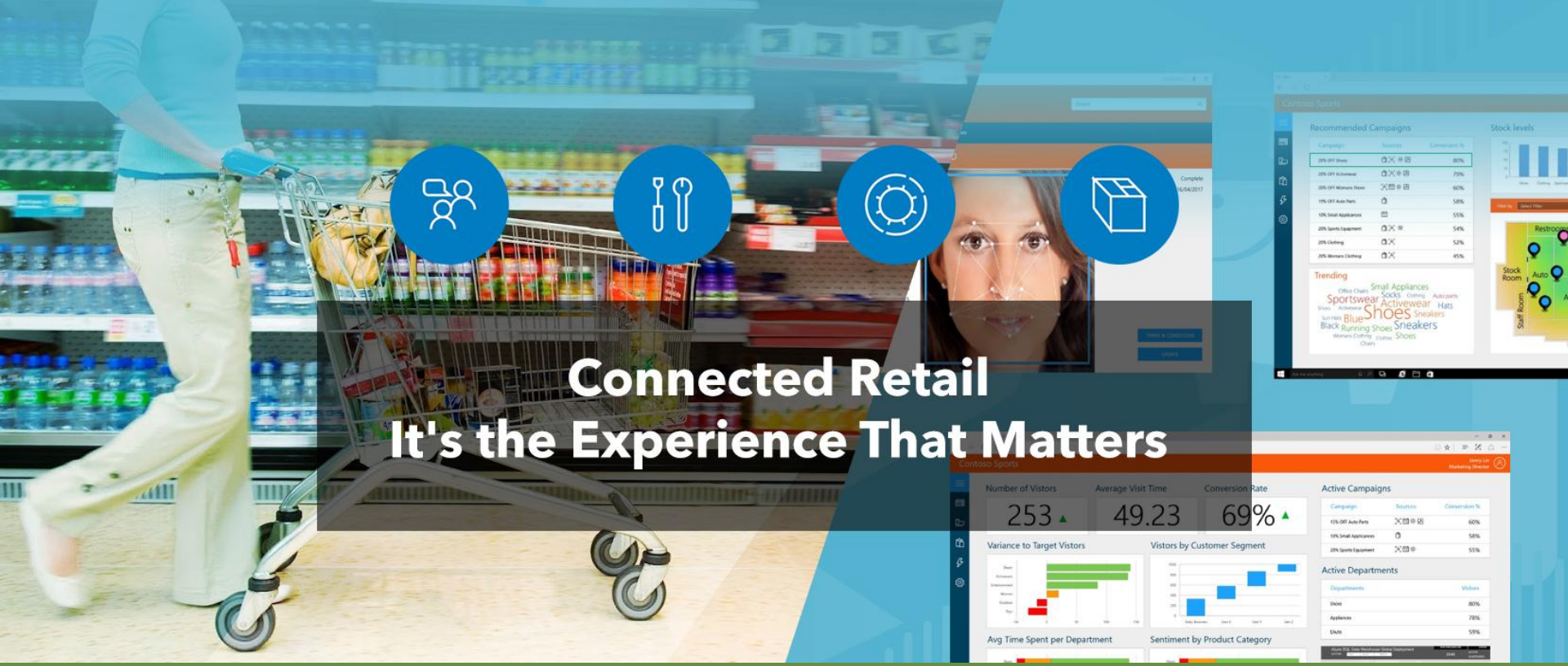

AI-based Connected Retail Solution

Connected Retail Application

- Provides a connected & seamless viewpoint of customers across brick and mortar stores and their online activities.
- A cloud-native solution that enables deep marketing analytics for the Retail industry.
- Plug and Play functionality gets retailers up and running in weeks - not months.
- Historical and Predictive Analytics dashboards - available out of the box and easily customizable for exact business needs.

