Data Analytics

These analytics will be implemented, along with appropriate additions in separate versions so as to allow an independent basic functioning of the system before more complex algorithms to handle data are implemented.

Data that can be obtained from the customers in the mall:

1. Crowd analytics:

* Number of people visiting a particular store at a particular time.
* Peak hours for different regions of the mall.
* Heavily populated zones of the mall.
* Sex ratio of the customers.
* Age group distribution of the customers.

1. Personal analytics:

* Current location of the customer.
* Purchases made by the customer.
* Entering and exit times of the customer.
* Average time spent at the mall over a period of time.
* Average money spent at particular type of items and store.
* Shopping trends of the customer.
* Predict shopping requirements.
* Other minor details such as customer’s favourite colour , choice of foods, physical attributes such as shirt size.

1. Store analytics:

* Popular products purchased in every store.
* Target customers.