Retail In-Store Analytics

RETAIL IN-STORE ANALYTICS USE CASE #1

Store Performance In Last Week

- **Problem Statement**
  Analyze Store performance For Last 7 Days

- **Solution**
  With the Power Of Artificial Intelligence + Video Technology + Analytics, our proposed solutions provide Actionable In-Store Shopper Insights for Retailers

- **Benefits**

Customer Satisfaction Index with reactions

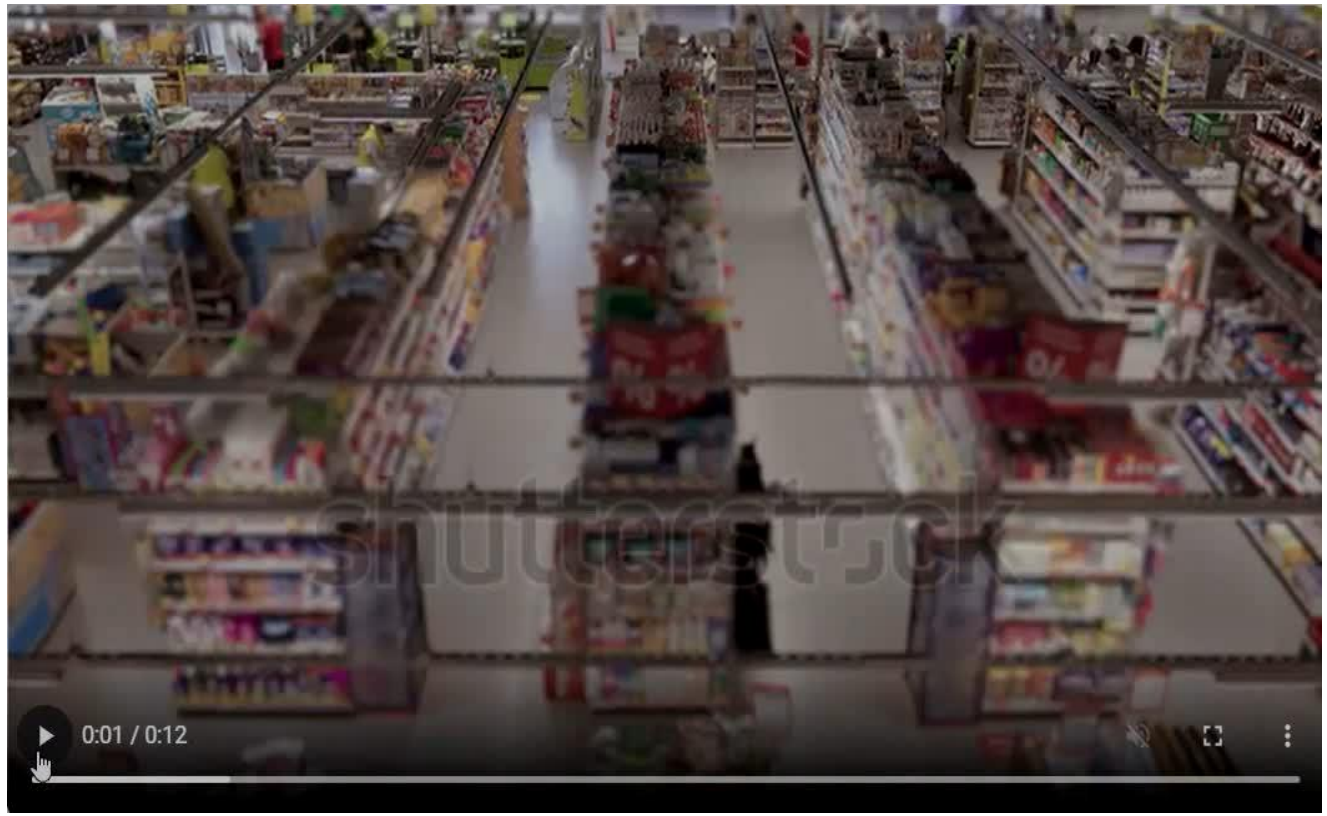
Most Visited Areas of store & Mood Analysis

