Big Data & Retail Sensing

Big Data is high-volume, high-velocity, high-variety information that enables enhanced insight and decision making.

Volume: big data doesn't sample; it observes and tracks what happens

Velocity: big data is often available in real-time

Variety: big data draws from many sources

Big data is perfect for detecting patterns of behaviour.

Retail Sensing

Retail Sensing systems connect to the Internet-of-Things, becoming part of big data sets. Our own video analytics algorithm detects and tracks people, sending the real-time data to "brokers" which process the data and make the information available to end users. Many other kinds of sensor information can be integrated into this system

For retail, the data is integrated with point-of-sale systems to provide live sales conversion figures. Other information includes

- queueing analytics, including predicting when queues are likely to form;

- average shopping or dwell time;

- customer traffic flow analysis and in-store mapping of busy and not-so-busy areas;

- external information – how many people walked passed the store, how many looked in the window and for how long.

Using the information gathered, retailers have the tools to

- Raise conversion ratio

- Raise the average transaction value

- Raise the average number of items per transaction

- Continue the improvement over time

Privacy Concerns
Collecting all this data may raise concerns about people's privacy. Our big data systems don't identify any individuals. Indeed, although we use video analytics technology the system sees people as "moving blobs". There is no face-recognition nor do we access data from peoples' mobile phones. We know how many people went where and when, but not who they were.

Find Out More
Call or e-mail us for more information. We look forward to talking to you.

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