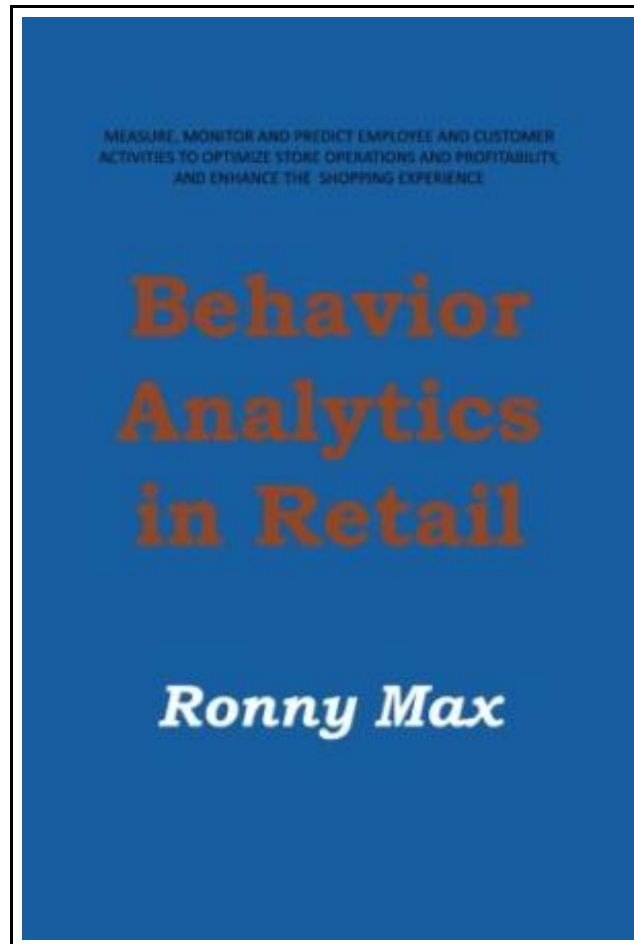


Behavior Analytics in Retail: Measure, Monitor and Predict Employee and Customer Activities to Optimize Store Operations and Profitability, and Enhance the Shopping Experience



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Reviews

The publication is easy in read through preferable to fully grasp. It is writter in simple phrases instead of hard to understand. You will not sense monotony at at any moment of your respective time (that's what catalogs are for concerning if you request me).

(Kevin Bergstrom Sr.)

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AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What is the value of a bricks-and-mortar store? As retailers move to a multichannel world where the winners must overcome the challenges of pricing transparency, personalized marketing, and supply chain controls, most sales still occur in the physical site. Behavior Analytics is the science of studying the behavior of people. Schedule to Demand is a subset of Behavior Analytics, a method that correlates between traffic, sales and labor data, in order to optimize the productivity of employees and position them where they matter most. In Behavior Analytics for Retail, we will introduce the core metrics of Schedule to Demand; design the requirements for a Customer Service Model of the store, inside the store, and at the checkout; present technology options and accuracy requirements; and offer insights through case studies. Regardless of how the future will shape retail, the physical store will continue to exist, and thrive. We propose a framework for retailers, and others, on how to optimize store operations and profitability, and enhance the shopping experience by measuring, monitoring and predicting the behavior of employees and customers.



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