IN-STORE CUSTOMER ANALYTICS--***!N$©@***

ABSTRACT:

The objective of the In-Store Customer Analytics is to collect the data related to the In-Store purchase pattern of the customer, relationship between the customer and the shop-owner, real time feedback mechanism about the product and other related items. In broader aspect to collect all type of customer related information inclusive of the sentiment, behavior etc.

SCOPE:

Information as a fragmented data points can be collected, once a Customer walks in to the store.

Here are the salient information collection scenario:

* A customer walks in to a store:
  + The person is male/female/transgender
  + Age of the person
    - 15-18 years
    - 18-25 years
    - 25-35 Years
    - 35-45 years
    - 45-55 Years
    - 55 Onwards
  + Person intended for shopping(also inclusive the person accompanying)
    - Intension for buying a specific product by the influence of
      * TV / Newspaper commercial
      * Friends/Kin are having the same product
      * Need to change the old item
      * Very tech-savvy person
    - Intension of buying but not a specific product -- Confused
      * Have some know-how for item he/she wants to purchase
      * More or less a confused buyer
    - Intension of buying a specific item but end up buying something else
      * A type of confused buyer
      * Buyer intension to optimize the expense with usability of item
    - Intension for buying item but end up buying nothing
    - No Intension for buying but end up buying some item may or may not be useful.
    - No Intension of buying and bought nothing at the end just collecting information.
  + Shop lifters and Kleptomaniacs – Posed as an intended buyer but end of stealing some valuables from the store.
* What can be done to improve the sale of the store
  + Welcome the customer as if you know that person
  + Make that person feel good with the store
  + Never pounce on him/her with the over eagerness for selling the product
  + Help the person with adequate details when it is asked and give the ample time him to digest it.
  + Appreciate customer’s choice and advice accordingly with appropriate suggestions
  + Need to understand psyche or psychology of the customer based on his/her age and gender and never be gender biased or age biased.
  + A person can be tech savvy or non-techie so treat each of them equally with patience.
  + At the time of sale make available all sort of payment mode inclusive of card based, e-wallet and currency and matched item’s price with the discounted price available in the E-commerce site.
* Key Analytics can be collected
  + Person’s Name, age, gender, geographical location
  + Person’s intension for buying – especially self or for others
  + Person’s know-how about the product
  + Person’s purchase intension for the specific item / similar item or store scanning
  + Tapping the scope of the accompanied person’s intension for the item purchase
  + Identifying the type of product frequently purchased
  + Identifying the type of product people usually asked for.
  + Identifying the type of product generally advertised through TV or newspaper.
  + Keeping the good amount inventory of the product line per the demand of a set of products or a specific product.
  + People’s preference for store visit time and identifying the maximum capacity of the store any particular time of the day and day of the week and for a specific month containing any associate festivity, social, cultural or national level event.
  + People’s recommendation for the store
  + Also to identify the economic and social background of the people of the neighborhood where the store is located – means to identify who are visiting frequently.