Connected Retail Application

Connected Retail Application

Connected Retail Application

- An end-to-end analytical & predictive solution that enhances Customer Experience across an Omni-Channel presence.
- The Application connects the in-store and online experiences of the customers and highlights the difference between a Connected Consumer and a Traditional Shopper.
- Provides dynamic recommendations and a 360 degree cyclic data exchange.
- Zero touch purchasing experiences with secure transaction authorization using Face Recognition.

Blog Connected Retail – It's the Experience that Matters

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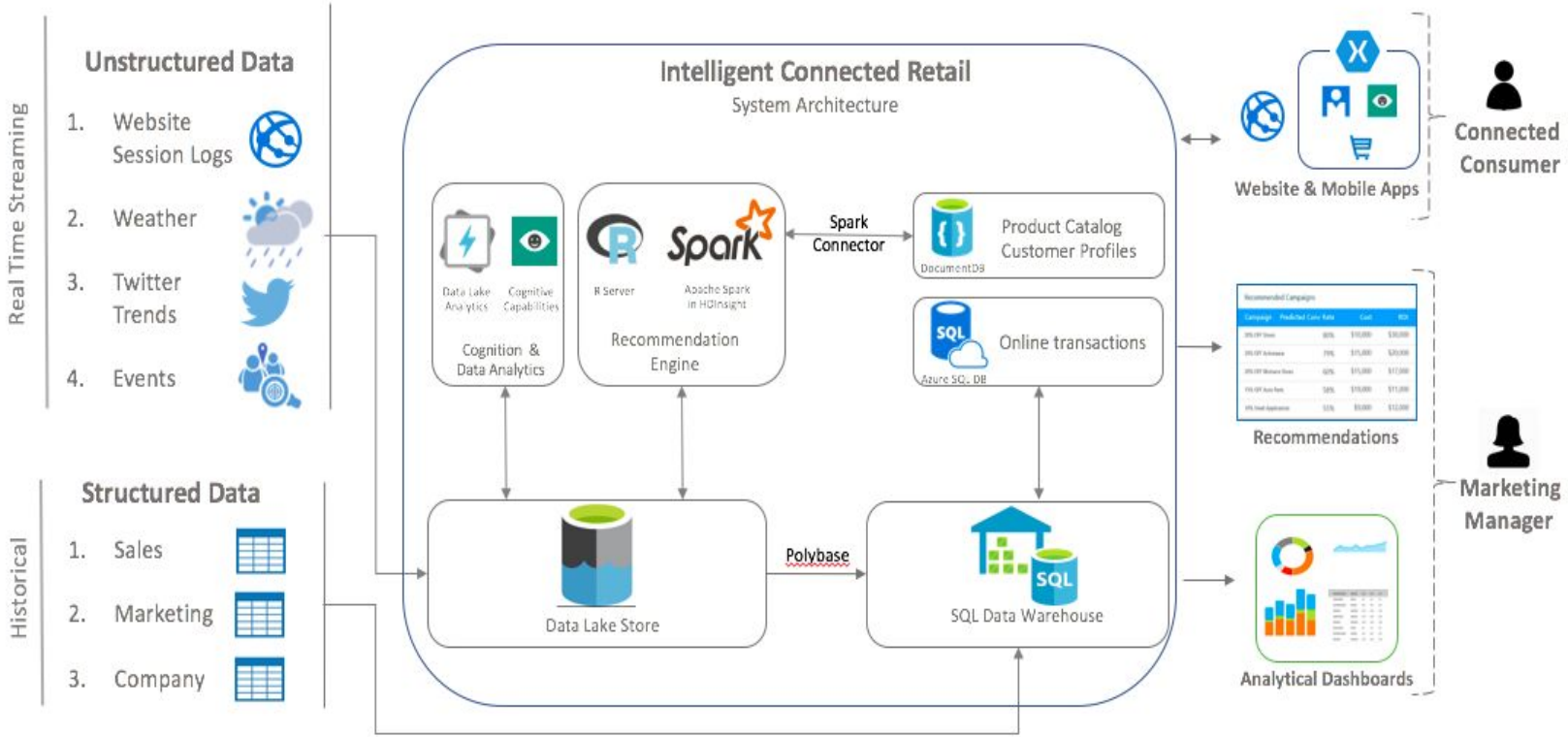
Connected Retail Application

