



## Prevention of Lost Sales Opportunities

By analyzing traffic vs sales, we determine the Lost Sales Opportunities per hour as well as per shifts. Adding it to the staff allocation analysis, it gives a clear view on when you are under or overstaffed.

## Tips For Staff Allocation

We estimate per shift and per hour the number of staff per visitor, giving you an overall view of your staffing status. Thanks to Computer Automated Tips, we ensure a day-to-day right staff allocation for an optimum performance, by letting you know when more or less staff is needed.

## Queue Management Optimization

By Minimizing the time your customers spend at checkout, you improve customer satisfaction and prevent missed opportunities by giving you abandonment metric per queue. We provide you with real-time checkout lane occupancy and store manager direct notification in case of a long queue. It enables to reduce the average waiting time to the minimum, lowering to the lost sales opportunities and increasing conversion rate and sales.

## Marketing Campaign Effectiveness

From Store to overall campaign analysis, our Marketing Campaign Analyzer measure and compare your stores and marketing efforts in the physical world. For each dollar spent on a particular marketing campaign it shows you the traffic gain. You can focus on stores and check the KPIs such as conversion, traffic, dwell time ( you can add more) and how it changes before during and after the campaign. You will also be able to compare your selected campaign historically (Feature coming February 2019)

## Identifying attractive areas

Using Multi-Camera heatmap solution, we can define zone related dwell time and visitor metrics so that we can determine the attractive areas to improve product placement and store design; We also measure the marketing ROI and product display areas within the store and investigate their impact on sales.

## Understanding your Visitor Flow

Our Visitor Flow feature makes you understand the friction points within the purchasing process, enables you to optimize the customer journey, and adapt your in-store marketing strategy accordingly.

## Customer Seasonal Behavior Monitoring

We aim to measure the effect of seasonal changes and holiday periods on the store efficiency and visitor experience, we automatically plan shifts and allocate staff according to the number of customers entering the store, the number of customers visiting each area and the change of customer interests by forecasting staff schedule with time series that Machine learning tool AWS provides (WIP August 2019)

## Targets Setup

By setting up your targets in terms of traffic, Sales, Conversion Rate, Transaction and Units sold, you will have a monthly overview of your success and steps to take to improve your underachieved objectives. You can also check your hit rate monthly, quarterly and yearly by store and your remaining goal so that your stores would track their performances and try to keep up with it.

## Dynamic Store Comparison

We can add custom filters and tag each stores according to custom features. we will be able to make specific comparison of stores depending on your needs (WIP will be released on January 2019). For example you can choose the stores that have staff more than 5, that have rent less than 3000 usd that have area more than 300 m<sup>2</sup> so that you can compare their other metrics since they are similar in those features.

## Store Opening/Closing decision

Our executive dashboard gives you a full visibility of your stores/locations. You can take direct action by overseeing which stores are doing great in terms of conversion but needs traffic, and which one are underperforming due to low traffic and/or conversion rate.

We also measure the efficiency by analyzing Traffic over Rent and Rent over Revenue, enabling direct actions on which store is profitable and which one is unproductive, ultimately helping the decision process to relocate/close the most underperforming stores.(WIP january 2019)

## Targeted demographic Analysis

Using Mood/Age/Gender recognition we enable you to get targeted actions both for an entire store or/and a certain area. For example you can correct a mis marketing campaign if visitors of a certain area with a product placement are 18 years old woman but that your target is 40 years old woman.