

NALAIYA THIRAN | RETAIL STORE STOCK INVENTORY ANALYTICS

DEMO LINK: <https://youtu.be/XzrW7Y7cxyo>

In the retail business, big data is poised in the coming years to open up huge opportunities in the way stores (both physical and online) fundamentally operate and serve customers. Given the incredibly small margins, Big Data will also provide much needed efficiency improvement from tighter supply chain management to more targeted marketing campaigns that can make a big difference to a retail business of any size. Making data-driven decisions is no longer about learning from the past; it means making changes to the business constantly based on real time input from all data sources across the organisation. Consumers can be fickle, so being able to accurately anticipate what they will do next and quickly react is what puts the most innovative and successful retailers above the rest.