

# Connected Retail

## It's the Experience That Matters

# AI-based Connected Retail Solution



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Connected Retail Application

# 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.



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# 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

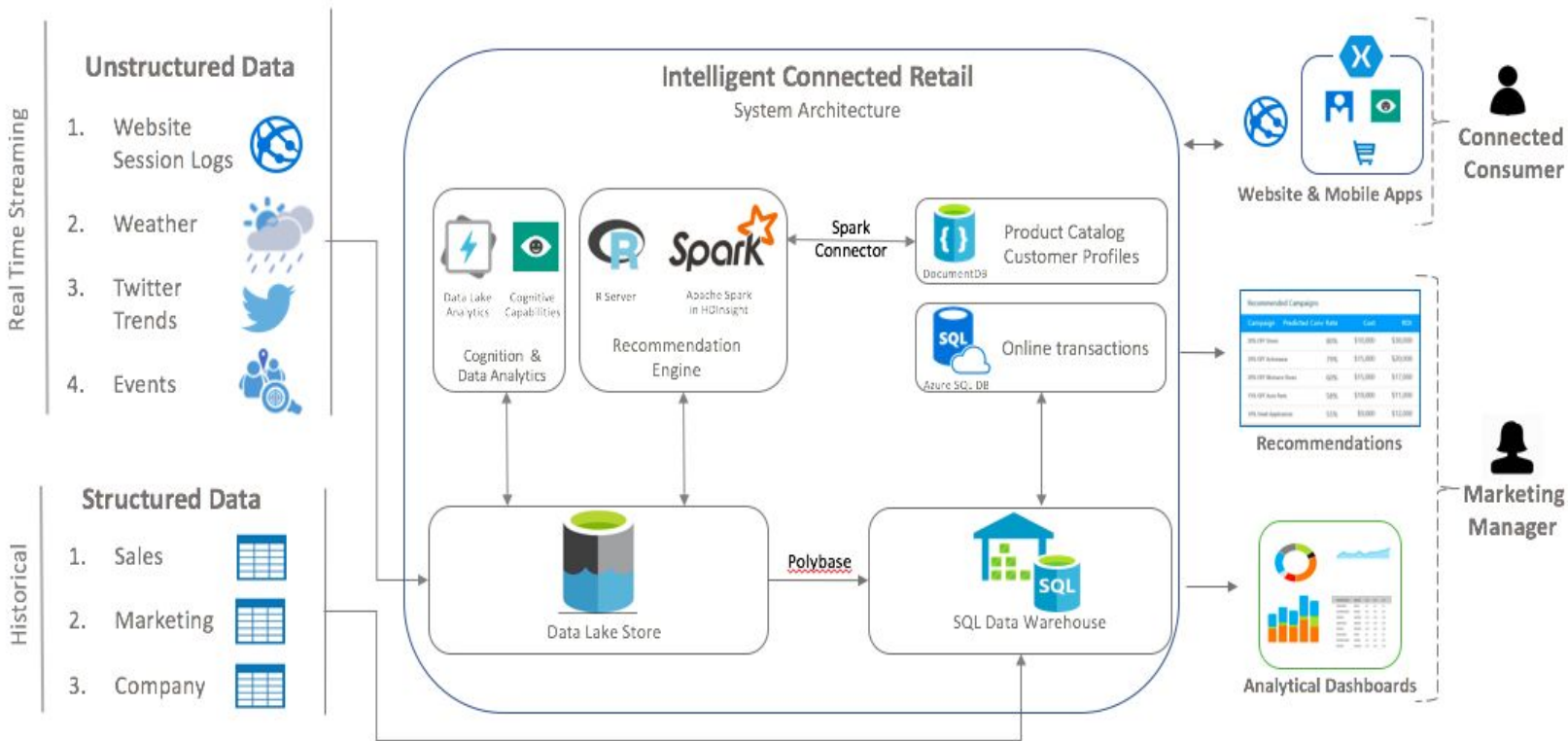
[Connected Retail – It's the Experience that Matters](#)

