



Store Analytics powered by Data Discovery Platform

A leading retail client wanted to gain information about its customers to enhance the shopping experience and increase the conversions. In order to compete with online stores and increasing competition offline, retailers need details on what displays are working, what products are flying

off the shelves and what could be causing store losses. The client wanted a solution that provides insights about the effectiveness of store displays, employee actions and other factors that can be used to sway purchasing decisions.

Store Analytics for a leading retailer in US



Provide insights on customers/shoppers movement/trajectories across the store covering individual sections. It helps in understanding foot falls, dwell times and interests at different sections and different times. It provides deeper understanding of the customer behaviour, leading to an improved shopping experience and an optimized store layout.