

in-store analytics

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meetup

Retail Hell: Bankruptcies Now Higher Than During Great Recession

Retail bankruptcies march toward post-recession high

The Great Retail Apocalypse of 2017

US retailers are on pace to close more stores in 2017 than in the 2008 Great Recession

Are Retail Sales Signaling Next Recession?

Is American Retail at a Historic Tipping Point?

These days
customers don't
have to go to
stores, they have to
want to go stores

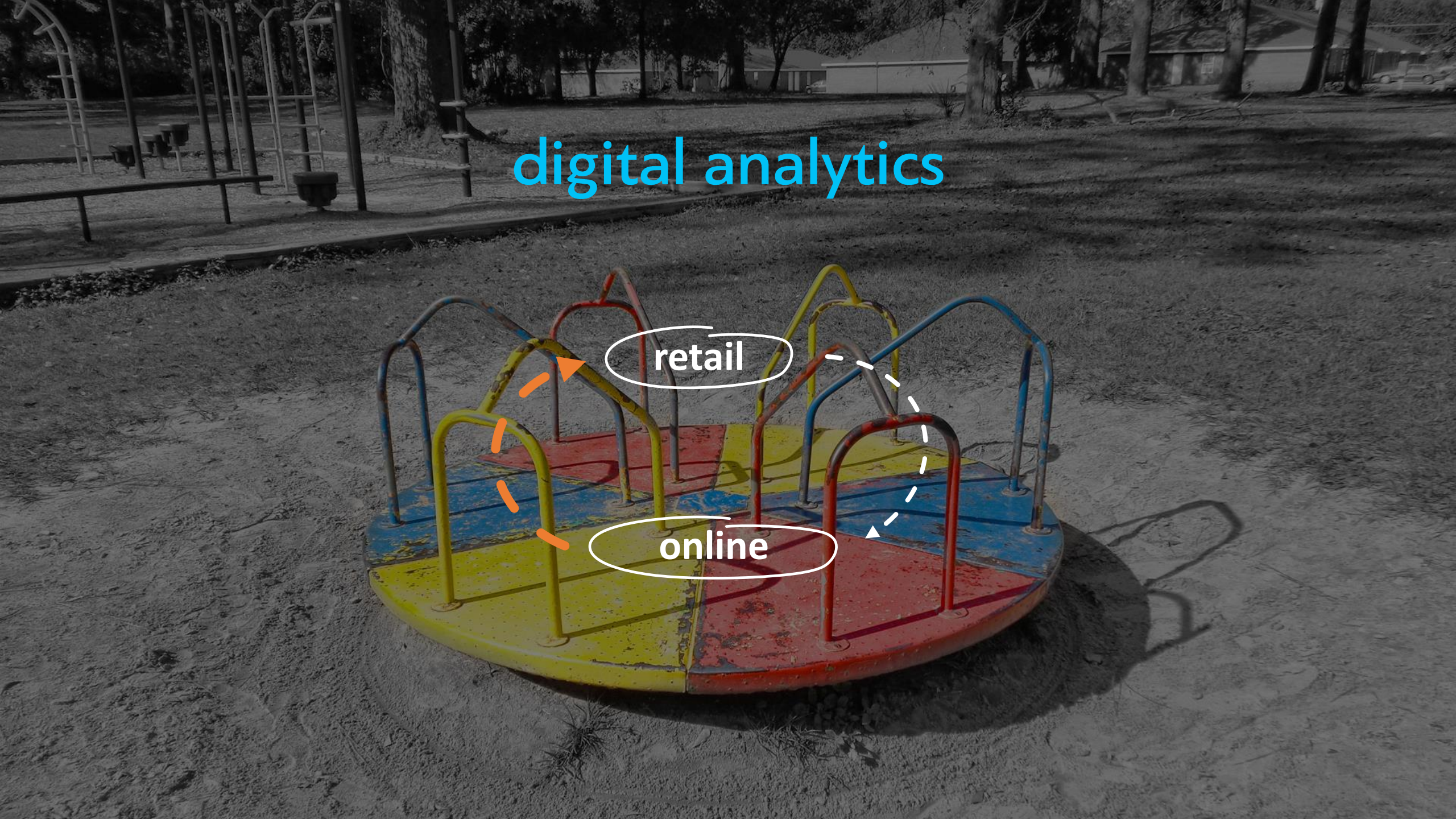
Lee Peterson, WD partners



digital analytics

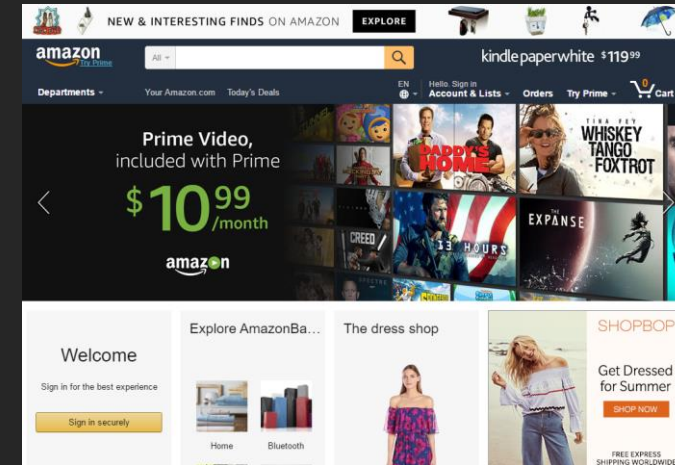
retail

online



evolution is not a choice

online



ATHENS 2004



retail



meetup

a new science is born

□ Measurement

- New technologies / prototypes
- Technology mix & match
- Low accuracy tracking
- Multiple data dimensions
- Difficult full path tracking
- Limited access to raw data

a new science is born

☐ Measurement

☐ Analysis process

- No clear terminology
- Omnichannel attribution
- No business standards
- New report formats
- Low quality data
- Limited customer segmentation

the market



+20% each year until 2022

technologies: Wi-Fi



accuracy: ★ ★ ★ ★

cost: ★ ★

scalability: ★ ★ ★ ★

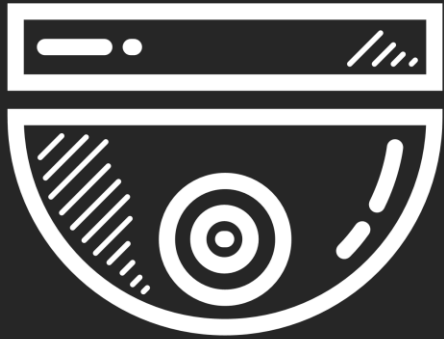
pros

- Granular data
- Re-use existing hardware
- Able to stitch visits
