mStore
The new retail experience

- Retail stores need to create new customer experience
- Retail stores need a better measurement of success

What is it?

Increase foot traffic

Provides customer insights

IOT Smart retail IoT system

Creates new retail store experiences

Boost sales

How does it work?

Collect Data → Analyze Data → Present Data

How does it collect data?

Indoor positioning system

Camera

IoT sensors

Companion mobile app

POS system

What data does it collect?

Foot traffic

Personal credential

Clothing

Purchase trends

Face recognition

Body language

Shopping habits

Why do we want these data?

- Increase foot traffic
- Create new customer experience
- A more comprehensive measure of success
- Increase sales
- Identify customer behaviours
- Optimal marketing strategy
- Optimal promotions
- Optimal layout
- Optimal inventory management
- Optimal rostering system

How is data presented?

- Application for business owner
- Companion mobile app for customers
- Smart displays in stores
- Data warehouse API

Tech Stacks

Microsoft Azure   Apache Kafka   React   Tensorflow   Keras