# Reference Architecture - Azure Cloud



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# Retail Dashboard



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## Number of Visitors

253 ▲

## Average Visit Time

49.23

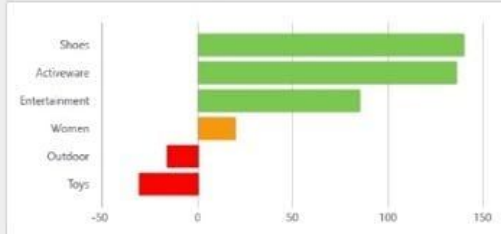
## Conversion Rate

69% ▲

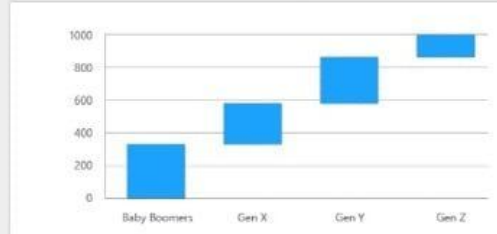
## Active Campaigns

Campaign	Sources	Conversion %
15% OFF Auto Parts	📧 📱 📺 📺	60%
10% Small Appliances	📧	58%
20% Sports Equipment	📧 📱 📺 📺	55%

## Variance to Target Visitors



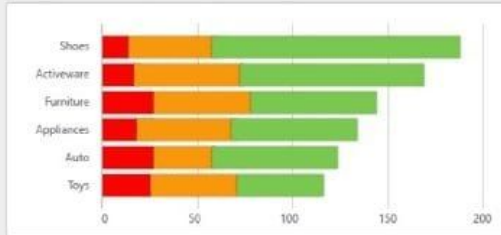
## Visitors by Customer Segment



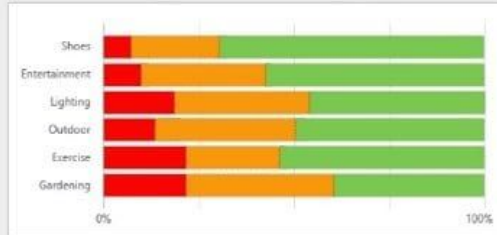
## Active Departments

Departments	Visitors
Shoes	80%
Appliances	78%
EAuto	59%

## Avg Time Spent per Department



## Sentiment by Product Category





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# Campaign Management

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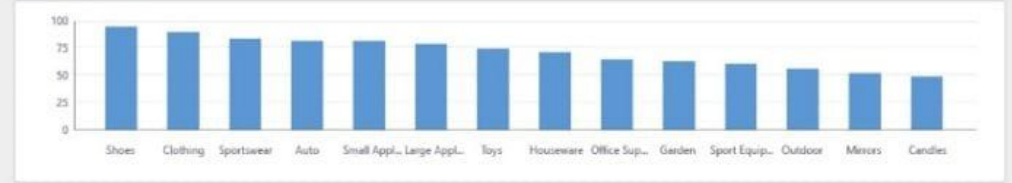
## Recommended Campaigns

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

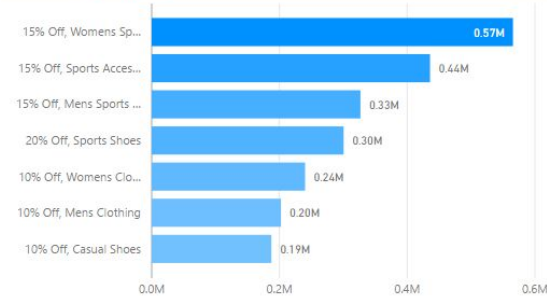
Marketing cost required for these campaigns

Campaign revenue vs target



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

Revenue by campaign



This chart compares revenue generated by various campaigns





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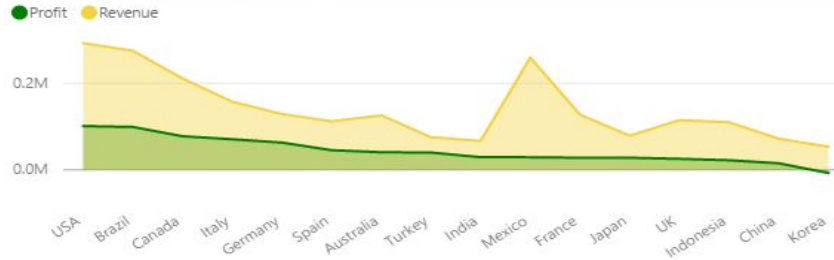
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# Campaign Analytics Reports



