

mStore

The new retail experience

Problem Statements

- 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
- Increase sales
- Identify customer behaviours
- Optimal marketing strategy
- Optimal promotions
- Optimal layout
- Optimal inventory management
- Optimal rostering system

How is data represented?

- 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