

What is [DeepWAP]?

Highlight of the product

[DeepWAP] is a software system that aims to improves the level of chain supermarket management.

About the product:

DeepWAP software is web-based, making it accessible anywhere and contains modules for every aspect of your supermarket business. Centralize your day-to-day operations in one, real time system.

In release note, there are 28 important frequently-used functions are mentioned, which can be divided into categories, including: Loyalty Programs, Store Management, Employee Management, and Reporting. In the following context, I will show introduce some features that really matters.

List up your software's killer feature.

1. Sales Promotion ROI Analysis

This feature allows you to track how your promotion strategy runs and what benefits you achieved. Moreover, it helps you to follow all details related, and you can look up them at any time and at any place if you want. This software is smart. It can find out the potential differences since new promotion strategy have been carried out.

Supermarket managers always need to designs the promotion strategies to boost their sales. But, there's one big problem for managers that he cannot grab the related effects influenced by the strategy. The income increase doesn't mean the promotion works, since this could be influenced by other factors like weather, dominant events.

This software can track all sales ups and downs with the full stack features of members tracking techniques. Once a new promotion like cutting price of mouth-muffle is released, the function not only can track all member users' shopping action, but also track other changes for mining the hidden information such as fruit sales, skin care products, or air cleaners, and so on. This software will compare all sales information with historical one. If big changes found, this system will record this information into corresponding report sheet. In this way, the potential related influence could be dig out and recorded.

2. Wechat/Weibo/FB/Twitter capture

If the registered user provides his (her) social network contact, then this module will keep following their social feeds and extract the hot words automatically. If some keywords match dictionary inside our system, this system push related products or gift card automatically. For example, if user pushes a feed containing some food materials inside this description. Then, the supermarket will check if these materials is on the goods list. Finally, the system will push notification or send message if at least one material matches. The manager can collect the latest needs from member users, so that he can prepare sales strategy accordingly. At the same time, the user experience can be improved without being disturbed.

3. Cloud Deployment Options

This software system provides cloud deployment option to small and mid-size supermarkets. As we know, traditional supermarkets mainly deploy their software system on their own platform, which is rather expensive for buying infrastructures and maintaining this system, which is not suitable for small and mid-size stores. For cloud deployment, small sized chain supermarkets don't need to buy their own servers. The software and dataset are configured perfectly for them in the cloud. They just need to cover the small amount of service fee.

Users should select the deployment solution according to their own conditions. But for those stores who cannot afford those fees, the cloud deployment is perfect choices. Once decision made, they just need to install this software, then everything is available. Specifically, for new supermarkets, they have none or less historical data. Therefore, if they choose the cloud deployment solution, the trained model will be provided according to the dataset shared by nearby stores.

This software supports different types deployment options, which can expand the potential market, especially for small and medium-sized supermarkets. The cloud option solution has lowest expense, while have the relatively high performance. No workstation need locally. This solution make full use of powerful calculation ability and shared dataset in cloud, which make it train process faster and economically.

3. Easy Migration

This software system supports mainstream systems migration. A package of APIs are designed for compatibility of different data format and business types. Moreover, a simple and effective validation methods are provided for evaluate accuracy.

This validation submodule is used whenever user need to know the system accuracy. The APIs are designed for helping our engineer to assist customers' migration. The usage of validation is similar with the former two killer features. Once installed, clicking button will handle the job.

This function makes migration of old data secure and reliable. At the same time, it proves the method to validate the accuracy of prediction. Both allow the application to be sold to the wider possible chain supermarket as a result.

3. Automated Stock Replenishment

This feature can replace human being to place an order to market supplier efficiently and intelligently. Traditionally, the experience superior manager needs to look up the sales trend recently and the same terms in the past few years, to predict the future sales and determine the next inventory of stores under his (her) management. In fact, these should be more factors taken into considerations, like weather, dominant events, CPI, unemployment rate, et cetera. It's really challenging for a human being to give a reasonable prediction.

Under this circumstance, this module will be used to give the reasonable decision. Machine learning has been widely adapted in image processing and natural language processing in recent years. This module applies some mainstream machine learning approaches to build prediction model. All these works can be run automatically. The users just need to click button to login and then the results show up.

The benefits users get can be divided into three aspects: (a) resource reuse, (b) prediction ability intensify, and (c) easy usability. This module makes the dead historical data alive, which could replace experienced manager to some extent. This module can take giant number of factors and data into consideration. In this regard, it is more powerful than human being. Customers will have a better understanding of sales data both in the past and future, which will helps making more reasonable strategy. The last but not least, it does not need complex operation, meanwhile decreasing the dependence on experience.