

How do I configure a media analysis widget?

Overview

A media analysis widget shows AI-read results from your photos or text submissions, checked against a Check you configure — for example, counting items in a shelf photo or confirming a display is present.

When to Use

Use this feature when:

- You want an automatic read on photos or text submitted through a form — counting items, extracting a value, or scoring against a Check
- You don't need true computer-vision accuracy (facing recognition, object detection, SKU matching) — this feature reads images with a language model, not a vision model built for that

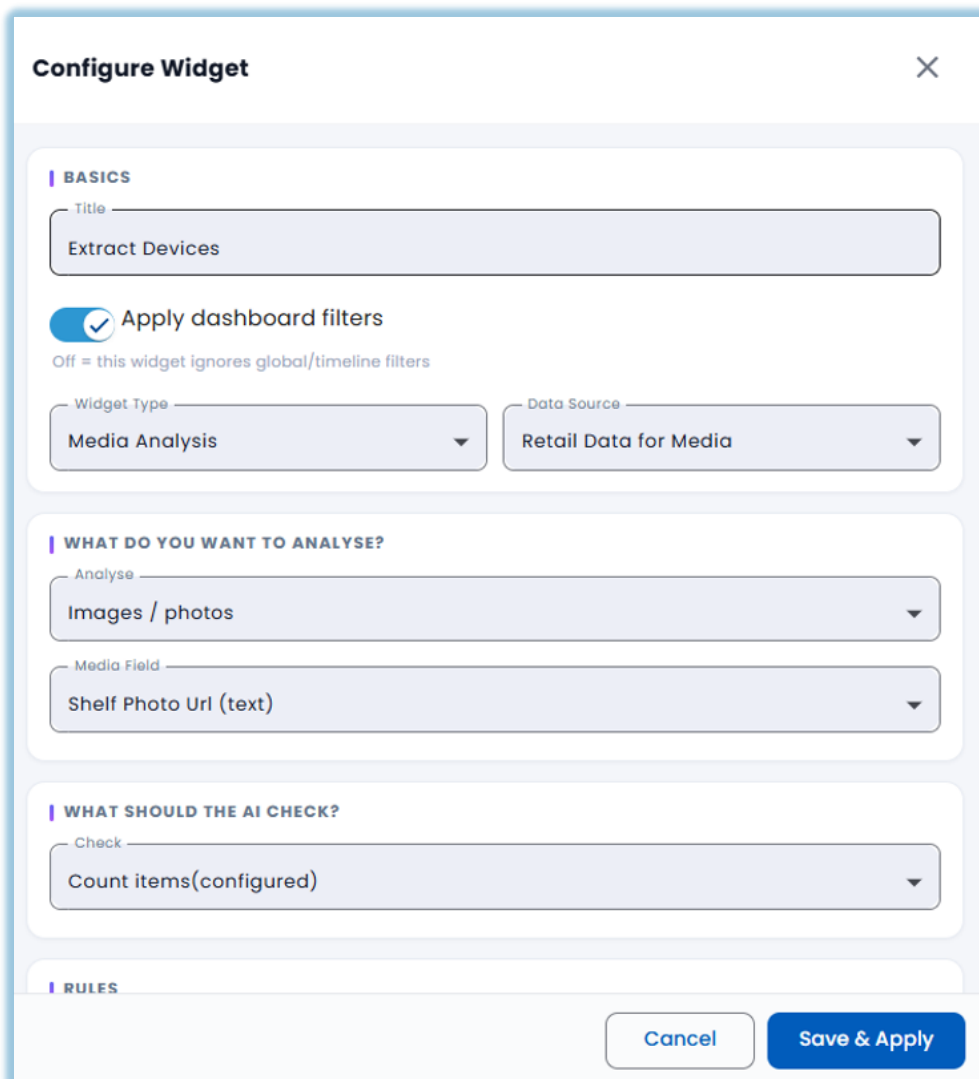
Concepts

- Media Analysis Widget – Shows the results of an AI read of your media (photos or text submissions) against a Check you configure
- Check – What the AI is asked to do on each piece of media; choose one of five types. A Check that's already set up shows as "(configured)" in the dropdown
- Uniform check – A yes/no check against a single condition in the photo, such as whether something matches an expected standard
- Display / POSM present – A yes/no check for whether a point-of-sale display or material (POSM) is visible in the photo
- Count items – Counts how many of something appear in the photo — for example, how many units of a product are on a shelf; configured using one or more Values
- Read a value – Extracts a specific value from the photo or text, such as a price or a label reading; configured using one or more Values
- Quality score – Scores the photo or submission against quality criteria you describe, instead of a yes/no result or a count