Reference Architecture - Azure Cloud



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Connected Retail Application

Retail Dashboard

Number of Vistors

253 ▲

Average Visit Time

49.23

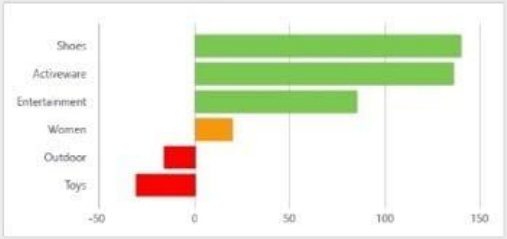
Conversion Rate

69% ▲

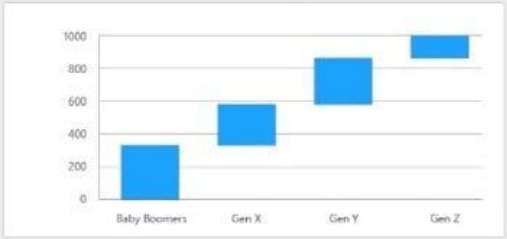
Active Campaigns

Campaign	Sources	Conversion %
15% OFF Auto Parts		60%
10% Small Applicances		58%
20% Sports Equipment		55%

Variance to Target Vistors



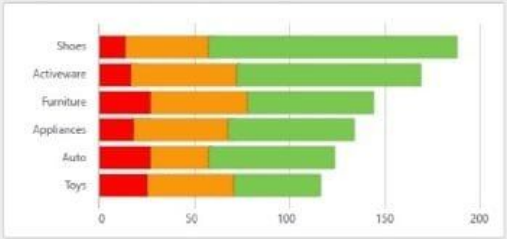
Vistors by Customer Segment



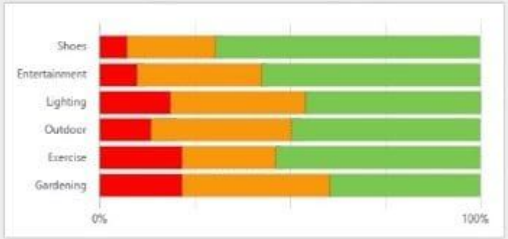
Active Departments

Departments	Vistors
Shoes	80%
Appliances	78%
EAuto	59%

Avg Time Spent per Department



Sentiment by Product Category



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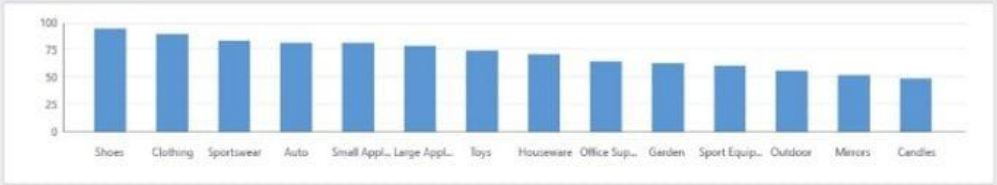
Campaign Management

Recommended Campaigns

Campaign	Sources	Conversion %
20% OFF Shoes		80%
20% OFF Activewear		79%
20% OFF Womans Shoes		60%
15% OFF Auto Parts		58%
10% Small Applicances		55%
20% Sports Equipment		54%
20% Clothing		52%
20% Womans Clothing		45%

