



Retail Analytics – India’s Largest Mattress Company

Sector

Consumer Retail

Customer Profile

A leading mattress manufacturing company in India has about 3500 retail stores that are operated by their franchisees.

Business Requirements

- Customer has multiple stores at each city
- Since these stores are operated by their franchisees, customer has very little insights on the operations of each store
- For getting these insights, the customer had hired sales team who was supposed to sit at their stores and provide insights on the activities there.
- Many a times, the store owners kept multiple products at the exclusive store whereas the contract was for exclusive brand
- Effectiveness of advertising and promotion campaigns was very difficult to assess without proper information of footfalls it generated and the conversion rates.

Challenges

- Traditional footfall counters are not very effective as they are not able to distinguish between employees, service providers and actual customers. Typically, the ratio of actual customer footfalls and employee movement is 1:4 to 1:6. Rendering overall footfall counts of limited user
- Since the volume of stores was quite high and distributed across country with limited internet bandwidth available, the solution had to do most of the processing locally
- The system had to be plug and play so that CCTV installers could go and install it without hassles.
- Cost was a very important factor for the solution because of large volumes and business value generation

Solution

A low cost plug and play Smart Camera with edge analytics and inbuilt internet connectivity that analyses the video locally, learns about employees and vendors and generates accurate footfall count customer demographics was provided to the customer. The system uses, video analytics, facial recognition, machine learning and facial analysis for generating the output.

Part of the computing is done locally in the camera and part of it is done on the cloud. The entire cloud based system has been deployed on the customers cloud account.

Outcome

Axelta has supplied 300 smart cameras to the customer. 200 of these cameras are already deployed across the country and generating accurate customer insights on a regular basis.

Accurate Customer Information

We are able to achieve 80% accuracy in the data on an average. That is helping customer assess conversion rates of each stores.

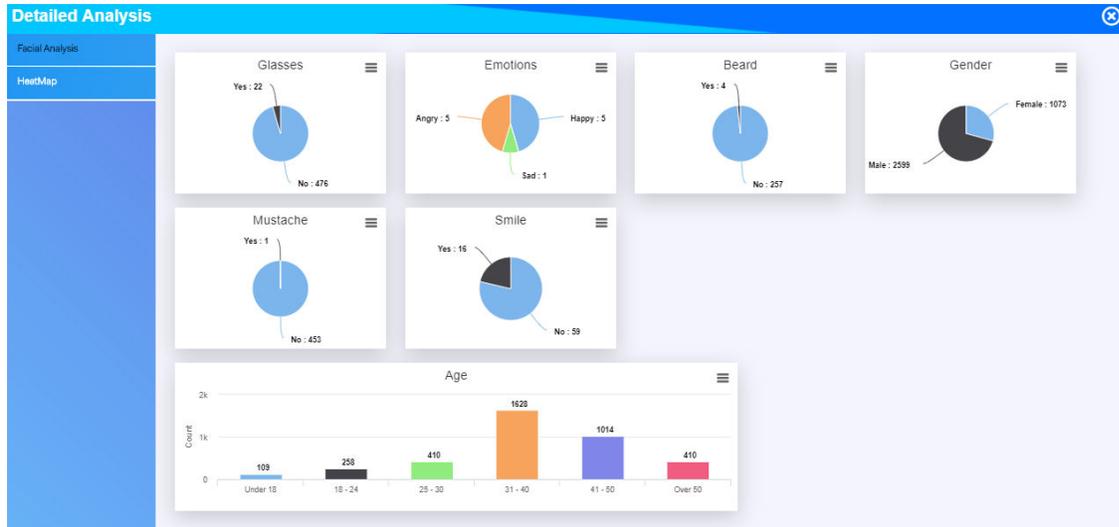
106 Data For Stores		22.19 Average No Of Customers ↓-7.33% vs Last 7 days		Detail Analysis									
Device No	ShowRoom Name	State	City	Zone	Customer Footfall	Impression Count	Status	Report	Edit	Comment	ROI	Version No	Tags
AXR_051	JUST HOME.INC	DELHI	DELHI	NORTH	19	193	ACTIVE				YES	26.0.0	
AXR_052	SLEEPWELL WORLD,SLEEPZY	DELHI	DELHI	NORTH	0	0	ACTIVE				YES	26.0.0	
AXR_053	DREAM DECOR	DELHI	DELHI	NORTH	31	979	ACTIVE				YES	25.0.0	#Recommendation Engine
AXR_054	KPS OVERSEAS	UTTAR PRADESH	NOIDA	NORTH	41	592	ACTIVE				NO	26.0.0	#Recommendation Engine
AXR_055	KAMDHENU ENTERPRISES	UTTAR PRADESH	NOIDA	NORTH	18	88	ACTIVE				YES	18.0.0	#Recommendation Engine
AXR_056	VIKAS ENTERPRISES	UTTAR PRADESH	GHAZIABAD	NORTH	2	8	ACTIVE				YES	18.0.0	#Recommendation Engine
AXR_058	HARE KRISHNA FURNISHING,DT CITY CENTER	HARYANA	GURGAON	NORTH	0	0	no-status				NO	No-Status	No Tags
AXR_059	HARE KRISHNA FURNISHING,ATUL KATARIA	HARYANA	GURGAON	NORTH	0	0	INACTIVE				NO	No-Status	No Tags
AXR_060	SUNRISE FOAM & FURNISHING MALL	UTTAR PRADESH	GHAZIABAD	NORTH	21	132	ACTIVE				YES	18.0.0	#Recommendation Engine
AXR_061	A ONE HANDLOOM	CHANDIGARH	CHANDIGARH	NORTH	0	0	no-status				NO	No-Status	No Tags

