# EIN VERSLUN FYRIR HVERN VIÐSKIPTAVIN

Sérsniðin upplifun með gögnum og gervigreind

emil@sizeadvice.com













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# NETFLIX









## Ávinningur af sérsaumaðri upplifun í vefverslun

# 10-30% auknar tekjur

# 15% meiri hagnaður

# 10-30% af tekjum í vefverslun

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Amazon S3 Store your inventory and user demographics data in Amazon S3 **Amazon Personalize** Automatically process and examine the data, identify what is meaningful, select the right algorithms, and train and optimize a personalization model that is ζζ, Amazon Personalize API Stream use activity from your application using the Amazon Personalize API or JavaScript library customized for your data

Load data	Train models	
Inspect data	√ Optimize models	
Identify features	Build feature store	Customized Personalization API
Select algorithms	Host models	Provides Amazon Personalize with an activity stream to generate real-time recommendations or request
Select	Create real-time caches	recommendations in bulk







#### AI SERVICES

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#### Amazon Rekognition

Metrics

#### Demos

Object and scene detection

Image moderation

Facial analysis

Celebrity recognition

Face comparison

Text in image

Video Demos Video analysis

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## Object and scene detection

Rekognition automatically labels objects, concepts and scenes in your images, and provides a confidence score.



#### Choose a sample image



#### Use your own image

Image must be .jpeg or .png format and no larger than 5MB. Your image isn't stored.



or drag and drop

https://cdn.mbl.is/frimg/1/11/94/1119428.jpg

🗨 Feedback 🔇 English (US)

98.7 %
98.7 %
98.7 %
98.6 %
98.6 %
98.6 %

Response

Go



Metrics

Demos

Amazon Rekognition

Object and scene detection

Services 🗸

## Celebrity recognition

Rekognition automatically recognizes celebrities in images and provides confidence scores.



#### Choose a sample image



#### Use your own image

Image must be .jpeg or .png format and no larger than 5MB. Your image isn't stored.



or drag and drop

Use image URL

Celebrity recognition

Face comparison

Image moderation

Facial analysis

Text in image

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- Results	
Philip Hammond	
Match confidence	100 %
Request	
Response	

Go



Services 🗸

#### Amazon Rekognition Metrics

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## Facial analysis

Get a complete analysis of facial attributes, including confidence scores.



Choose a sample image



Use your own image

Image must be .jpeg or .png format and no larger than 5MB. Your image isn't stored.



or drag and drop

Use image URL

🗨 Feedback 🔇 English (US)

Done with the de Learn more	100100
- Results	
looks like a face	99.9 %
appears to be female	98.5 %
age range	35 - 52 years old
not smiling	67.8 %
not wearing glasses	99.6 %
not wearing sunglasses	99.8 %
eyes are open	99.9 %
mouth is open	90.7 %
does not have a mustache	99.9 %
does not have a beard	99.8 %

#### Go

Request

Show less

Response



Services 🗸

Amazon Rekognition

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Demos

Object and scene detection

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## Facial analysis

Get a complete analysis of facial attributes, including confidence scores.



Choose a sample image



Use your own image

Image must be .jpeg or .png format and no larger than 5MB. Your image isn't stored.



or drag and drop

Use image URL

🔍 Feedback 🔇 English (US)

Done with the de	emo?
Learn more	9
Results	
looks like a face	99.9 %
appears to be male	99.8 %
age range	45 - 66 years old
not smiling	93.9 %
appears to be calm	71.1 %
not wearing glasses	98.9 %
not wearing sunglasses	99.9 %
eyes are open	99.9 %
mouth is closed	97.5 %
does not have a mustache	99.9 %
does not have a beard	98.5 %

#### Show less

Go

- Request
- Response









# Google Cloud













# DON'T BE CREEPY



# value = $\frac{\text{relevance} + \text{timeliness}}{\text{loss of privacy}} \times \text{trust}$

https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-shoppers-really-want-from-personalized-marketing



# Personalized product recommendation

# 150% fleiri sölur/opnaður póstur







CONTACT

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#### If you can dream it You can do it.

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LOGIN







## SIZEADVICE





## SIZEADVICE





## SIZEADVICE





## Welcome!

We'd love to know who's coming to your celebration feast so we can create a tailored menu for you

Create a guest list >

Skip and browse dishes  $\,>\,$ 

















Now for the fun part. Let's start choosing some tasty dishes

### Let Tesco do the hard work

We'll put together a three-course menu you and your guests will enjoy

## Great guest list!

### Count me in

### Create your own menu from scratch

Browse delicious recipes for starters, mains and desserts











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Cabins 12,430 cabins



 $\times$ 

Cottages 118,831 cottages





Sho	opping		416 sements	***	******	********	******	*******	******	******	*****	******	******	******
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Tem	nples		22 sements	***	*****	*****								
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