

## Replacements.com - Visual search for "Collectibles" category

The GD team developed and trained a model for visual search technology in the Collectibles category. Using this model, the team built a search index to feed visual search results and deployed this model into the Replacements.com site infrastructure.

### The challenge

The default pre-trained model usually used to solve visual search use cases was not performing with the required accuracy on top of the Collectibles product category.

### The solution

The GD Team ran image preprocessing for existing clickstream data which was related to the Collectibles category. Using these preprocessed images, a training pipeline was created for the ML model as well as an indexing pipeline for generating search index data and deploying this data in the existing Solr search solution.

### The results

A new category has been added to the Online Visual Search tool at Replacements.com. Now users can search for products using images of existing or even broken objects.

“ Grid Dynamics’ visual search solution greatly improves site search options for our customers and has delivered tremendous business value. By enabling customers to use their mobile device to engage with visual search with a click of the camera icon, immediately take a photo and see results instantly, we are offering ease and convenience online that we never imagined possible. ”

Linh Calhoun, Chief Marketing Officer.



**REPLACEMENTS, LTD.**

Tableware . Silver . Estate Jewelry

### About Replacements.com

Founded in the attic of his home by Bob Page, Replacements, Ltd. is the world's largest retailer of vintage and current tableware, silver, collectibles and estate jewelry.

Industry: Retail & Wholesale

Primary project location: United States



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