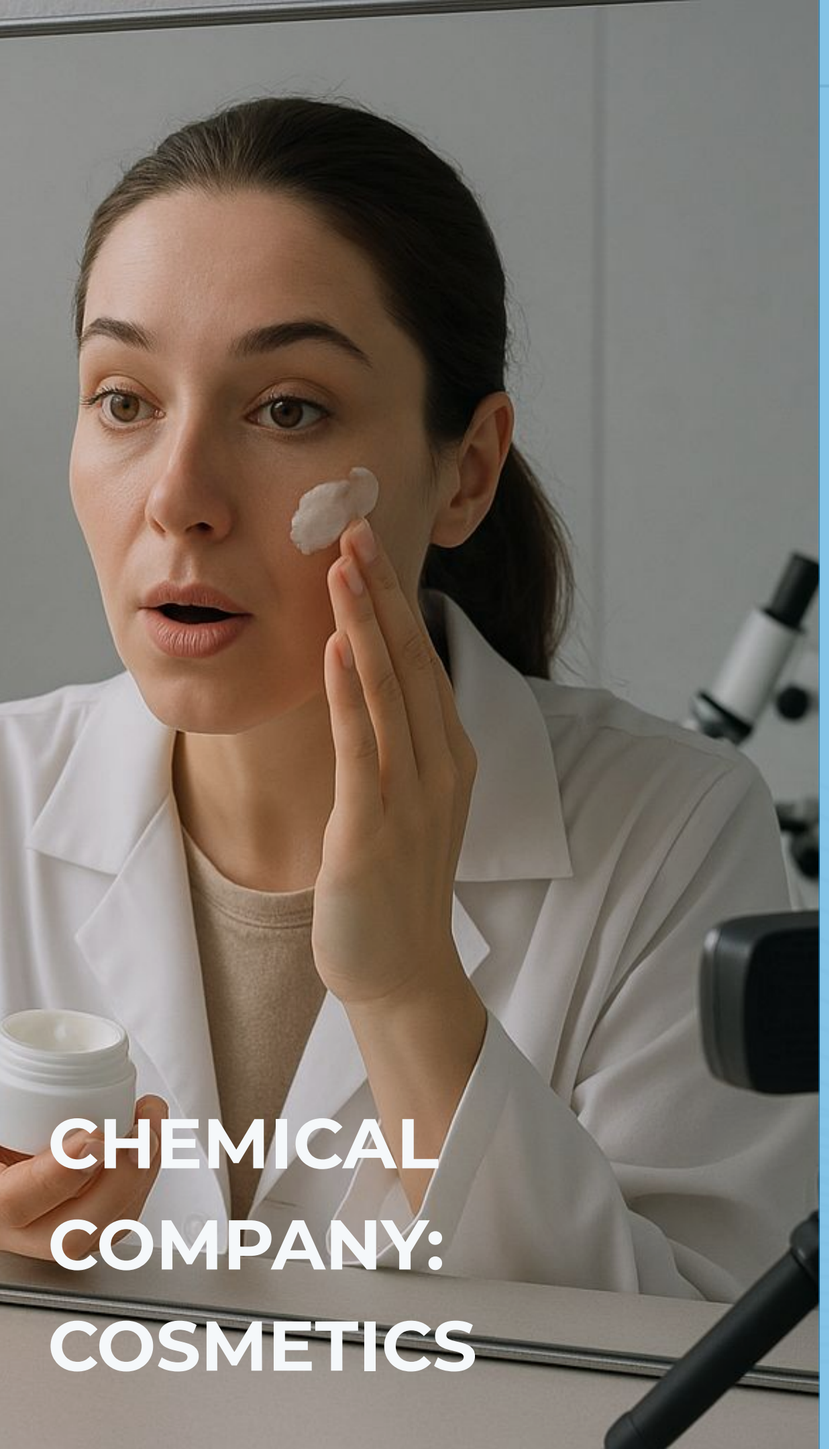

CHEMICAL COMPANY: COSMETICS

CLIENT PROBLEM

A chemical manufacturer aimed to enhance product testing using AI to extract deeper insights from video data. They wanted to understand user sentiment through both non-verbal cues and verbal feedback to cosmetic user tests, uncovering novel findings and identifying anomalies that traditional analysis might miss. Their goal was a more comprehensive understanding of consumer reactions to their products whilst removing the need for a paper questionnaire.

WHAT WE DID

We employed advanced AI reasoning models for sentiment analysis and outlier detection, using an iterative prompt engineering approach to refine the models' outputs. **Our Prompt Engineering expertise enabled us to understand the models' decision-making and adjust prompts to improve accuracy.**

RESULTS + VALUE

The project successfully analyzed sentiment from non-verbal actions across 200+ videos, proving its viability and delivering measurable business impact.

