

IN-STORE ANALYTICS

Retail Analytics and Location ROI

PLACE 2015

Big Data or Great Data?



VP RetailNext

Big Data Solutions for Physical Retail

Retail Expert

25+ Years Industry

Professor

Fashion Institute of Technology, State
University of New York



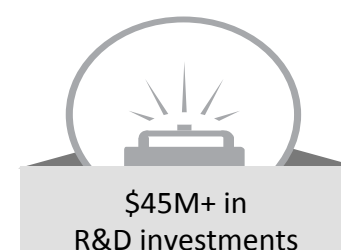
Shelley E. Kohan

VP of Retail Consulting

RetailNext Overview

Continuously growing year over year

Pioneer, Leader & Innovator



Growing at Rapid Rates, Worldwide



Processing the Largest Number of Data Points



IN THE NUMBERS (POSITIVES)

Why In-Store Analytics?

- Over 90% of retail sales are from brick-and-mortar
- 75% of consumers prefer to physically interact with product
- Loyal customers spend between 3x to 5x more

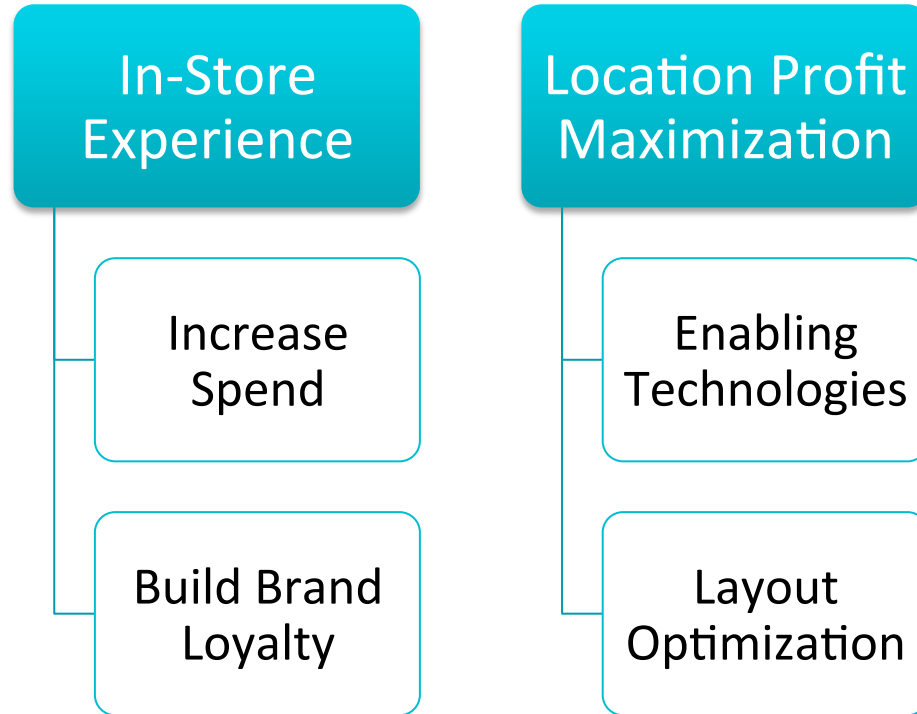
IN THE NUMBERS (CHALLENGES)

Why In-Store Analytics?

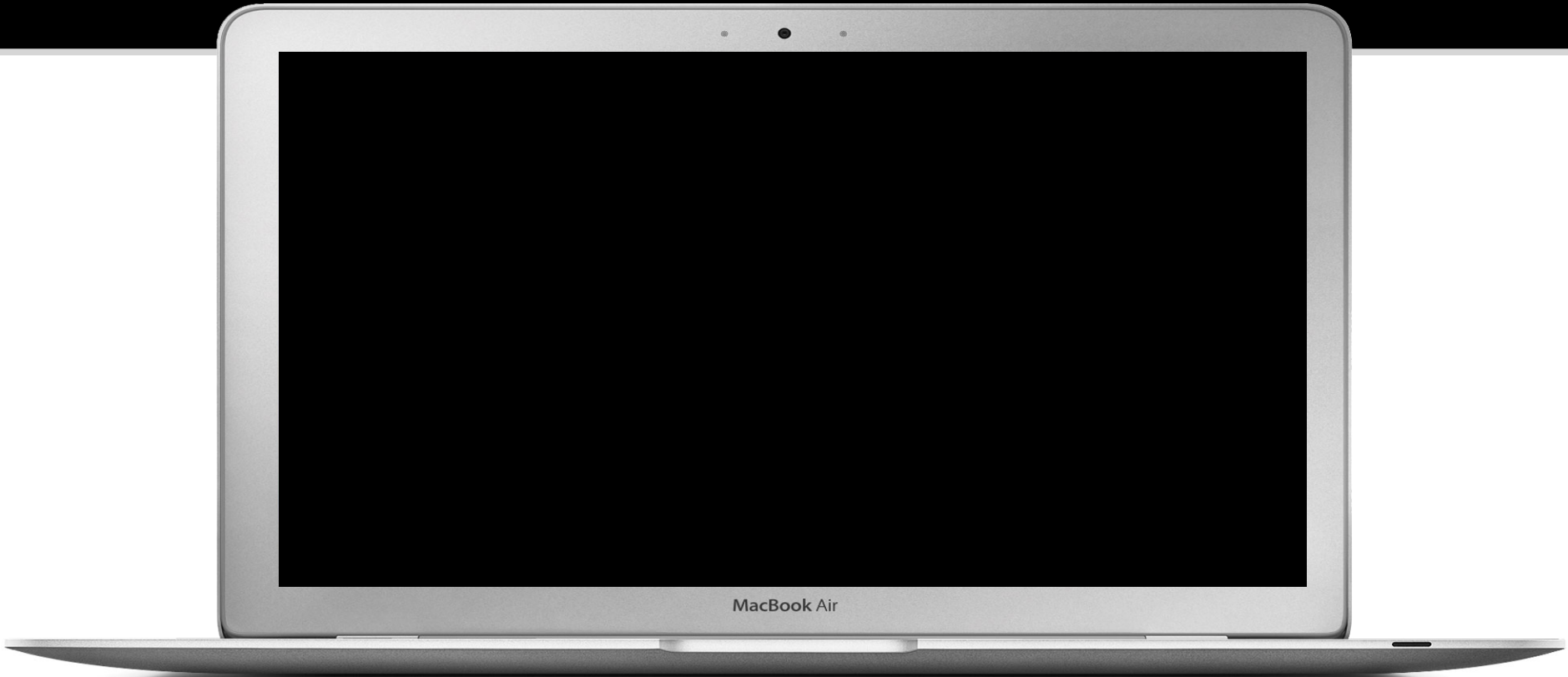
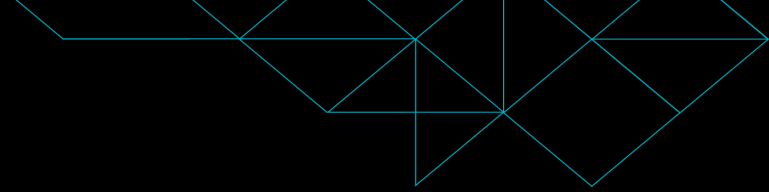
- Analysts predict minimal growth in retail sales 2015 (3-4%)
- Traffic declines 7-10% in Q1 2015
- Square footage growth will come from extreme value, fast fashion and outlet formats

IN-STORE ANALYTICS

Importance of GREAT data



BACK TO THE STORES



MacBook Air



QUESTIONS?

