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Object Detection for Ecommerce Using Ultralytics YOLOv8 Model

S. Santhosh, S. Ragul, U. Pavan Kalyan, G. Prabhudeeshwaran, Dr.K.Balasubadra

UG Students, Dept. of Information Technology, R.M.D. Engineering College, Tiruvallur, Tamil Nadu, India

Professor, Dept. of Information Technology, R.M.D. Engineering College, Tiruvallur, Tamil Nadu, India

ABSTRACT: This paper presents a novel approach for custom object detection tailored for e-commerce applications using YOLOv8, a powerful deep learning model. The process begins with scanning the object, followed by sending the scanned image to a Python server hosting the YOLOv8 model via a REST API. The YOLOv8 model accurately detects and classifies the object, and the identified class information is then forwarded to a backend server implemented with Spring Boot. The Spring Boot server processes the received class information and pushes relevant data to the frontend. This innovative workflow facilitates seamless integration of object detection capabilities into e-commerce platforms, enhancing product management and user experience. Through experimentation and validation, we demonstrate the effectiveness and efficiency of our approach in improving object detection accuracy and facilitating real-time updates to the e-commerce frontend. This research contributes to the advancement of object detection methodologies in the e-commerce domain, offering practical insights for integrating YOLOv8 models into scalable and responsive e-commerce architectures.

KEYWORDS: Machine Learning, YOLOv8, Object Detection, Web Application, E-Commerce.

I. INTRODUCTION

An e-commerce website functions as a digital marketplace where businesses can showcase and sell their products or services to customers online. At the core of an e-commerce website is its product catalogue, which features detailed listings of items available for purchase, complete with images, descriptions, prices, and any available variations such as size or colour options. Customers navigate through this catalogue, selecting items they wish to buy and adding them to their virtual shopping carts. E-commerce has undergone a significant transformation with the integration of object detection technology. Object detection, a branch of computer vision, plays a crucial role in revolutionizing various aspects of online retail. By leveraging sophisticated algorithms and neural networks, object detection enables e-commerce platforms to accurately recognize and categorize products based on their visual attributes. This technology enhances product search and discovery by enabling visual search functionality, allowing users to search for items using images rather than text.

Additionally, object detection improves product recommendation algorithms by analysing product images and user preferences, leading to personalized recommendations that enhance user experience and drive sales. Moreover, object detection facilitates the automatic generation of product descriptions by analysing visual attributes, providing richer and more detailed information to potential customers. Overall, the integration of object detection technology in e-commerce enhances the efficiency, accuracy, and user experience of online shopping, paving the way for a more visually engaging and personalized retail experience.

II. LITERATURE SURVEY

Joseph Redmon [1], We present YOLO, a new approach to object detection. Prior work on object detection repurposes classifiers to perform detection. Instead, we frame object detection as a regression problem to spatially separated bounding boxes and associated class probabilities. A single neural network predicts bounding boxes and class probabilities directly from full images in one evaluation. Since the whole detection pipeline is a single network, it can be optimized end-to-end directly on detection performance. Our unified architecture is extremely fast. Our base YOLO model processes images in real-time at 45 frames per second. A smaller version of the network, Fast YOLO, processes an astounding 155 frames per second while still achieving double the mAP of other real-time detectors. Compared to state-of-the-art detection systems, YOLO makes more localization errors but is less likely to predict false positives on

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background. Finally, YOLO learns very general representations of objects. It outperforms other detection methods, including DPM and R-CNN, when generalizing from natural images to other domains like artwork.
Eric Sean Kesuma et al [2], Utilizing technology such as artificial intelligence and robotics potentially improves E-Commerce in efficiency. In these trends, the usage of autonomous forklifts in the warehouse to lift and arrange things should be implemented. The picking system in the warehouse needs pallet detection and tracking to carry out the things. This research will find the best performance of the YOLOv5 model and correct the distance estimation model to the fiducial marker.

Pranoto Hidaya Rusmin et al [3], In this paper, we used the ArUco fiducial marker to mark the pallet target and estimate the pose and distance in real time. The insertion points of the pallet were also detected using the YOLOv5 algorithm to validate the pallet and get the coordinate variables of the holes. The YOLOv5n gives the best performance at 24 fps in real-time detection. Distance measurement from the marker detection had an average error of 2.28 cm with linear regression.