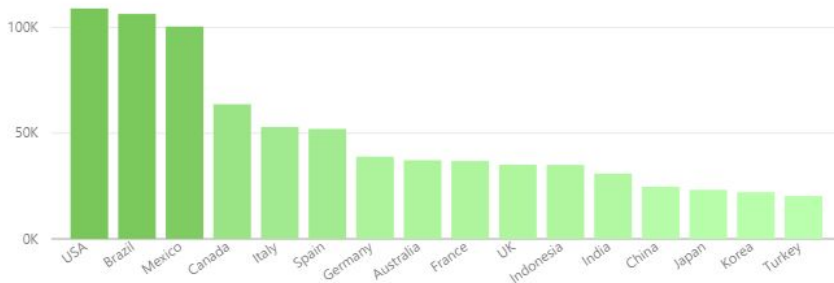
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### Profit and Revenue by Country



This chart compares Profits and Revenues generated at various countries.

### Marketing Cost and Marketing Cost by Country



This chart compares marketing costs in various countries.

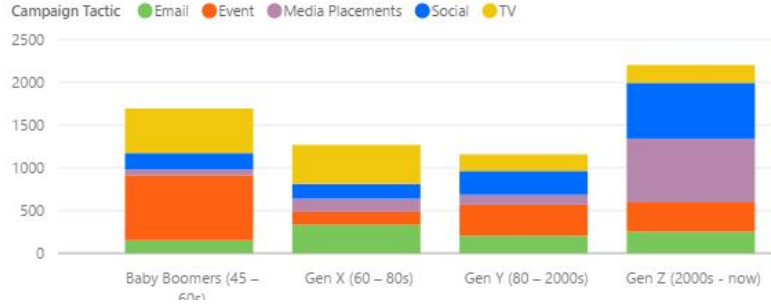


# Campaign Analytics Reports



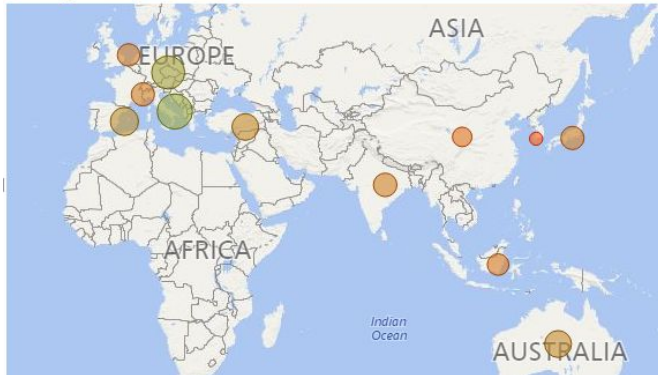
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## Responses by Customer Segment and Campaign Tactic



- 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.

## Profit by Country



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



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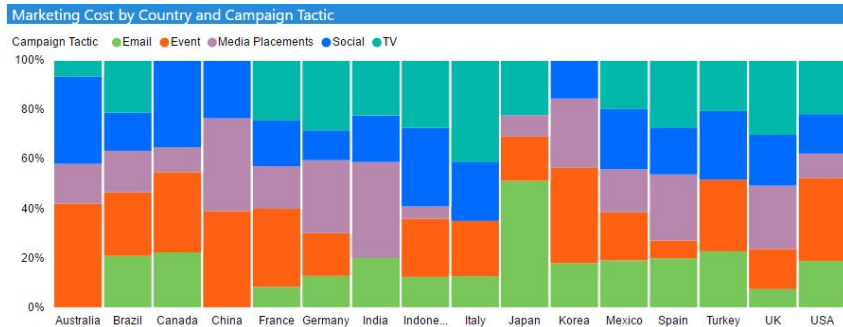
# Campaign Analytics Reports



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- This Tree Map Chart helps to identify which Campaign tactic for higher ROI
- Email has proven to be 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.



