Disrupting retail analysis with artificial intelligence powered advanced analytics

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Abstract:

In recent years, the increasing importance of "big data" has also led to "big" expectations. Particularly with the introduction of the concept of the Internet of Things (IoT), each object is linked to the internet and with the continuous increase in mobile and digital applications and services; data has been gathered at a surprising rate from various sources. When used and evaluated correctly, data has become a crucial competitive weapon, so in the technology world, data is frequently expressed as "new gold" or "new oil". However, data does not represent a value by itself; "value" is formed as a result of processing data to solve a unique problem or fulfill a need. BonAir makes sense of big data by analyzing the data collected from customer visits, customer behaviors and customer profiles and uncovers the potential of big data and lead to provide competitive advantages for clients. With its unique technology, BonAir aims to perform the real-time behavior-based analysis. Based on their needs, customers can be directed at the right time to the right location with 'optional' app integration as well. BonAir platform is being improved with the use of more advanced technology and better customer use cases. At the heart of the new platform lies the new hardware, which is recognized as an all-in-one device, that contains wi-fi sensors, beacon and several other sensor capabilities (such as heat, motion, pressure, etc.) as well as camera integration. The camera will be used to count visitors with the best accuracy. Wi-Fi sensors will provide all BonAir v1.0 capabilities including real-time heat maps, trend analysis, duration information, visit history, frequency and branch comparisons. Beacons will be used to send personalized notifications on iOS platform and in-door navigation use cases. Last, but not least, other sensors will be used to understand the effect of several factors and create predictive analytics. By getting insights into each different technology, BonAir + will be a major tool to be used in management decisions and business analytics. BonAir solution is currently the widest Wi-Fi based analytics network in several countries with more than 5.000 sensors deployed in the field. Some of the clients include Benetton, BMW, Volvo, Mercedes, Turkcell, Turk Telekom etc. Idea Field is a disruptive technology innovation that understands and analyses in-store customer behavior (wait time, service time, visit frequencies etc.) without being connected to any Wi-Fi, or open Bluetooth or without having a smart phone application. Data is collected from Wi-Fi mode-on mobile devices at the locations, where Idea Field sensors have been deployed. With its unique technology, Idea Field aims to perform real-time behavior-based analysis. In this workshop, a detailed Idea Field demonstration will be shown with covering all use cases such as employee tracking, queue management, real-time heat maps, location based campaigns, convergence analytics, reporting and other consultancy cases. Also, competitive analysis based on other micro-location based technologies (such as cameras, beacons, sensors, etc) will be covered.