bigdata:**LINK**

PYGMALIOS

Telecommunication services for your business

Intelligent technologies increase the performance and efficiency of shops and operating units

- analysis of the shop visitor rate
- increase in the performance of shops and operating units
- analysis of purchasing behavior

PYGMALIOS ANALYTICS

bigdata:LINK Pygmalios Analytics is a unique and advanced add-in to the Internet and Slovanet data services for your business.

slovanet

bigdata:LINK Pygmalios Analytics is a revolutionary solution for advanced monitoring of visitor, customer and employee behavior. Well-arranged analytic reports and intelligent evaluation provide precious initial points for preliminary optimizing of the interior, staff, allocation of goods and advertising. The result is a growth in sales and efficiency of the operation, reduction in costs and an increase in customer satisfaction.

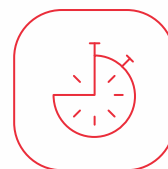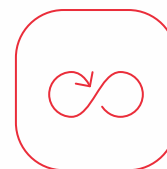## Optional modules

Traffic Essentials	People Counting	Store Productivity	InStore Behavior & Product Zones Performance	Service Lane Performance	Crossshopping

Data collection and analysis

- visitors with mobile devices and passers-by with active Wi-Fi are detected using Cisco Meraki devices
- the number of visitors and their movement in time and within an area are recognized by intelligent cameras and the exact localization system
- transactions and sales data is obtained by connecting POS systems
- external factors – for example, days in a week, holidays, weather..

Other options and benefits

- more effective use of cash-desks and reduction of lanes
- option for a selective approach to indecisive and returning customers
- the product is particularly recommended for operating units in the area of retail sales, banking systems, facility management and industry
- it can be applied and be effective in operating units of any size

Optional modules

Traffic Essentials

- basic analysis of the visitor rate and population density
- external potential passers-by around stores at a given time
- ratio of returning customers vs. new customers
- time spent in the shop
- conversion rate of passers-by to visitors
- frequency of visits and customer loyalty

People Counting

- accurate analysis of visitor rate and population density
- exact monitoring of the number of people at the gates of the operating unit
- summary of the exact number of visitors who enter the operating unit, are present in it or have left it
- counting of the exact conversion of visitors to customers (necessary Store Productivity module)

Store Productivity

- basic indexes of the same (customers, sales, ATV, UPT) on the basis of the analysis of transaction data
- enables to compare basic sales indexes (also at the level of the product category) with the other metrics in the system
- in relation to the People Counting module, it enables to count essential metrics such as visitor conversion and yield
- integration with various POS systems

InStore Behavior & Product Zones Performance

- basic analysis of visitor behavior in the sales area of the shop via monitoring of the exact position of the visitor in the sales area
- summary of areas where visitors are mostly located; identification of cold zones and bottle necks
- summary of trends of the visitor rate to product zones and exposure on   the basis of data on the exact movement of visitors in the shop
- comparison of zones according to the visitor rate and the total time visitors spend
- comparison of performance indicators for product zones with the other metrics in the system
- monitoring of the sales performance of the product zones (necessary Store Productivity module)

Service Lane Performance

- analysis of the workload and performance of service zones ¬ e.g. Cash desks
- analysis of cash desk lanes
- enables to optimize the number of opened service zones

Crossshopping

- analysis of customer migration between operating units in the network

www.bigdatalink.sk