- Value – A specific thing the AI should extract or count under a Count items or Read a value Check, given a name, a type (such as Number), and a description telling the AI what to look for; Number-type Values become ordinary columns you can sum or average elsewhere in Vantage (a KPI card, chart, or summary/pivot table)
- Item Reference Images – Optional reference photos you can upload so the AI knows what a correct item looks like
- Credits – Each media analysis job that completes successfully uses a credit; credit use is capped and tracked by your admin
- Media Analysis Job – The background task that reads one piece of media against a Check; jobs run asynchronously, and the dashboard refreshes automatically every 15 seconds while jobs are in progress

Set Up Guide

1. Go to a dashboard and click Add Widget, then set the Title, Apply Dashboard Filters, Widget Type (Media Analysis), and Data Source as usual



The screenshot shows the 'Configure Widget' dialog box with the following configuration:

- TITLE**: Extract Devices
- APPLY DASHBOARD FILTERS**: ☒ (On)
- WIDGET TYPE**: Media Analysis
- DATA SOURCE**: Retail Data for Media
- WHAT DO YOU WANT TO ANALYSE?**
 - ANALYSE**: Images / photos
 - MEDIA FIELD**: Shelf Photo Url (text)
- WHAT SHOULD THE AI CHECK?**
 - CHECK**: Count items(configured)
- RULES**: (Empty section)

Buttons at the bottom: Cancel, Save & Apply

2. Choose the media field to analyze — a photo or text column from your Data Source, such as Shelf Photo Url

Configure Widget

BASICS

Title

Extract Devices

☒ Apply dashboard filters

Off = this widget ignores global/timeline filters

Widget Type

Media Analysis

Data Source

Retail Data for Media

WHAT DO YOU WANT TO ANALYSE?

Analyse

Images / photos

Media Field

Shelf Photo Url (text)

WHAT SHOULD THE AI CHECK?

Check

Count items(configured)

RULES

Cancel

Save & Apply

- Under "What should the AI check?", choose a Check — Uniform check, Display / POSM present, Count items, Read a value, or Quality score
- For Count items or Read a value, click + Value to add one or more values — give each a name, a type (such as Number), and a description telling the AI what to look for
- Optionally, upload Item reference images so the AI knows what a correct item looks like

Configure Widget

WHAT SHOULD THE AI CHECK?

Check

Count items(configured)

RULES

Check name

count_items

Business context (optional)

Extract the total number of laptops that are visible clearly

Values to read off each image

item_count

number

How many laptops are availk

+ Value

Number fields become sum/avg-able columns

Item reference images (optional)

Upload reference image(s)

-994 credits available · this check costs 4 credit(s) per image

Saving activates this check — every image in the selected column is analysed once in the background and the results are stored as columns you can also use in any other widget or filter. Filters you add below also limit **which rows get analysed** — use a date filter to control AI cost on large sources.

Cancel

Save & Apply

6. Click Save & Apply

Best Practices

- Stick to photo or text submissions — video and audio analysis exist as legacy options, but they don't produce reliable results today: video analysis only sends the model the file's URL (which it can't actually watch), and audio analysis returns a placeholder instead of a real transcript
- Treat results as LLM-grade, not CV-grade — there's no true object detection or facing recognition behind this; the model is reading the photo and estimating, so spot-check anything used for a compliance or scoring decision
- Give each Value a clear, specific description — it's literally the instruction the AI reads to decide what to extract or count, so a vague description gives vague results
- Avoid saving the same Check multiple times in quick succession — each save can queue new analysis jobs, and resaving repeatedly can create duplicate jobs that use up extra

Related Links/FAQs

Related pages in this book:

- What widget types are available in Vantage?
- How do I configure a calendar widget?
- How do I configure an AI summary widget?

FAQs

Is media analysis real computer vision, like object detection?

No — it's a language model reading the photo (or text) against the rubric you set up. There's no true object detection, facing recognition, or SKU matching behind it, so treat results as LLM-grade, not CV-grade.

Can I use it to analyze videos or audio recordings?

Video and audio options exist but aren't reliable today — video analysis only sends the model the file's URL, which it can't open, and audio analysis returns a placeholder instead of a real transcript. Stick to photos and text submissions.

Does every analysis use up credits?

Yes — each job that completes successfully uses a credit, and credit use is capped and tracked by your admin.

Version Notes

Last Updated: Oct 2026

Revision #1

Created 22 October 2026 11:39:36 by Manjula Jagadish

Updated 22 October 2026 11:56:02 by Manjula Jagadish