Forecasted Visitor Count For Next 7 Days

Average Time Spent In Store

RETAIL IN-STORE ANALYTICS USE CASE #2

Motion Video Heat-Map



- **Problem Statement**
  Unable to identify which are the thriving spots, dead spots or bottlenecks for promotions, products or optimize marketing strategies

- **Solution**
  Track footfall data in and around aisles and within the store using advanced motion data capture algorithms

- **Benefits**

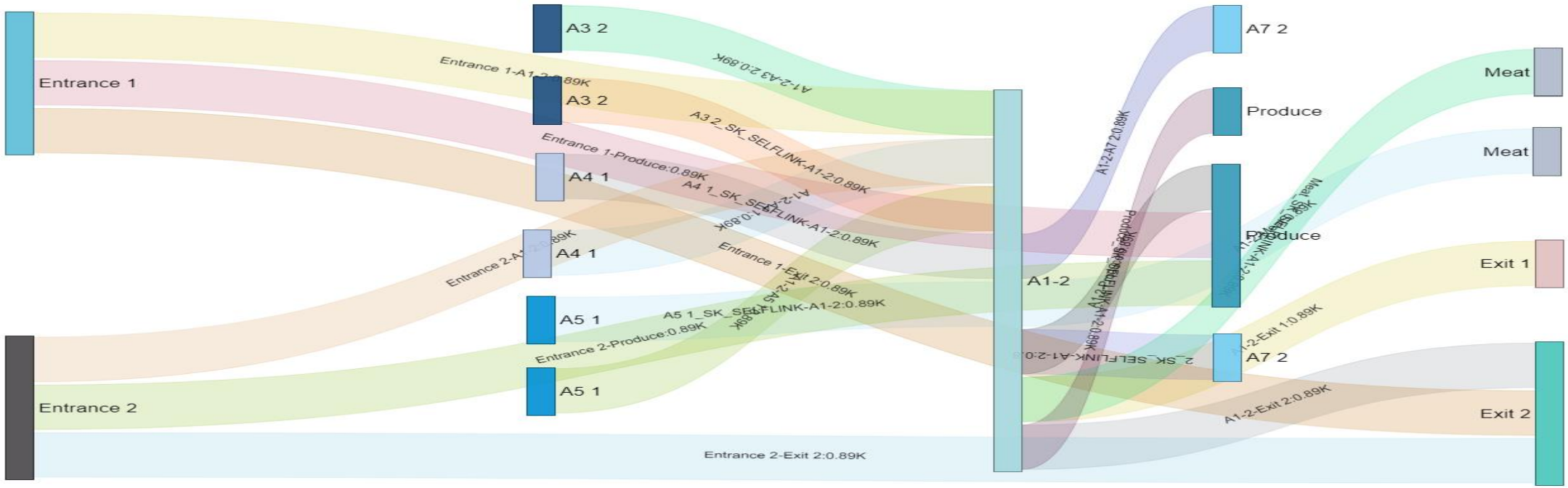
  Aisles performance for better placement of product, ads and promotions

  Visualize visitors traffic patterns at different times to optimize promotional activities

  Understand whether the display promoting a particular product or service is powerful enough to attract the attention of the customer.

RETAIL IN-STORE ANALYTICS USE CASE #3

Costumer Journey Map



❑ Problem Statement

Where do the customer linger?
What are their shopping patterns?
How to identify customers mood during their visit?
What are the most visited sections in the store?