Trending

Stock levels



Campaign Analytics Reports

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Total campaigns
200

Number of campaigns held

Revenue
2.3M

Revenue generated by campaigns

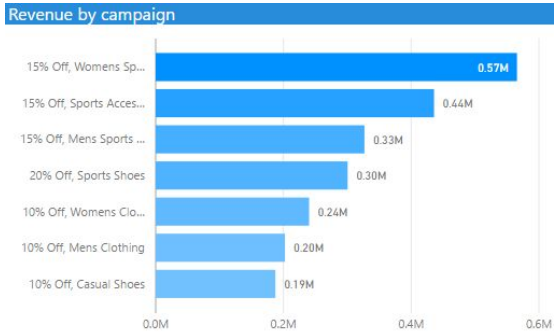
Profit
706.4K

Profits earned by these campaigns

Marketing cost
788.7K

Marketing cost required for these campaigns

This chart denotes if the targeted revenue was achieved by the campaign



This chart compares revenue generated by various campaigns

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Campaign Analytics Reports

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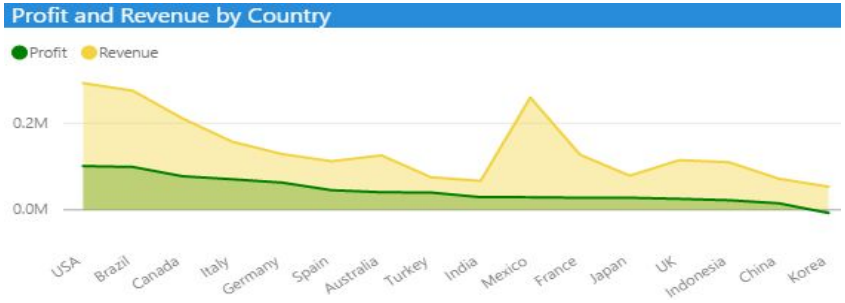
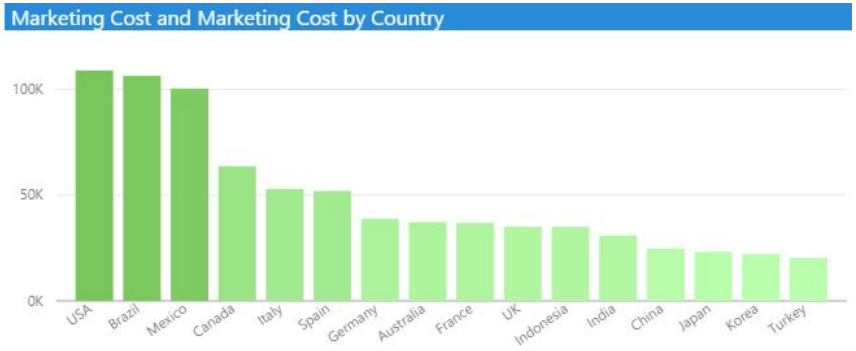
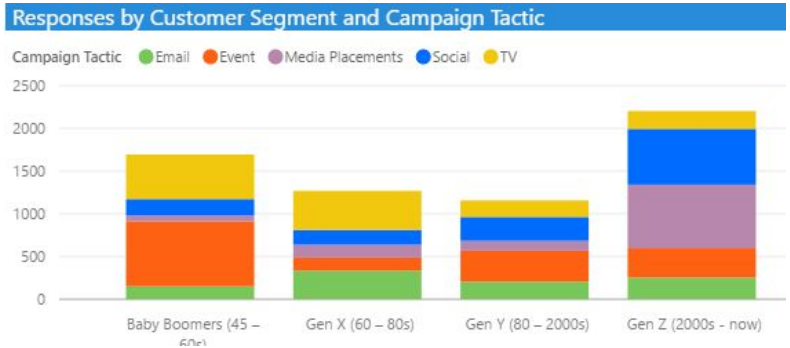


This chart compares Profits and Revenues generated at various countries.



This chart compares marketing costs in various countries.

Campaign Analytics Reports



- This is Stacked Bar Chart helps to identify which Campaign tactic is more popular in which Customer Segment.
- This chart tells Baby Boomers respond more to TV and Event campaigns while Gen Z respond more for Media Placements and Social campaigns.

