



Case Study: Enhancing Retail & E-Commerce AI with Databae

Overview

A leading e-commerce platform sought to improve product recommendations, search accuracy, and automated cataloguing through AI-driven data labelling. However, the vast volume of product images, descriptions, and user-generated content required efficient and high-quality annotation. By integrating **Databae's AI-powered data labelling platform**, the company streamlined its annotation process with automation, **in-app quality control**, and **scalable workflows**.

Challenges

1. **Large-Scale Product Data Annotation** – Millions of product images and descriptions required structured labelling.
2. **Inconsistent Product Categorization** – Poorly labelled data led to inaccurate recommendations and search results.
3. **Manual Effort & High Costs** – Traditional annotation processes were labour-intensive and inefficient.

Solution: Implementing Databae's AI-Powered Labelling System

The company leveraged **Databae's intelligent workflow** to optimize product data annotation. Key features utilized included:

- **Image Classification & Bounding Boxes** – Efficiently tagging products, identifying key attributes, and enhancing visual search.
- **Text Annotation & Named Entity Recognition (NER)** – Structuring product descriptions for better categorization and search relevance.

- **AI-Powered Workflow & Levelling Mechanism** – Assigning complex tasks to experienced annotators while automating simpler labelling jobs.
- **Two-Way Swipe QC & Rectification Tools** – Ensuring high annotation accuracy with built-in validation and correction workflows.

Results

- ✓ **60% Faster Annotation Speed** – AI-assisted workflows accelerated data labelling, reducing time-to-market for new products.
- ✓ **35% Cost Reduction** – Optimized workforce allocation and automated QC minimized annotation expenses.
- ✓ **Improved Search & Recommendations** – Enhanced labelled datasets led to a **20% increase in recommendation accuracy**.
- ✓ **Scalability for Expanding Product Catalogues** – Serverless architecture allowed seamless scaling as new products were added.

Conclusion

By integrating Databae, the e-commerce platform **optimized its product data labelling**, improving recommendation accuracy, search relevance, and operational efficiency. This resulted in a better shopping experience for users and increased conversions.

Looking to enhance your e-commerce AI capabilities? Try Databae today!