

# Data Analytics Process : Real World Application

REVOLUTIONIZING FURNITURE SHOPPING: AUGMENTED REALITY EXPERIENCE



# Introduction

In today's digital age, technology has revolutionized the way we shop for furniture. Augmented Reality is a game-changing technology that allows the retailers to offer customers an immersive experience when it comes to furniture shopping. The customers are now able to visualize furniture in their homes before making a purchase.

However, making informed decisions is crucial for retailers to stay ahead of the competition. This is where data analytics comes into play.

We will discuss the data analytics process of Plan, Prepare, Process, Analyze, Share and Act, and see how each phase can be applied to augmented furniture shopping. By the end of this presentation, we will have a better understanding of how data analytics can help retailers make informed decisions to optimise the customer satisfaction and drive sales to improve business operations when it comes to augmented furniture shopping.



# Plan

The planning phase involves setting goals and identifying data sources to enhance the furniture shopping experience through augmented reality (AR) technology. This step is crucial as it lays the foundation for the entire data analytics process.

For example, retailers may set a goal to enhance the furniture shopping experience through augmented reality (AR) technology and increase sales of their products.

They would then identify data sources such as customer behaviour data (purchase history, browsing patterns), product catalogue data, AR usage data, customer feedback, and market trends to help achieve this goal.

Key questions:

How can AR improve the visualization of furniture in customers' homes?

Which furniture styles and designs are most preferred by customers?

What impact does AR have on customer satisfaction and sales conversion rates?



# Prepare

The preparation phase involves gathering data on customer preferences and behaviour from website interactions, sales transactions, and AR app usage.

Preparing data for analysis can be a time-consuming process, but this step is essential to ensure that the data is accurate and consistent it is crucial for ensuring accurate insights. By investing the necessary time and resources in data preparation, retailers can improve the quality of their analysis and make more informed decisions.

For example, retailers may collect data on customer interactions with AR models, capturing time spent, and recording furniture selections.

This can be done by using the techniques like implementing tracking pixels, integrating with CRM systems, utilizing AR app analytics.