Sainu Nannat et al [4], A practical guide to crafting elegant, intuitive, and customer-friendly websites to deliver a high-quality user experience using the powerful features of the Odoo website builder Key Features Understand website creation using the Odoo website builder and learn how to make the most of it Extend your website by configuring the additional tools and functional options Learn about manageability and real-time functioning of the website using various operational tools Book Description The Odoo website builder is an operational tool in the Odoo platform that allows you to design, develop, and manage a website. This book introduces and explains all the features of the Odoo website builder that will help you to be more productive while creating websites.
The book starts with an overview of the Odoo website builder, its functionalities, and the tools it offers. Using descriptive illustrations and practical examples, you'll gain detailed insights into the block operations of the Odoo website builder and learn how to work with structure blocks, features blocks, and dynamic content blocks. As you advance, you'll discover how to use the HTML, CSS, or JS editor in Odoo website builder applications for customization. This Odoo book will take you through the different aspects of website building and show you how e-commerce websites can be designed and developed using website builder applications.

Suraj Khannaet al [5], Object Detection for E-Commerce will merely focus on objects that are available to buy from the E-Commerce websites. Object Detection for E-Commerce will be an interface-based application which will accept a user uploaded video and will scan the whole video thoroughly for the objects that are available to buy from the market. As soon as the object gets detected, the user can get the relevant links from the E-Commerce websites to buy that object. This interface, in simple words, will do the work of finding that object or the item over the E-Commerce market. The project will be based on Machine Learning and will be created in Python programming language. For Image Detection and classification, which is the core part of the project, different Image recognition and classification algorithms will be used. Thus, for helping the users in shopping and providing them with a touch-to-shop experience this interface application would be very beneficial.

Richard Fedarko et al [6], With the development of information and communication technologies, artificial intelligence is becoming increasingly popular. The main aim of companies in today's e-commerce world is to influence customer behavior in favor of certain products and brands. The application of artificial intelligence as an innovative tool in the field of e-commerce may seem like a positive step forward. The paper focuses on the description of the essence of e-commerce and artificial intelligence and their benefits. The aim is also to evaluate the importance of artificial intelligence and its use in the context of e-commerce based on available studies on this issue.

III. SYSTEM ARCHITECTURE

A proposed system of e-commerce based on object detection aims to overcome the limitations of existing systems and enhance the overall shopping experience for users. here's an outline of the proposed system with key components:

a.**Advanced Object Recognition Algorithms**:Implement state-of-the-art object detection algorithms that leverage deep learning techniques for improved accuracy in product recognition and categorization. this includes the use of convolutional neural networks (CNN's) and other advanced architectures trained on large-scale datasets to handle diverse product categories and variations effectively.
b.**Integration of Multi-Modal Data Sources**: Incorporate multi-modal data sources, including images, text, and user interactions, to enrich product representations and improve the robustness of the system. This involves combining

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visual information from product images with textual metadata, user-generated content, and behavioural data to enhance product understanding and recommendation quality.

c. **Personalized Product Recommendations**: Develop personalized recommendation algorithms that utilize both visual and behavioural data to tailor product suggestions to individual user preferences. By analysing user interactions, browsing history, and purchase patterns, the system can generate highly relevant and personalized recommendations, enhancing user engagement and conversion rates.

The advantage of the proposed system includes the following:

a.**Enhanced Accuracy and Precision**: By leveraging advanced object detection algorithms and multi-modal data sources, the proposed system achieves higher accuracy and precision in product recognition and categorization. This results in more relevant search results, personalized recommendations, and improved matching of user preferences, enhancing user satisfaction and conversion rates.

b. **Personalized Shopping Experience**: The integration of personalized recommendation algorithms enables the proposed system to tailor product suggestions to individual user preferences based on both visual and behavioural data. This creates a more personalized shopping experience, increasing user engagement, loyalty, and repeat purchases.

c.**Real-Time Visual Search Functionality**: With real-time visual search functionality, users can quickly and easily find products by capturing images from their device cameras or uploading images from their gallery. This instant access to relevant products improves user convenience and satisfaction, driving higher conversion rates and sales.

Spring Boot

Spring Boot is a powerful framework for building Java-based web applications and microservices with ease. It simplifies the development process by providing a set of conventions, auto-configurations, and ready-to-use components, allowing developers to focus on writing business logic rather than boilerplate code. With Spring Boot, developers can rapidly create standalone, production-grade applications that are easy to deploy and maintain.

