

CASE STUDY

CPG and Retail

Catalog scoring and seamless seller support for a e-commerce marketplace



About the client

The company founded in December 2021 is a private non-profit Section 8 organization established by the Department for Promotion of Industry and Internal Trade (DPIIT) of the Government of India. The firm aims to develop an inclusive ecosystem of e-commerce by fostering open interchange and connections between shoppers, technology platforms, and retailers.

Objective and challenges

Facilitating a non-monopolistic e-commerce system, our client wanted to ensure that the product attributes and information displayed to their end consumers are accurate, reliable, and void of inappropriate content. With manual validation checks being time-consuming and error-prone, the company sought Netscribes' automated catalog scoring expertise.

The e-commerce stalwart essentially wanted -

- Quality checks to be performed on their sellers' product catalogs based on various standard validations for different categories
- Sellers listed on their portal need to have their product catalogs vetted every fortnight to maintain quality standards
- Catalog scoring to be done in near real-time to help the client make timely decisions

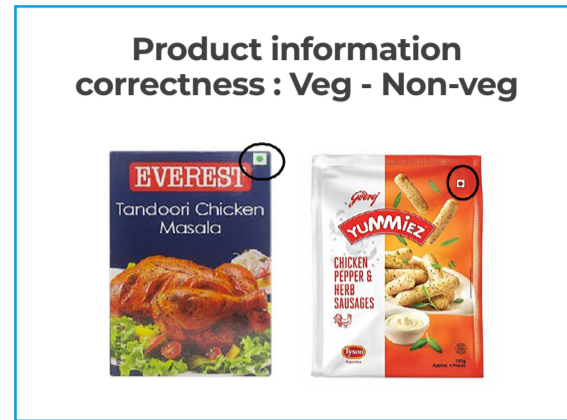
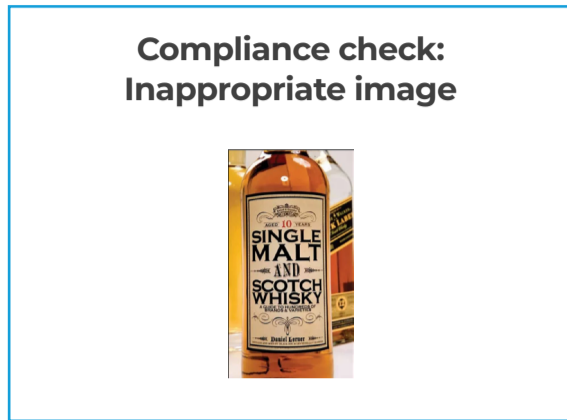
Approach and solution

As a CSSP (Catalog Scoring Service Provider) to the e-commerce marketplace, we equipped them with a completely automated platform. As per their requirements, we configured the system based on categorization of these validations into three areas referred to as the 3Cs: Completeness, Compliance, and Correctness. The validations for each "C's" that was performed by Netscribes' automated catalog scoring platform were as follows:

- **Completeness:** Verify the presence of mandatory attributes such as product name, brand, and price in the seller-provided sheet

Product Name	Images	Labels
Himalayan Mineral Water 1 ltr		{'Mineral Water': 97.85}, {'Water Bottle': 99.42}
Act li Microwave Butter Popcorn, 30 G With + 11G		{'Popcorn': 89.91, 'Snack': 78.72}
DIET COCA COLA CAN 330 ML		{'Coke': 98.97}, {'Can': 98.67}

- **Compliance:** Conduct validations related to both text and images of the product. It checks for inappropriate text or images in the product details and ensures the presence of necessary information like FSSAI number and expiry date in the images
- **Correctness:** Perform additional validations on the available data. This includes text, numeric, and image validations. Some examples of these validations include checking for title casing, identifying gibberish keywords, detecting duplicate images, verifying if the text on the product package corresponds to the actual product, and confirming the presence of required information (e.g., product name, brand) in the product images.



Results delivered

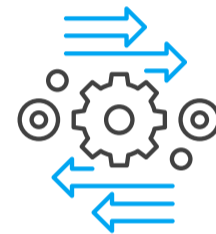
After conducting all the necessary validation checks, scores were calculated for each product based on the assigned weightage for each validation. The results also include a seller summary, highlighting key observations that could help improve the scoring, resulting in enhanced accuracy and quality of product information. By partnering with us to digital commerce giant received:



An accuracy rate of 90%+



Reliable scoring for millions of SKUs every month



100% automated checks customized to their needs

Benefits

By utilizing the scores obtained from the 3Cs, the e-commerce mammoth was able to utilize this information to determine whether the product can be displayed on their platform.. Additionally, we also offered sellers assistance with enriching their product information, to fill in the requisite gaps, and keep consistent track of their catalog's quality as per the platform's mandate.

Ace the race in your e-commerce niche with Netscribes [Calatog Management services](#) to boost your business' productivity, quality, and scalability.

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