

Vision Statement

Project Title/Name: Intelligent Offer Categorizer

Team Name: Odyssey

Team Member Names/Emails:

- Xiao Sun (xiaosun@ucsb.edu)
- Danny Millstein (millsteindanny@gmail.com)
- Winfred Huang (whuang@ucsb.edu)
- Haochen Shi (shi@ucsb.edu)
- Delin Sun (delinsun@ucsb.edu)

Team Lead: Xiao Sun

Team Scribe: Danny Millstein

What is the project about?

Creating an Intelligent Offer Categorizer to automatically categorize existing and new offers.

What problem the project is solving? (Core Technical Advancements, Innovation, Science)

- CJ has some tools to match categorized offers to matching providers, but there are no existing tools that can automatically categorize offers.
- There are some uncategorized folders. Designers should prototype something that user could use to make the data have insights from different offers.

Why is the problem important?

- Large customer base so automation is important. It is not realistic to categorize manually for everything.
- It involves large potential data that need to be categorized for advertisers and publishers to see the promotion.

How the problem is solved today (if is)?

Today the categorizing process is done manually just for customers as needed.

Identify outcome of project:

An app that utilizes an intelligent offer categorizer: Automatically classify offers as they are being created in CJ system, and correctly identify the category that it belongs in.

Define initial project milestones:

Specification: figure out the categories we will be using

Design: Web application

Prototyping: Full implementation of the website only supporting text based offers

How do you plan to articulate and design a solution?

List the implementation platform

- Website implementation

List the technologies will plan to use to develop the solution

- Proprietary CJ code (Visual Stack)
- AWS server

Overview of the process model (milestones)

(Seems like a two part process of making an intelligent offer categorizer, then designing an app that utilizes this intelligent offer categorizer)

Week of October 15th: Choose tools or APIs to use. Outline workflow.

Week of October 22nd: Design tool to navigate and edit the offer data.

Week of October 29th: Develop a tool to categorize text based offers

Week of November 5th: Implement developed tools with web application front end

Week of November 12th: Implement optical character recognition for categorizing banner offers.

Week of November 19th: Improve categories based on metadata values

Week of November 26th: A website with the ability to categorize a manually inputted offer, as well as, a file containing multiple offers.

Week of December 3rd: The website should be able to use our algorithm to auto fill the offer form and categorize in real time.

Week of December 10th(finals week): The website should be able to show user performance data and offer improvement suggestions based on inputted offer.

Next Quarter Plans:

- Improve categorization to facilitate more specific metadata
- Work on presentation of performance data to user

- Add more options for comparing the previous performance of similar offers
- More testing of offer categorizer accuracy
- Integration testing