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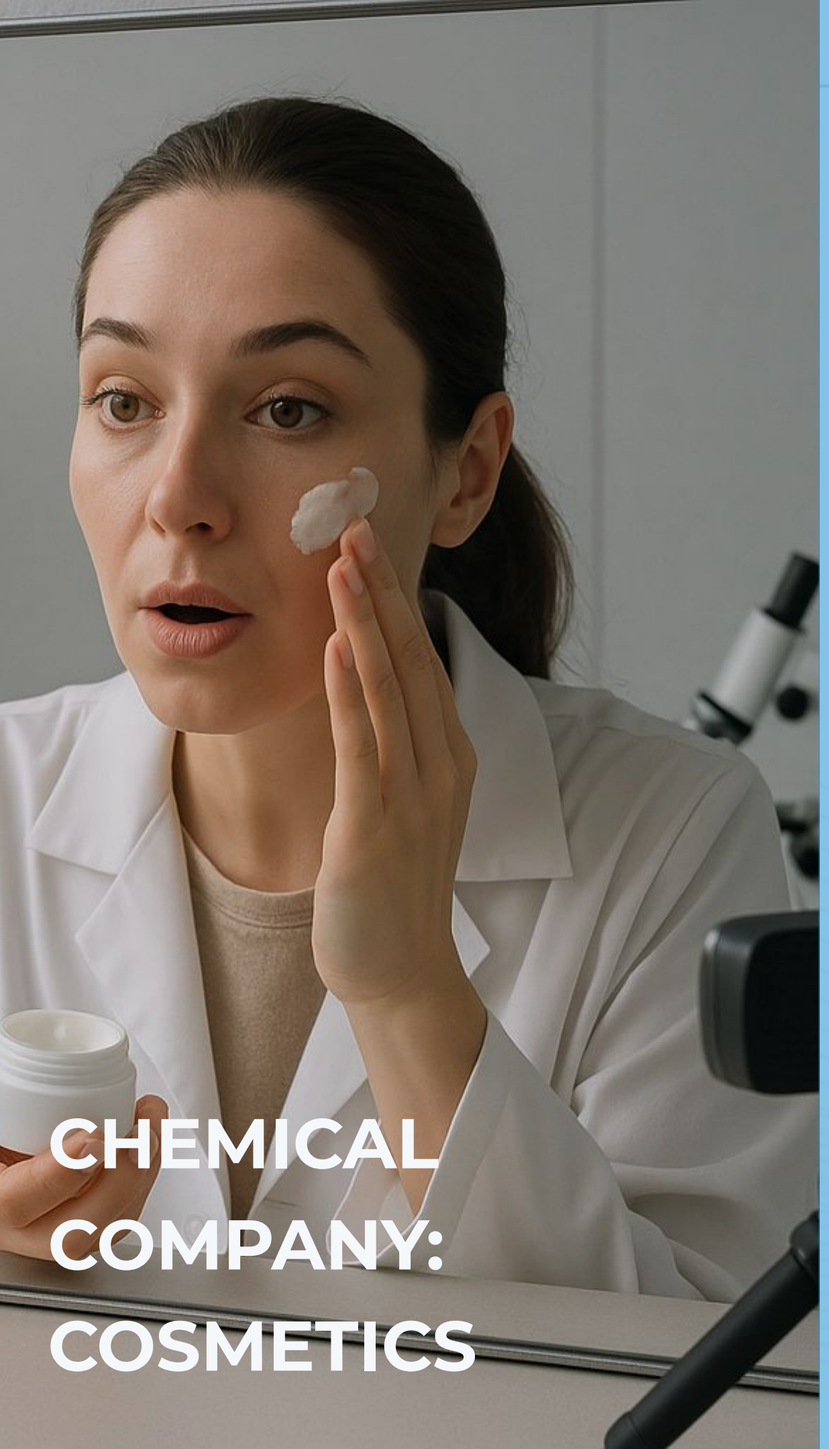

CHEMICAL COMPANY: COSMETICS

KEY TECHNIQUES

01

Iterative Prompt Refinement: Our methodology used continuous evaluation of AI outputs, prompt refinement and versioning to improve result quality. This was essential for extracting deeper insights from reasoning models.

02

Debugging and Issue Resolution: By analyzing reasoning logs, we pinpointed why models produced certain outputs, directly informing how prompts needed adjustment.

03

Preventing Model "Cheating": We engineered prompts to prevent the model from relying on unintended cues like lip reading, ensuring focus on intended data sources and reasoning processes.

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