

Newmine

# Applying ML to streamline product returns analysis

By using Machine Learning, Newmine was able to derive return reasons from online product reviews, and early detect merchandise return problems and anomalies.

## The challenge

Newmine's flagship product: Chief Returns Officer (CRO), provides a comprehensive SaaS solution for retailers to analyze and manage their merchandise returns. One key feature of CRO is detecting return trends and perform root cause analysis. Newmine wanted to process product reviews, and determine if it was possible to tie these back to a specific return reason.

## The solution

Natural Language API was used to perform sentiment analysis over the product reviews. After classifying reviews and determining its sentiment, AutoML Natural Language was used to build and serve a return reason classifier model. The model then classified reviews into potential categories of issues.

## The results

- Enhanced visibility into merchandise returns metrics.
- Ability to complete sale transaction records with return reason information.
- More than 1.5M product reviews processed and classified in the first month.

“Google Cloud provided the platform we needed to accelerate our analytics/ML pipeline. Cloud39 was a trusted partner that helped us get the job done.”

Navjit Bhasin, Founder/CEO, Newmine



## About Newmine

Newmine helps retailers enhance revenue with innovative returns reduction technology and operations solutions that assist retailers during transformative times.

**Industry:** Retail

**Location:** Southborough, MA



## About Cloud39

Cloud39's mission is to help companies of all sizes to start or accelerate their journey to the Google Cloud Platform.



## Products

- Google Cloud AutoML Natural Language
- Natural Language API