

#### Problem Statements

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

### What is it?









Smart retail IoT system

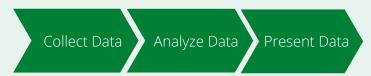


Creates new retail store experiences



Boost sales

#### How does it work?



#### 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









