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TECH YARNS



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Case Study

Baby Diaper Size Recommendation for Consumer Goods Manufacturer





About the Client

A Global Consumer Goods Manufacturer,
specializing in Personal and Baby Care Products.

Business Problem

The client was building a mobile app for child care to promote the products. One such use case was to recommend the diaper size of the baby based on the picture uploaded by the end consumer. The client was not getting the accurate diaper size recommendations using the home-grown machine learning model.



Solution

Estimating a baby's size from images was challenging due to constant movement. Customers might upload multiple images with varied poses, requiring the selection of the most suitable one using image processing. To measure length, we used an A4 paper as a reference object, leveraging deep learning to approximate the baby's size accurately.

WHO provides standard baby weight based on height, which we used to estimate weight from length. With the client's diaper size chart, we determined the ideal diaper recommendation. It was a complex challenge, but we successfully solved it.

Outcome

The Client got near accurate diaper size recommendation from the machine learning model which we developed. We also build APIs to integrate the model with the mobile app.





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