- This Map chart denotes Profit by country.
- In this chart large green bubbles denote higher profits while smaller red bubbles means lower profits.

Connected Retail Application

Campaign Analytics Reports

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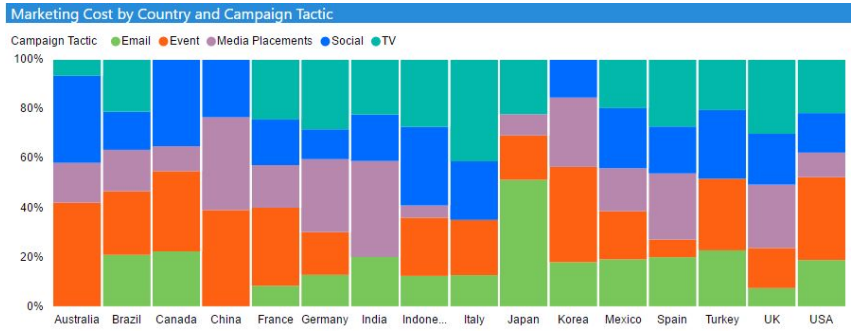
- This Tree Map Chart helps to identify which Campaign tactic for higher ROI
- Email has proven to the profitable campaign channel with the highest ROI.



- 100 % Stacked Column Chart denotes the marketing costs on a per channel basis in various countries.
- According to this chart, the marketing cost of Event and Media Placements is higher in China.

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Campaign Analytics

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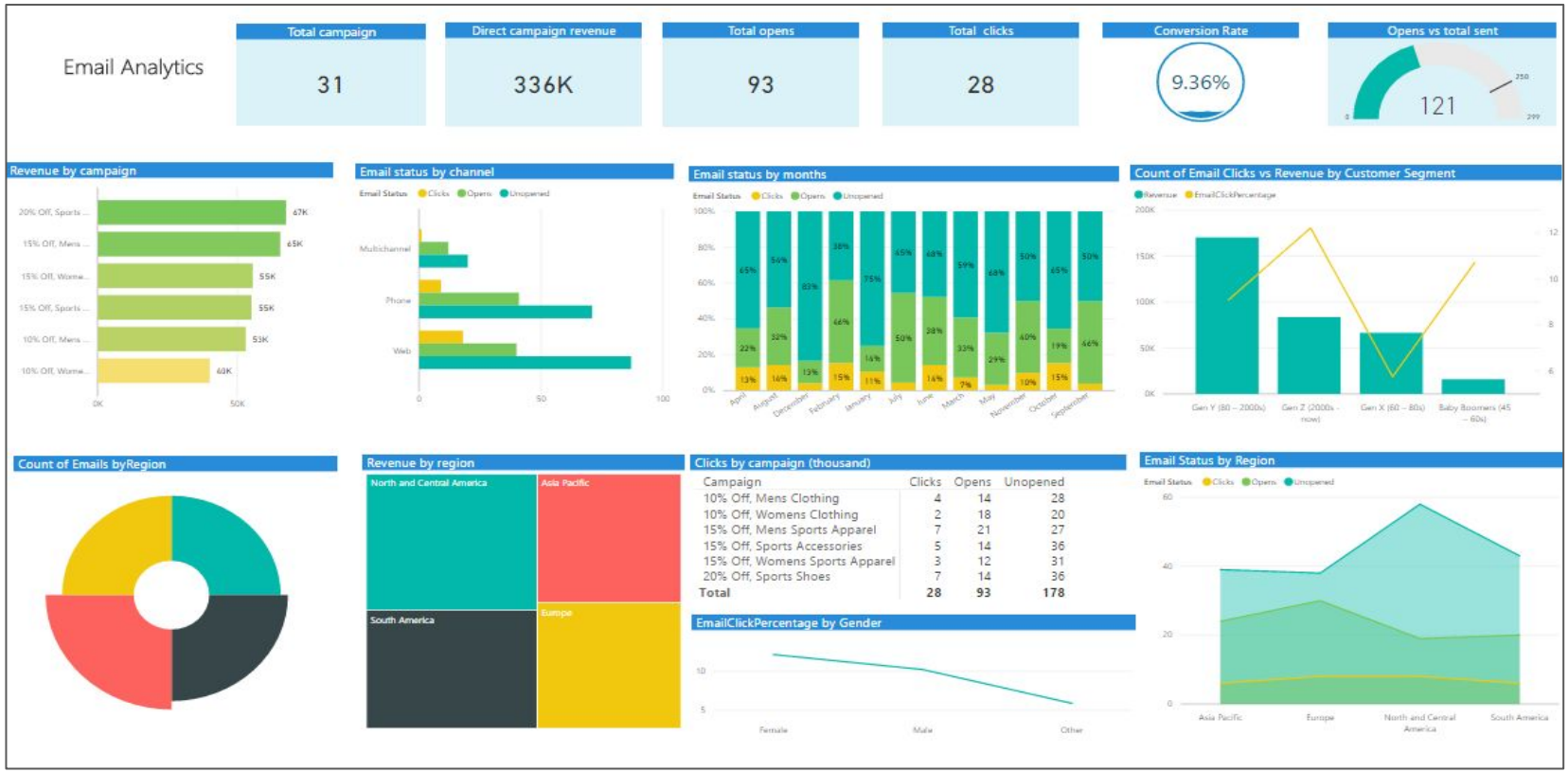
Connected Retail Application

