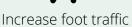


Problem **Statements**

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

What is it?







Provides customer insights



Smart retail IoT system

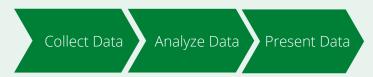


Creates new retail store experiences



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



Purchase Face trends

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