- Captures full journey

cons

- Tracks only smartphone users
- Path tracking is challenging
- Dedicated sensors for reliable data
- Issues on Apple devices

technologies: cameras



accuracy: ★ ★ ★
cost: ★ ★ ★ ★ ★
scalability: ★ ★

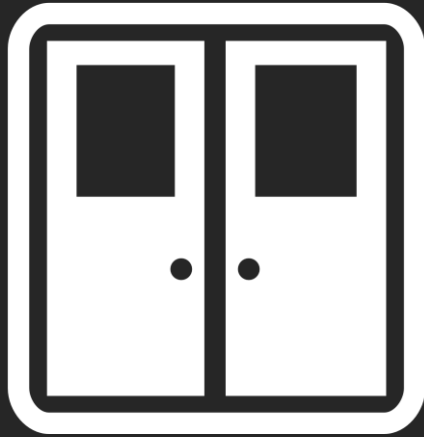
pros

- Basic demographics
- Accurate impression length tracking
- Accurate audience count
- Works along security cameras

cons

- Does not identify individuals
- Limited to zones
- Expensive
- Less reliability

technologies: door counters / sensors



accuracy: ★ ★ ★ ★
cost: ★ ★
scalability: ★ ★ ★ ★ ★

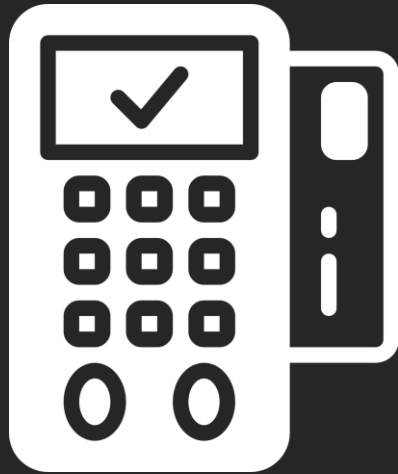
pros

- Very accurate traffic tracking
- Can increase Wi-Fi accuracy
- Thermal counters can track individuals

cons

- No behavioral analytics
- No repeat visits and loyalty tracking
- Difficult to separate product sections

technologies: POS



accuracy: ★ ★ ★ ★ ★

cost: ★ ★

scalability: ★ ★ ★

pros

- Very accurate revenue tracking
- Can enrich other data sources
- Behavioral analytics
- Profiling (Credit card limit/Installments)

cons

- Needs to be combined with other technologies

technologies: beacons / QR codes



accuracy: ★ ★ ★ ★

cost: ★ ★

scalability: ★ ★ ★

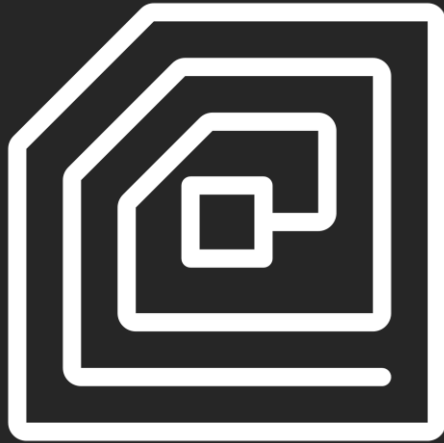
pros

- Very accurate position tracking
- Can trigger actions based on location
- Can track individuals