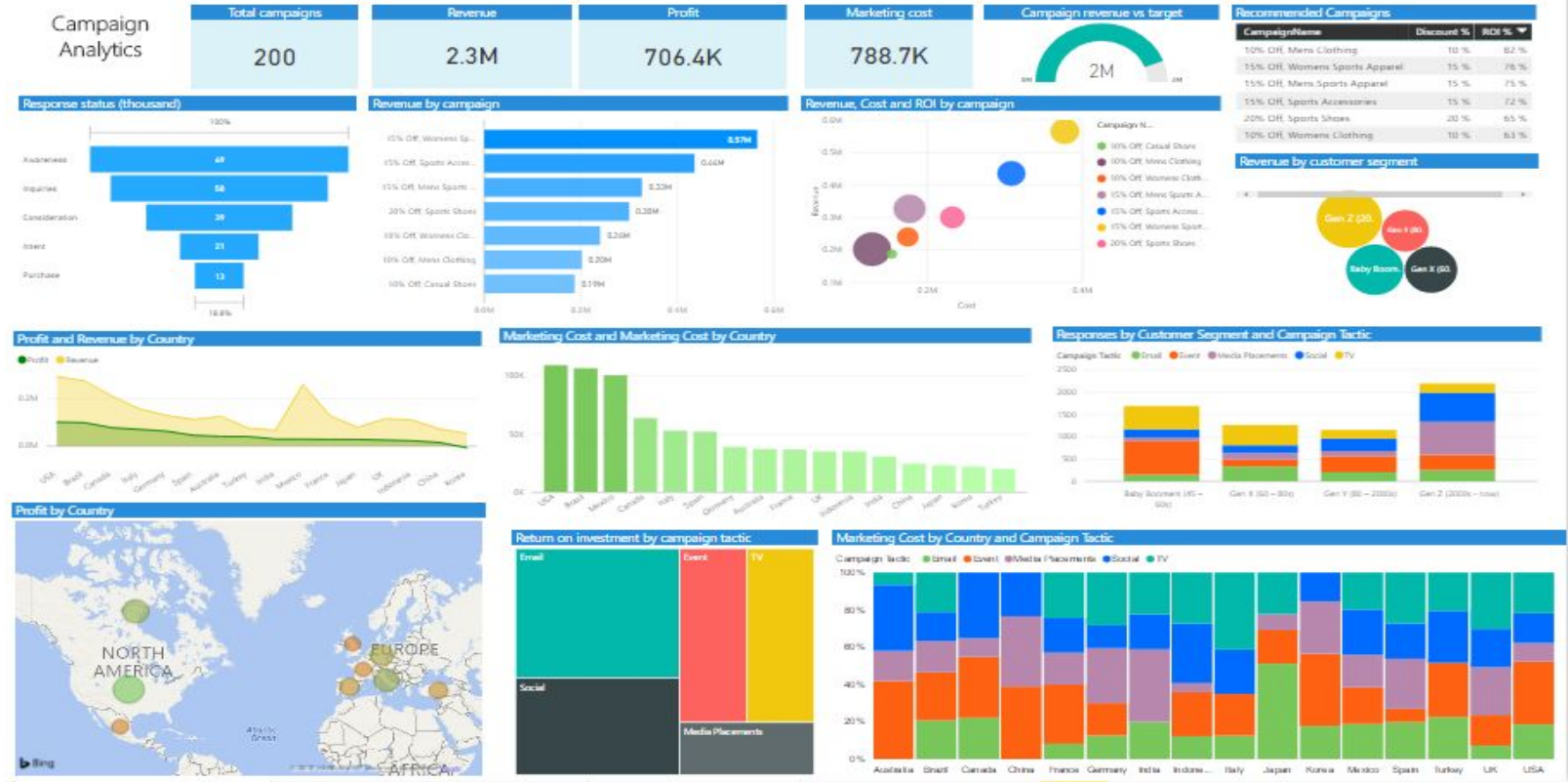
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# Campaign Analytics



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# Website & Social Media Analytics



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# 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.



