

Case

Retail stores, shopping centers, and research institutes, wants a platform that can collect large amounts of data from different stores, and present it for analysis. The retail stores and shoppings centers, wants to be able to group their data collection devices, so that they can filter the data to only show data from their stores to help them optimize prizes, and plan marketing campaigns. The research institutes wants to have access to the unstructured data, for shopping behavior based research.

Purpose

To develop a system where data can be collected from any location, and shared online without revealing the locations the data was recorded, and allow both companies, researchers and students with free access to large amounts of time based shopping behavior data.

Goal

- To create a platform and system, that retail stores and shopping centers are interested in using.
- To allow researchers and other interested parties with access to shopping related behavior data.