cons

- Low opt-in rate
- Needs additional app on phone or Bluetooth turned on

technologies: RFID / cart tracking



accuracy: ★ ★ ★ ★

cost: ★ ★ ★

scalability: ★ ★ ★ ★ ★

pros

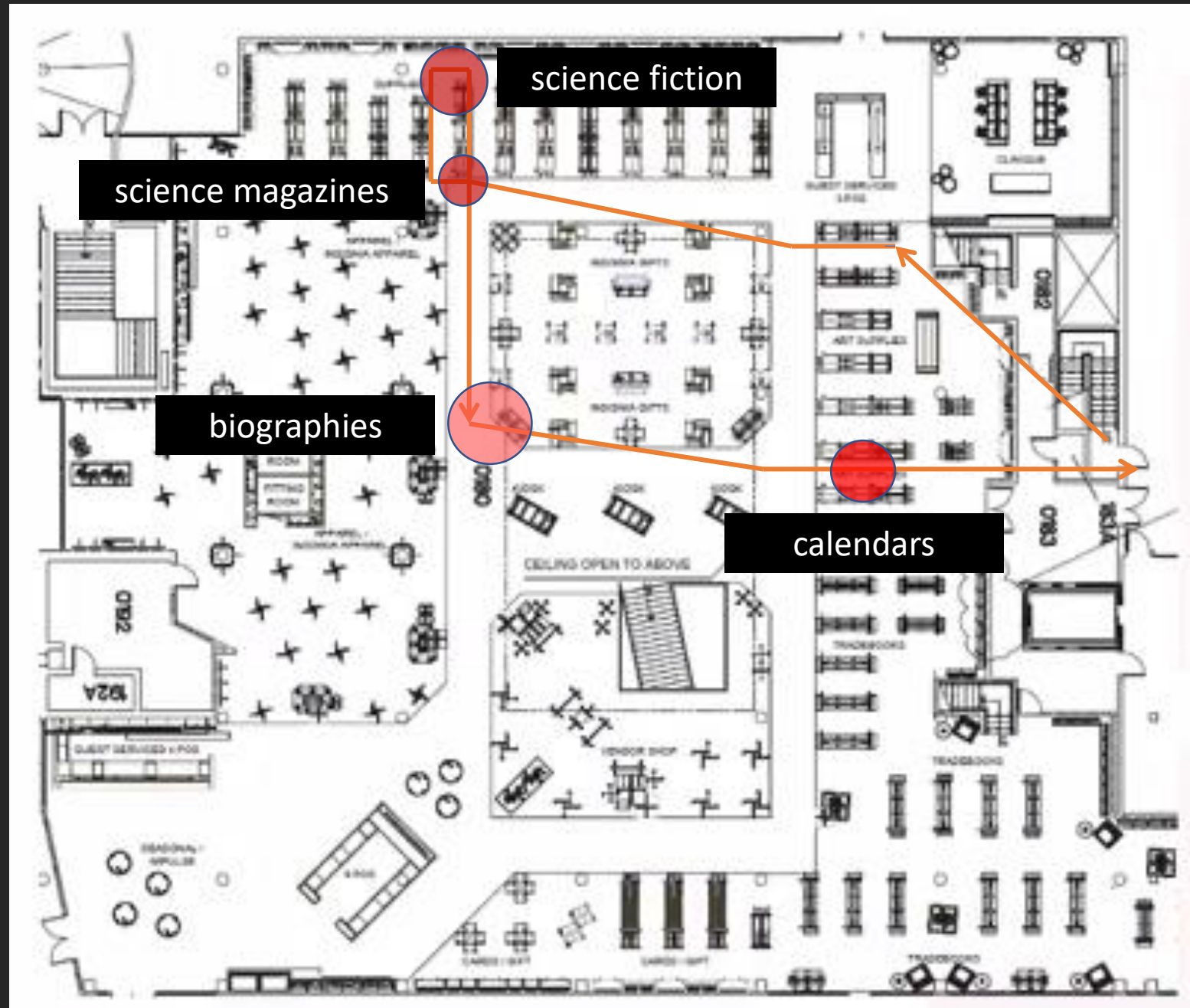
- Accurate purchase intent detection

cons

- Applies only to specific stores / product types
- Does not track individuals

data analysis

section	time (mins)
science fiction	5.35
science magazines	6.30
biographies	1.50
calendars	3.05



data analysis

web analytics

funnel

path analysis

functional analysis

content attribution

in-store analytics

in-store funnel

in-store journey

shelves, corridors, intent

staff, environment performance