❑ Solution

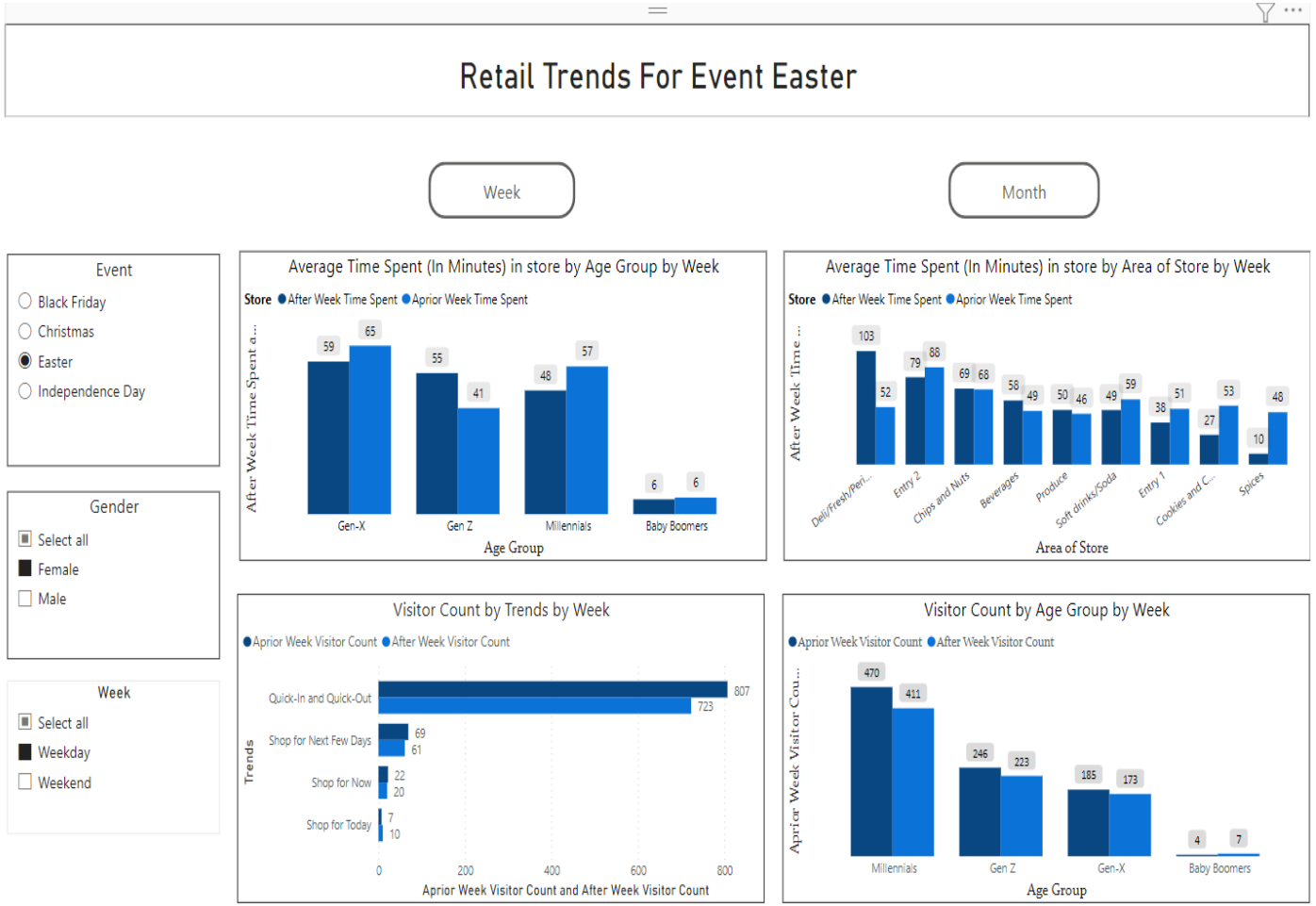
To visualizes the shopping funnel from entering a retail store to checkout. In other words, an in-store Sankey chart describes the transformation from "visitor" to "buyer."

❑ Benefits

Identify Purchase Points
Map Path Trajectory
Quantify Local Demand
Prevent Friction Points
Measure Engage Time
Optimize Product Positioning

RETAIL IN-STORE ANALYTICS USE CASE #4

Retail – Shopping Trends



- **Problem Statement**
  How to measure if the promotion was successful?

