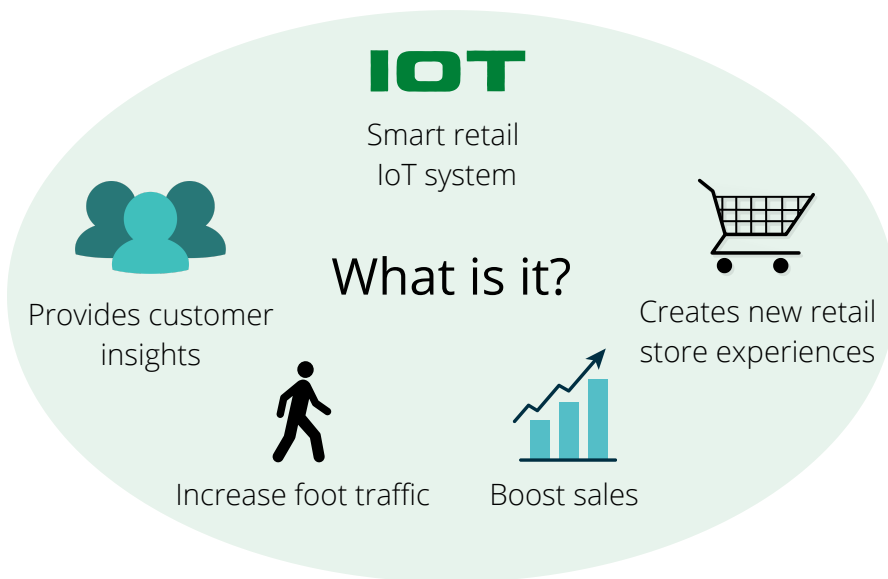# mStore

The new retail experience
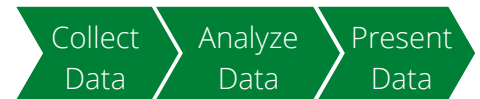
Problem Statements

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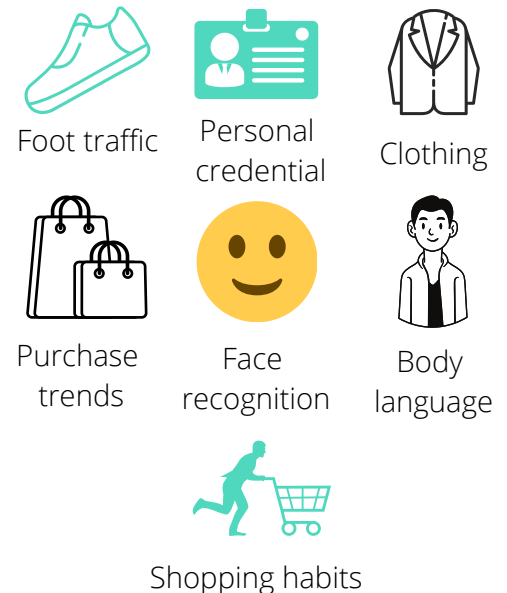- Retail stores need a better measurement of success

IOT

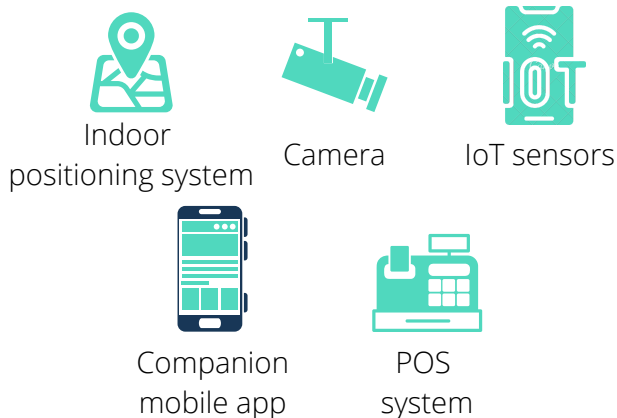Smart retail IoT system

What is it?

- Provides customer insights
- Creates new retail store experiences
- Increase foot traffic
- Boost sales

How does it work?

Collect Data › Analyze Data › Present Data

What data does it collects?

- Foot traffic
- Personal credential
- Clothing
- Purchase trends
- Face recognition
- Body language
- Shopping habits

How does it collects data?

- Indoor positioning system
- Camera
- IoT sensors
- Companion mobile app
- POS system

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