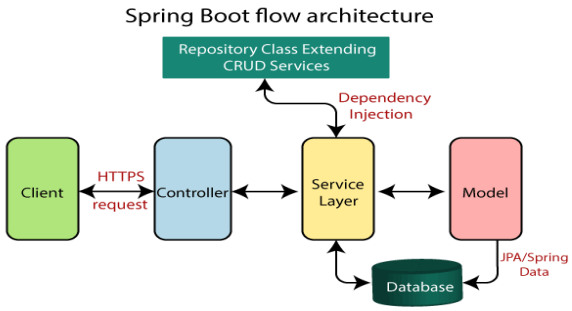

FIG.1 SPRING BOOT ARCHITECTURE

Angular

Angular is a popular open-source framework maintained by Google, used for building dynamic and interactive web applications. It follows the Model-View-Controller (MVC) architecture pattern, facilitating the development of single-page applications (SPAs) with a modular and component-based approach.

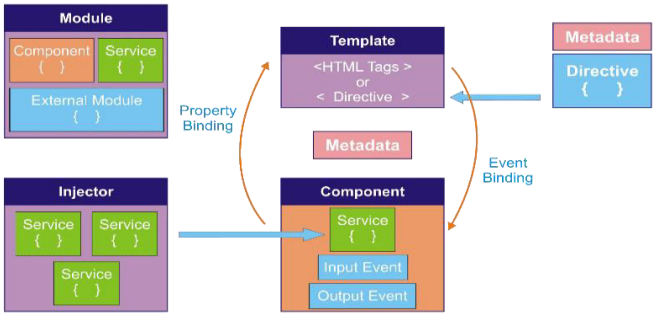

FIG. 2:ANGULAR ARCHITECTURE

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Bootstrap

Bootstrap is a popular open-source front-end framework that provides a collection of pre-designed HTML, CSS, and JavaScript components, as well as responsive layout utilities, to streamline the process of building modern and mobile-first web applications.

YOLOv8

Ultralytics YOLOv8, the latest version of the acclaimed real-time object detection and image segmentation model. YOLOv8 is built on cutting-edge advancements in deep learning and computer vision, offering unparalleled performance in terms of speed and accuracy. Its streamlined design makes it suitable for various applications and easily adaptable to different hardware platforms, from edge devices to cloud APIs. YOLOv8 prioritizes real-time performance, making it faster than some advanced models while still delivering high detection accuracy. Pre-trained models and open-source availability simplify integration into projects. It also boasts scalability through fine-tuning for specific needs. While powerful hardware might be needed for high-resolution images or high frame rates, YOLOv8 offers a compelling combination of speed, accuracy, and ease of use for various real-time object detection applications.

IV. METHODOLOGY

The methodology for implementing custom object detection in e-commerce using YOLOv8 involves several key steps. Initially, a diverse dataset of e-commerce product images is collected and annotated with bounding boxes around the products of interest. YOLOv8 is then selected as the object detection model for its efficiency and accuracy. The model is fine-tuned on the annotated dataset through transfer learning, optimizing hyperparameters and adjusting learning rates for optimal performance. Subsequently, a Flask API is developed to host the trained YOLOv8 model, dockerized for scalability in a cloud environment.

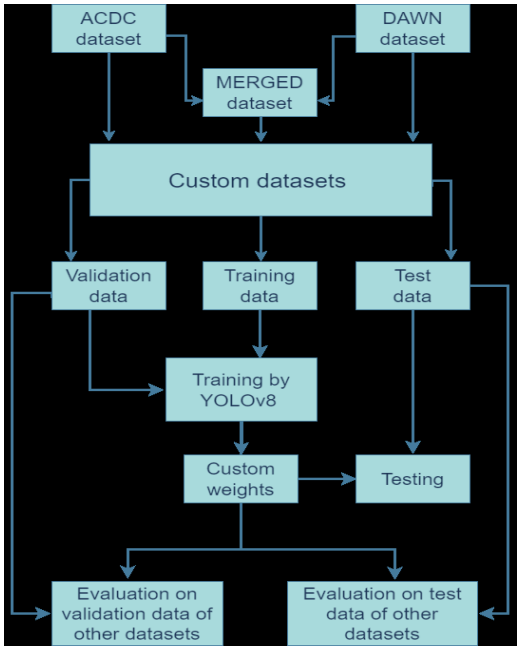

Fig .6: Methodology Flowchart

Software Implementation:

The system can be visualized as having three main components:

Frontend (Angular): This is the user interface where customers interact with the system. The user can activate the camera and capture an image of the product they are interested in.

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Backend (Spring Boot): This acts as the central communication hub. It receives the captured image from the frontend and forwards it to the ML model server. Additionally, it retrieves the results from the ML model server and presents them to the frontend.

