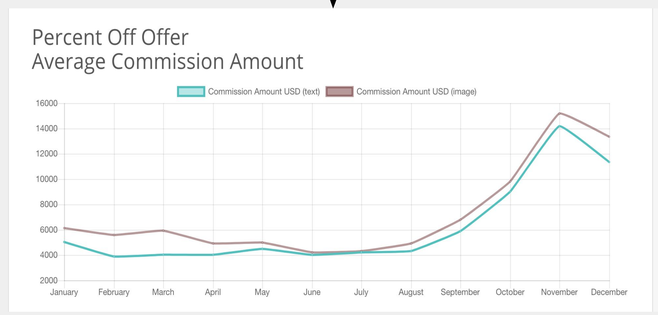
GOOGLE CLOUD VISION API

Optical character recognition

Java

Pattern matching

Categorized offers with performance data

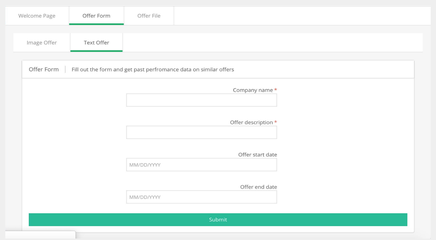


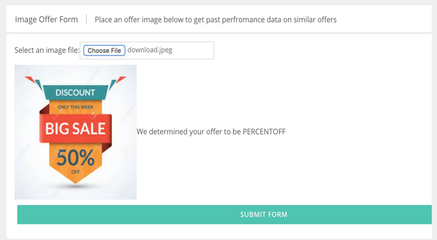
Performance analysis

User Interaction:

- Upload potential new offers as text or image
- Receive projected performance statistics based on offer properties

React





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