Website & Social Media Analytics

Email Analytics

Analyzes various parameters of Email campaigns.
It helps to understand conversion rates of various email campaigns, revenue analysis, response to email campaigning by customer segment etc.

Connected Retail Application



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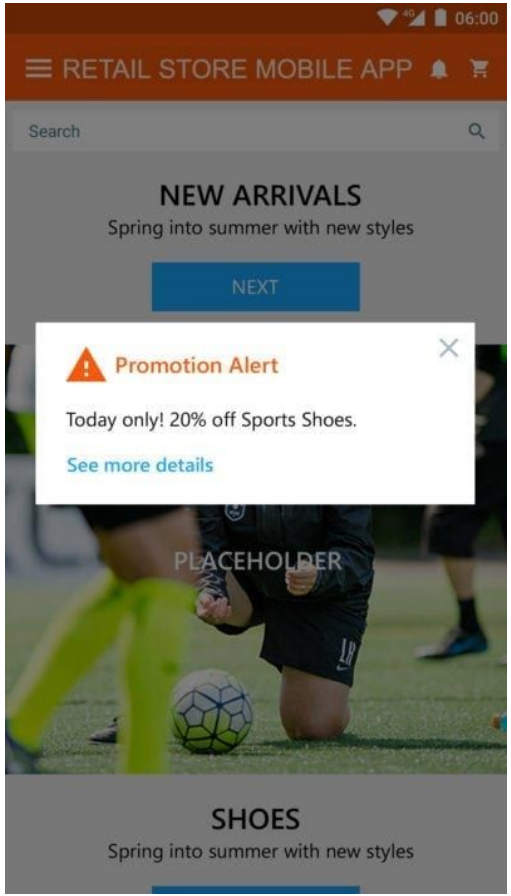
Targeted Promotions

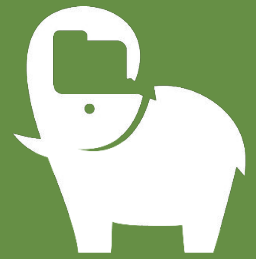


Contact

Dj Das

Founder & CEO

djdas@thirdeyedata.io | 408-431-1487 | @djdas



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Big Data Cloud Community	- **meetup.com/BigDataCloud**
Phone	- **(408) 462-5257**
Email	- **answers@thirdeyedata.io**
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