- **Solution**
  With the advanced analytics it is possible to identify the visitor traffic and behaviour before and after the promotions

- **Benefits**

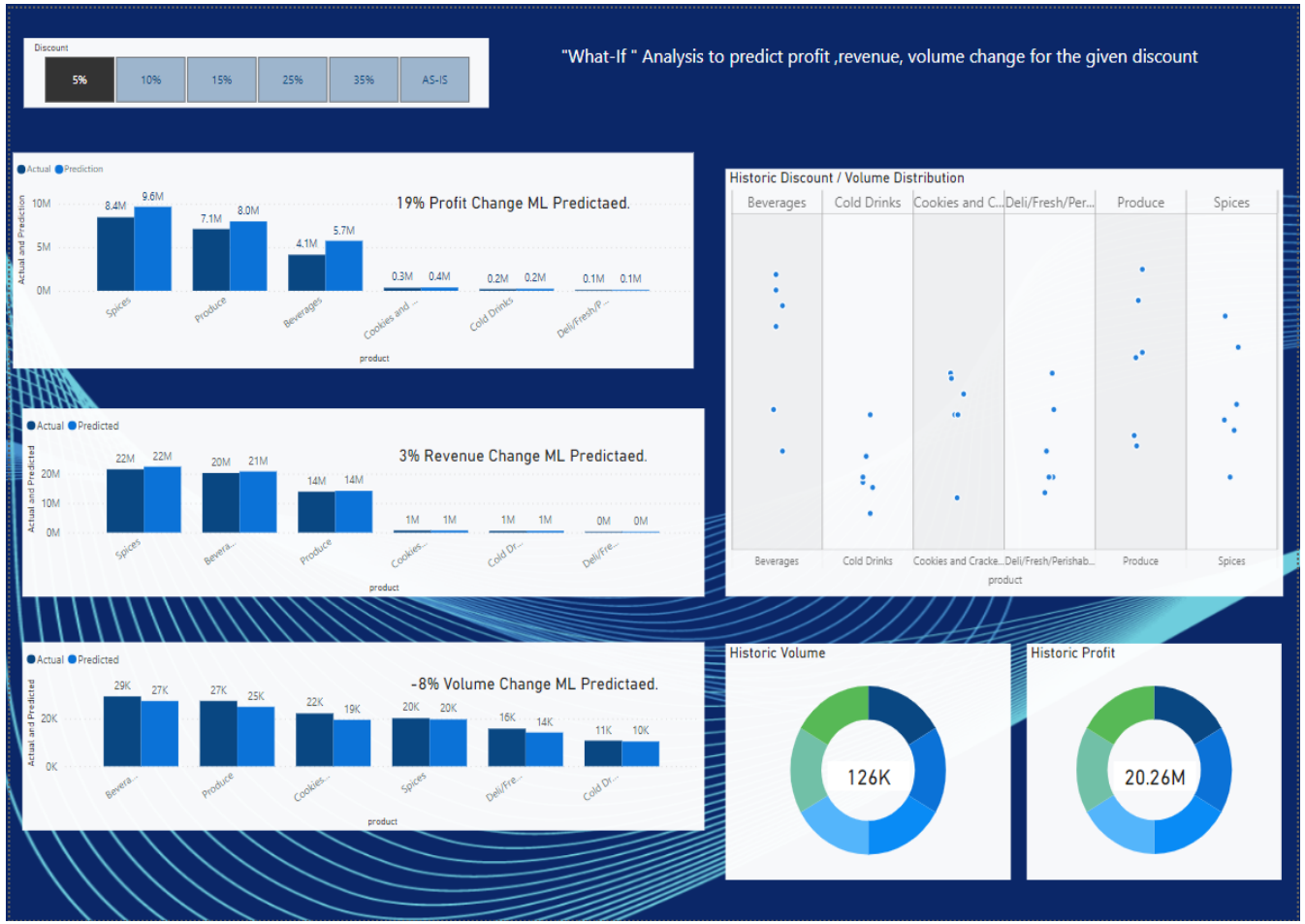
  Helps to identify visitors age-group , gender visiting the store before and after promotion

  Average Time spent by the visitors before and after event

  Analyse the visitor traffic on each area of store

RETAIL IN-STORE ANALYTICS USE CASE #5

What-If Analysis



- **Problem Statement**
  Identify what will be the increase/decrease in profit, revenue and volume for the given discount % for products

- **Solution**
  ML predicted profit, revenue & volume change % for the products by considering discount % as a parameter