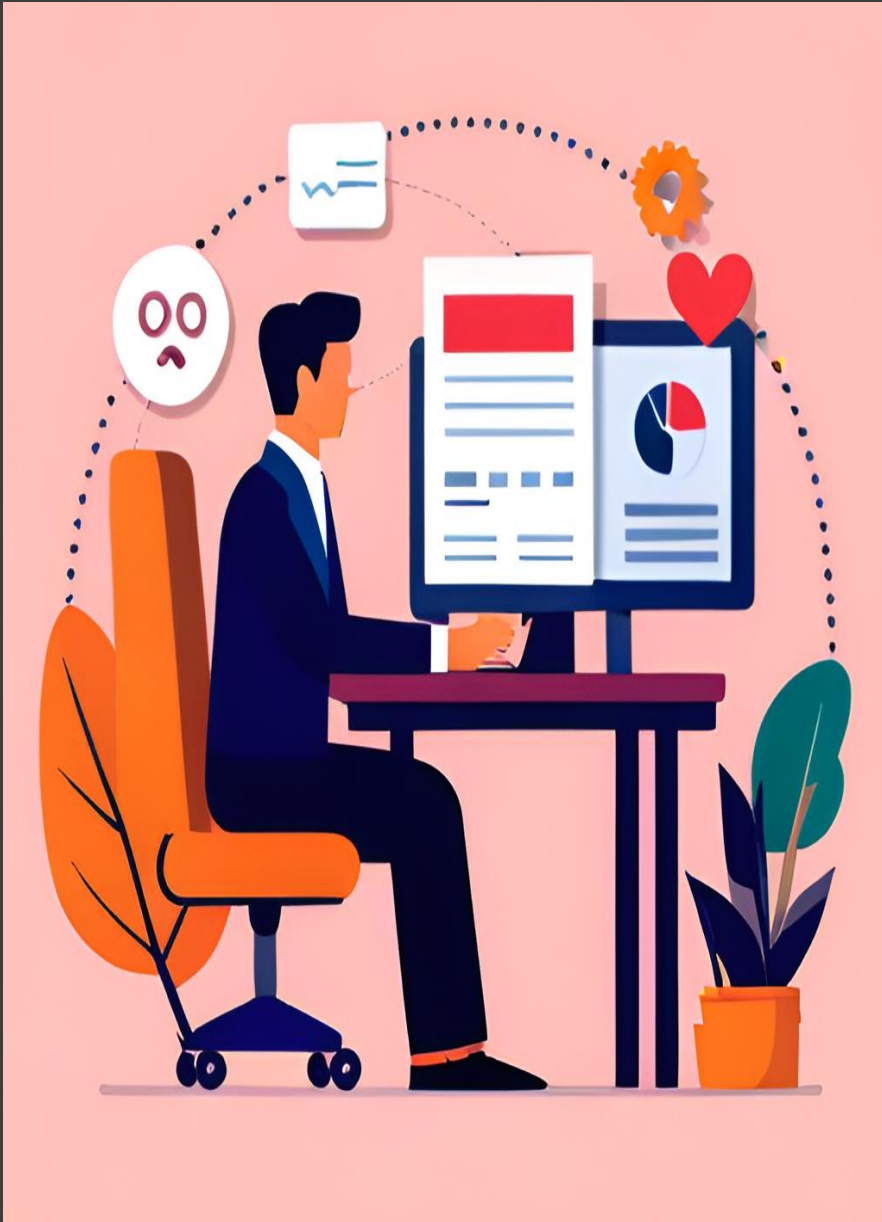


# Process

The processing phase involves scrubbing and transforming the collected data into a standardized format using appropriate tools and techniques. This step is crucial as it determines the accuracy and reliability of the results.

For example, retailers may need to prepare customer data by fixing incorrect, incomplete, duplicate or erroneous data, standardizing product descriptions, and extracting features like furniture category and price range.

The techniques used could be data cleaning, normalization, feature engineering. This will make it easier to analyze the data and identify patterns.



# Analyze

The analyzing phase involves extracting insights from processed data, interpreting the results and identifying patterns to drive decision-making. This step is essential to gain insights into customer behaviour and preferences.

The techniques used here can be customer segmentation, sentiment analysis, market basket analysis.

For example, retailers may analyze customer segments based on the frequency of AR usage, sentiment analysis of customer reviews to identify common complaints or issues and identifying furniture combinations frequently purchased together. This information can then be used to improve product design and customer service.



# Share

The sharing phase involves communicating the insights gained from data analysis to relevant stakeholders. This step is crucial to ensure that everyone involved in the decision-making process has access to relevant insights gained from data analysis in order to improve business operations.

For example, retailers may share data on customer behaviour with their marketing team, so that they can create targeted advertising campaigns which can cater to each customer's unique needs.

Furthermore, by sharing insights with customers, retailers can improve their augmented furniture shopping experience and build brand loyalty.



# Act

The acting phase involves making decisions based on the insights gained from data analysis. This step is crucial to ensure that the insights gained from data analysis are used to improve business operations.

For example, by identifying areas for improvement through data analysis, a furniture retailer can make necessary adjustments to its strategies and campaigns and create a more immersive shopping experience for its customers.

Furthermore, by taking action based on customer feedback, retailers can continuously improve their augmented furniture shopping experience and stay ahead of the competition. Taking action is essential in turning insights into tangible results.





# Conclusion

In conclusion, data analytics can be a powerful tool for retailers looking to improve the augmented furniture shopping experience for their customers.

By following the data analytics process of plan, prepare, process, analyze, share, and act, retailers can gain insights into customer behaviour and preferences, optimize product offerings, and ultimately increase sales.

By embracing data analytics as a core part of their strategy, retailers can stay competitive in the ever-evolving retail landscape.

By investing in data analytics, retailers can improve the overall shopping experience for their customers and drive growth for their business.