THIRD EYE



THIRD EYE

Email Analytics

Total campaign

31

Direct campaign revenue

336K

Total opens

93

Total clicks

28

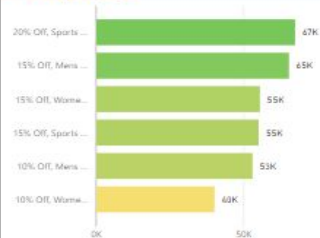
Conversion Rate

9.36%

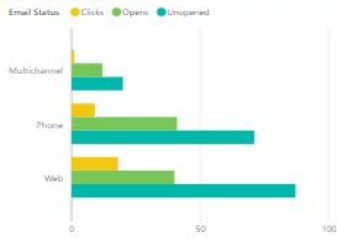
Opens vs total sent

121

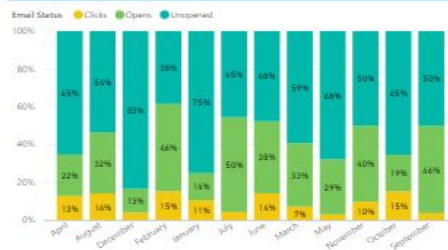
Revenue by campaign



Email status by channel



Email status by months



Count of Email Clicks vs Revenue by Customer Segment



Count of Emails by Region



Revenue by region



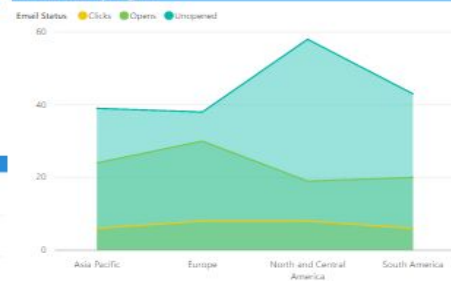
Clicks by campaign (thousand)

Campaign	Clicks	Opens	Unopened
10% Off, Mens Clothing	4	14	28
10% Off, Womens Clothing	2	18	20
15% Off, Mens Sports Apparel	7	21	27
15% Off, Sports Accessories	5	14	36
15% Off, Womens Sports Apparel	3	12	31
20% Off, Sports Shoes	7	14	36
<b>Total</b>	<b>28</b>	<b>93</b>	<b>178</b>

EmailClickPercentage by Gender



Email Status by Region



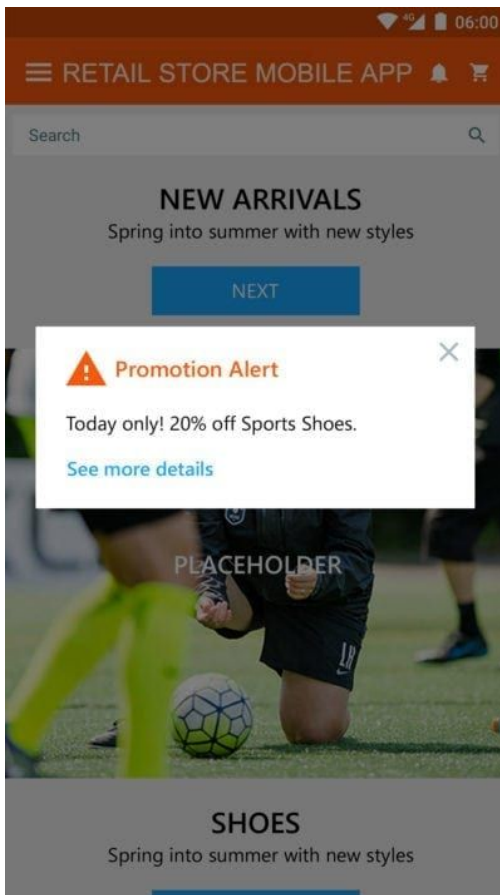
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# Targeted Promotions

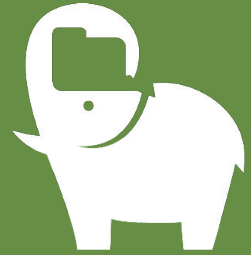


# Contact

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**THIRDEYE**

Corporate Site

Safera Crime Analytics & Predictions

ClouDhiti AI Apps

Syra AI Chatbots

Big Data Cloud Community

- [ThirdEyeData.io](https://ThirdEyeData.io)

- [Safera.world](https://Safera.world)

- [ClouDhiti.ai](https://ClouDhiti.ai)

- [Syra.ai](https://Syra.ai)

- [meetup.com/BigDataCloud](https://meetup.com/BigDataCloud)

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