

CS Field Session

Chirp Multimedia

Item Suggestions Based On Previous Interactions

ABOUT Chirp

Chirp Multimedia is a Retail AI company founded in Golden Colorado through the Mines Entrepreneurship & Innovation Venture Center. Chirp's value comes from our full in-store data pipeline, combining demographics analysis, postural analysis, and full digital twin creation to find insights about customer behavior and showcase them in an easy to use way, allowing retailers to better serve their customers through understanding the customer journey. The data collection and initial analysis occurs completely in-store, using the most modern technology in edge based devices directly integrated with in-store security cameras. This allows for higher levels of data security and a much higher efficiency. The data collected and processed is fully anonymized and provided directly to the retailers through an online platform, allowing them to see insights on who their customers are, where they go, what they interact with, and what they miss out on, among many other valuable insights.

The Project: Chirp is looking to revolutionize in-store retailer knowledge and customer experience. The goal for this project is to enhance the customer experience by using user data to suggest new items and deals based upon previous shopping and interactions. This may be done through trend analysis using given data, where an application might take in data, process it based upon a number of different points and historical data, and give out potential suggestions, aggregating data over time to create better predications. As a team, you will have autonomy to choose what functionality you want to develop and port to our AWS database, as well as how you would like the user to interact with suggestions. When the data is ported you will be tasked to demonstrate the potential of the data analytically through techniques learned in course work and the data mapping tools we have available. Suggested Team Size: 3-5



Create, analyze, and aggregate large sets of data for trend analysis



Port cleaned data to the AWS database



Trigger UI/UX responses based upon data analytics

Internships

Upon completion of CS Fall Field Session, Chirp is open to discuss internship opportunities.

Work Site

Meetings for this project will be held at 1600 Jackson St on campus or utilize other university facilities. Remote or university facilities for working in between meetings is acceptable.

Resources

CV & AWS database advisors will be available for periodic meetings/aid. All hardware needs will be funded. (Recommendations will be available)

Skills

CV and General Data-Analytics - AWS Database - SQL - Machine Learning - Cloud Architecture - UI/UX

Opportunity

Gain invaluable experience in start-up culture product ideation, develop commercially viable tools from concept to market, and future considerations for longterm employment in an innovative company.

Guidelines

All tech developed has to be viable for commercial deployment without license requirements. The development done in this class will be owned by Chirp but will be made available for non-compete licensing.