

Automated Detection of Targets and Retrieve the Corresponding Analytics Using Augmented Reality

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Abstract : Augmented reality is defined as the collection of the digital (or) computer generated information like images, audio, video, 3d models, etc. and overlay them over the real time environment. Augmented reality can be thought as a blend between completely synthetic and completely real. Augmented reality provides scope in a wide range of industries like manufacturing, retail, gaming, advertisement, tourism, etc. and brings out new dimensions in the modern digital world. As it overlays the content, it makes the users enhance the knowledge by providing the content blended with real world. In this application, we integrated augmented reality with data analytics and integrated with cloud so the virtual content will be generated on the basis of the data present in the database and we used marker based augmented reality where every marker will be stored in the database with corresponding unique ID. This application can be used in wide range of industries for different business processes, but in this paper, we mainly focus on the marketing industry which helps the customer in gaining the knowledge about the products in the market which mainly focus on their prices, customer feedback, quality, and other benefits. This application also focuses on providing better market strategy information for marketing managers who obtain the data about the stocks, sales, customer response about the product, etc. In this paper, we also included the reports from the feedback got from different people after the demonstration, and finally, we presented the future scope of Augmented Reality in different business processes by integrating with new technologies like cloud, big data, artificial intelligence, etc.

Keywords : augmented reality, data analytics, catch room, marketing and sales

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