

Customer Engagement

Powerupcloud built an automated photo moderation engine using Amazon Rekognition and custom Decision Making AI solution to automate their profile approval process.

Problem Statement

Shaadi.com caters to more than 20,000 customer profiles on a daily basis, verifying each & every profile on the manually, to ensure legitimate images are uploaded by the customers. The manual process of photo moderation involves huge effort & is mired by errors.

As part of this project, Powerupcloud aims to automate the process of Photo Moderation (using Amazon Rekognition) for Shaadi.com, which will involve filtering out the irregular images (basis the parameters shared by Shaadi.com) & allowing only the limited set of images which pass the criteria to be uploaded as part of the profile of the customer.

Proposed Solution

Once the user uploads the profile image, they may be rejected basis the following validations: Group Photo, Blurred, Indecently dresses/nudity, Irrelevant (no face, any other inappropriate content), Celebrity photo, Lying down, Watermarked

Also, the system detects whether the image is of the same gender as mentioned by the user while creating his profile, to validate