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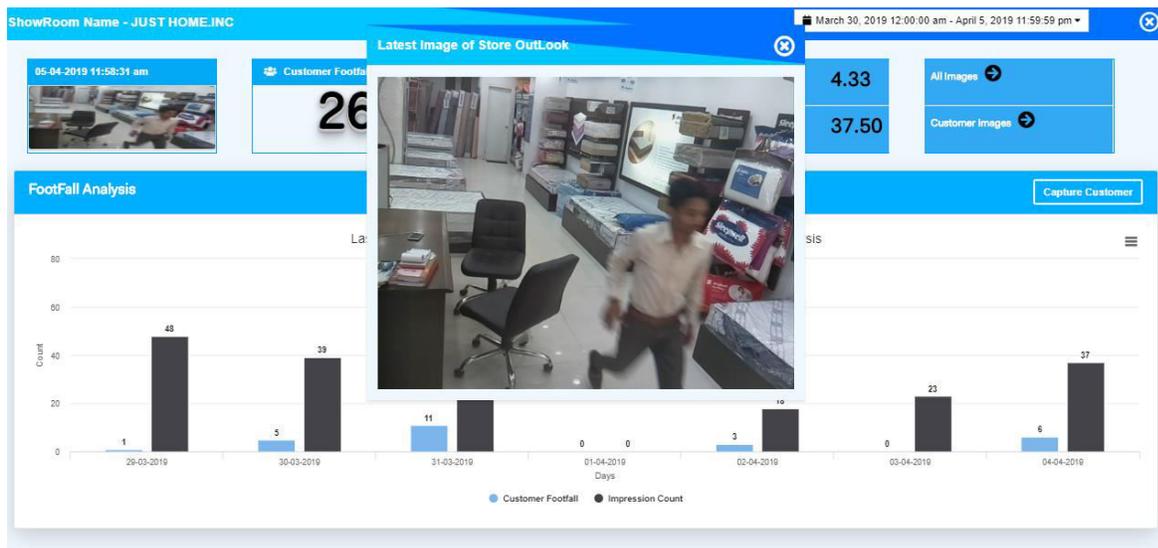
Sales and Promotion

Customer has already integrated their sales and CRM system using Axelta's ConsLytics API to combine the information generated through this system with their sales and marketing data and decisions related to specific launches are being taken using this insights generated.



Franchise Store Monitoring

Customer now has a real-time view of the showroom and is using this information for reviewing any brand dilution, implementation of brand and display changes. This is helping customer in better control over franchise operations.



Way Forward

The plan is to deploy these cameras in all 3500+ stores of the customer in the FY 19-20.