- **Benefits**

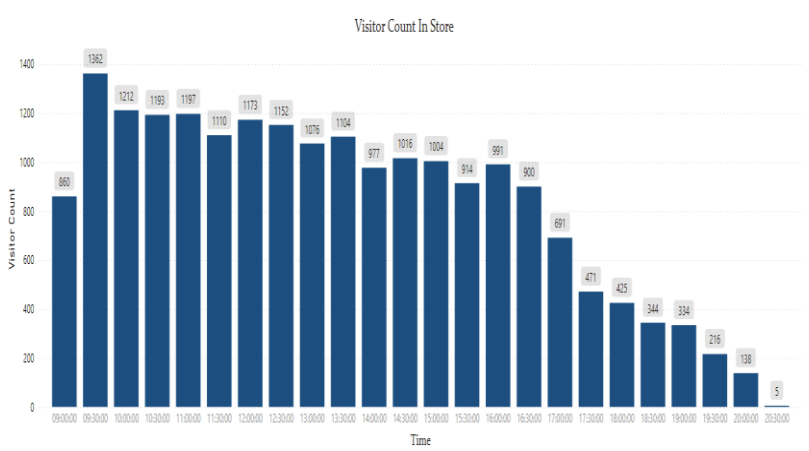
  Identify correct discount % on products and still generating profits

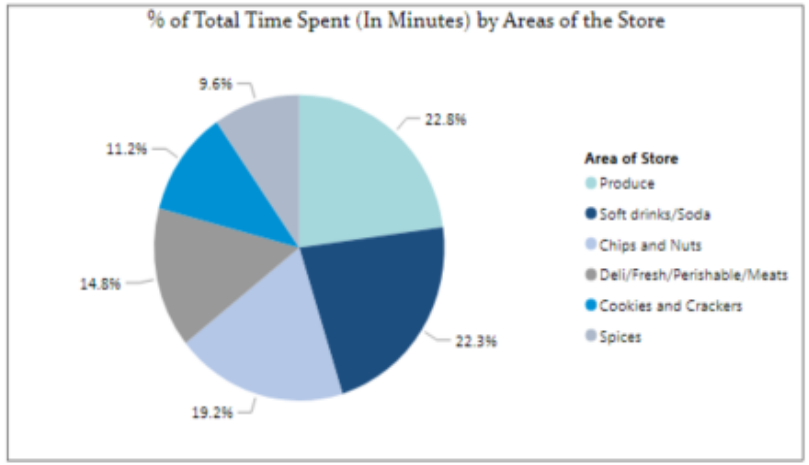
  Minimize the low performing product's inventory by selling with appropriate discounted rates

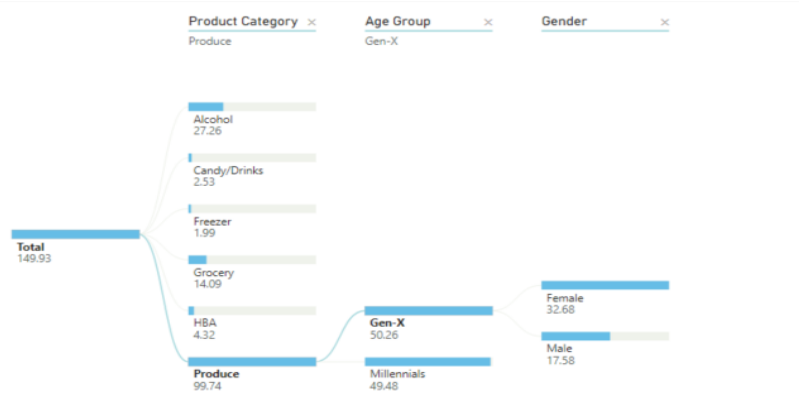
  Compare the As-Is and after discount profit margins

RETAIL IN-STORE ANALYTICS USE CASE #6

Slice & Dice Data







❑ Problem Statement

Get meaningful insights from historical data across multiple dimensions to make decisions faster

❑ Solution

Use BI capability for multiple dimensions and measures

❑ Benefits

Customer shopping behavioural patterns
Dwell time at aisle
Shopping experience age-group / gender wise
Store performance at specific time


THANK
YOU