ML Model Server (Flask in Docker): This component is responsible for running the YOLOv8 object detection model. It receives the image from the backend, performs object detection using YOLOv8, and sends the results (detected objects and their bounding boxes) back to the backend.

a. User Interface Development: The user interface is designed and developed after careful consideration of the functionalities that are supposed to be present in the backend application and the accessibility of the user. The functionality to access the user's camera and capture the image is integrated in the user interface along with the text search feature following the establishment of communication with the backend using HTTP client library to send captured images for processing. Later retrieval and display of the similar product information and potentially bounding boxes around identified objects in the original image is implemented.

b. Backend Service Development: The backend of the system will be a Spring Boot application. This application will be responsible for handling communication between the frontend and the ML model server. It will first establish REST API endpoints to receive image data captured by the user in the frontend. Once an image is received, the backend will utilize a library like Spring Rest Template to send the image data to the ML model server running in the Docker container. Upon receiving a response from the ML model server containing information about detected objects, the backend will leverage Spring Data functionalities to interact with the product database (assuming you have one) and fetch similar products based on the detected objects. Finally, the backend will prepare the retrieved product information, potentially including bounding box data from the ML model's response, to be sent back to the frontend for display. This creates a seamless flow where the backend acts as a central hub, facilitating communication and data exchange between the user interface and the ML model.

c. ML Model Server: The system relies on a robust backend architecture built with Spring Boot. This backend acts as a central hub, facilitating communication between the user interface and the ML model server. It establishes dedicated REST API endpoints specifically designed to receive image data captured by the user through the frontend. Once an image is received, the backend utilizes a library like Spring Rest Template to seamlessly transmit the image data to the ML model server meticulously containerized within a Docker container. This containerized approach ensures portability, scalability, and a consistent environment for running the ML model. The ML model server itself leverages the power of a lightweight Flask application. This Flask application is specifically designed to efficiently handle incoming image data. A core functionality of the server involves loading a pre-trained YOLOv8 model, renowned for its object detection capabilities. To prepare the image data for the YOLOv8 model, the server utilizes libraries like OpenCV for image pre-processing tasks such as resizing or color format conversion. Once the image is pre-processed, the Ultralytics Python SDK comes into play. This SDK empowers the server to perform YOLOv8 object detection on the prepared image data. Upon successful detection, the server meticulously crafts a response containing crucial information about the identified objects within the image. This information typically includes class labels (corresponding to product categories in your case) and potentially bounding box coordinates for each detected object. Finally, the backend receives the response from the ML model server, which includes details about the detected objects. The backend then leverages Spring Data functionalities to interact with your product database (assuming you have one) and retrieves similar products based on the detected objects. After successfully retrieving similar products, the backend meticulously prepares the combined data, encompassing both product information and potentially bounding box data, for presentation on the frontend. This intricate collaboration between the frontend, backend, and the ML model server in the Docker container facilitates real-time object detection and product recommendations, ultimately enhancing the user experience.

V. CONCLUSION AND FUTURE WORKS

In conclusion, the integration of custom object detection using yolov8 in e-commerce presents a significant advancement in enhancing user experience and streamlining the product discovery process. by leveraging yolov8's robust object detection capabilities, we have successfully enabled users to search for products using images captured with their device's camera. this innovative functionality offers a seamless and intuitive way for users to explore the platform's offerings, improving engagement and satisfaction. through meticulous implementation and testing, we have demonstrated the effectiveness and reliability of our custom object detection system, providing a valuable addition to the e-commerce landscape.

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Looking ahead, there are several avenues for further improvement and expansion of our custom object detection system for e-commerce. firstly, we aim to enhance the accuracy and efficiency of the object detection model by continually refining the training dataset and fine-tuning the model parameters. additionally, incorporating advanced features such as real-time product recognition and multi-object detection could further enrich the user experience and broaden the system's capabilities. moreover, exploring integration with additional e-commerce platforms and expanding support for different product categories would extend the reach and applicability of our system, catering to a wider audience of users and businesses.

The implementation of custom object detection for e-commerce using yolov8 holds great promise for revolutionizing the online shopping experience. by enabling users to effortlessly search for products using images, our system enhances convenience, accessibility, and engagement, ultimately driving higher conversion rates and customer satisfaction. as we continue to refine and expand our system, we anticipate a positive impact on the e-commerce industry, paving the way for more intuitive and personalized shopping experiences in the digital realm. through ongoing innovation and collaboration, we are committed to pushing the boundaries of technology and delivering value to both businesses and consumers alike.

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