

PLACE 2015

### 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



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VP of Retail Consulting



# RetailNext Overview Continuously growing year over year

## Pioneer, Leader & Innovator









150+ Employees Worldwide

\$45M+ in R&D investments

**Growing at Rapid Rates, Worldwide** 





San Jose, CA

400 New Store Installs per Month



130+ Retail Customers Globally



Installed in 35+ Countries

Processing the Largest Number of Data Points



Most Data Sources in the Industry



65,000 Sensors in Retail Stores



10,000 Data Points per Shopping Visit



Over 1 Billion Shoppers Analyzed Annually



## IN THE NUMBERS (POSITIVES)

Why In-Store Analytics?

 Over 90% of retail sales are from brickand-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



Increase Spend

Build Brand Loyalty

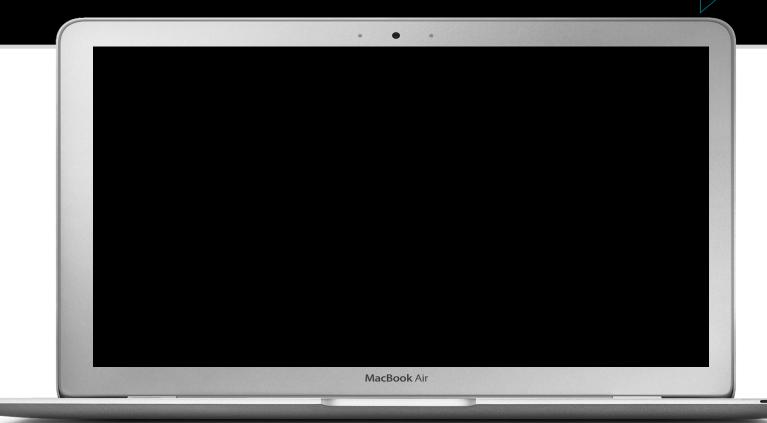
# Location Profit Maximization

Enabling Technologies

Layout Optimization



### BACK TO THE STORES





# QUESTIONS?

