USE CASES

After detecting the costumer’s behaviour and purchase history, that is after analysing the person’s data by using the complex machine learning algorithm and getting a purchase map from the consumers in your store. You can see what drives your consumers to buy, whether it’s discounts, brands or interactive campaigns. This allows you to adjust future strategies accordingly. Advertise a particular brand or product at a location or people of a particular age group. This might improve the customer service and give an efficient way to sell the products. It also provide offers and personalized discounts to specific customers only.