

#### 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

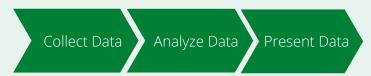


Creates new retail store experiences



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



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









