– SHOWCASE– Men's Shoes Store

Observe potential demand and generate higher revenue

Location：Gongguan, Taipei, Taiwan

Industry：Shoes | Casual shoes、Leather shoes

TA：Male Students | Office Man

Problem：Sales revenue had decrease month by month

Before the opening, this store was expected to generate the highest revenue in Taiwan since it has been located in a prosperous district where many students and office workers live. However, the in-store traffic rate decreased from 9.1% to 3.4% one month after the opening, and revenue had also dropped month by month.

SkyREC：Customers were more interested in products on 2nd floor

Originally, sneakers and casual shoes were put at the windows as key products, and suits and leather shoes were placed on the 2nd floor. After the comparison of data, the manager found that the dwell rate and touching on 2nd floor were 34% significantly higher than 1st floor, which meant that the formal wears on 2nd floor were more attracted.

Effect of Adjustment：The display of business suits increased in-store rate by 16%

The manager then move formal wears from 2nd floor to 1st floor, for example puts leather shoes on the display wall near entrance, and dresses mannequins with suits. Two month later, in-store traffic has reached 16% based on data, exceeding performance during the opening. Formal wears have been more attractive for customers, and generated higher revenue as well.

Expectation

" Data helped us a lot on knowing the impact of different displays on customers and evaluating the performance of different promotion. " said by the manager. With data, the headquarter would optimize marketing strategies for each store in the future, and evaluate the performance of display to create the greatest benefit.

Big Data Expert of New Retail

SkyREC

Optimize Shopping Experience with Key Factors

Dig out Potential Bestsellers with High Efficiency

15+ countries

100+ international brands

2000+ analyzed stores

SkyREC BI System

To analyze multiple functions, our camera precisely collect the customer traffic, profile, shopping path, dwell traffic, dwell time and customer behavior with up to 95% accuracy. Moreover, with AI algorithm technique, our camera has been proven to distinguish the human and other objects correctly.

Using SkyREC BI system to track the whole customer's journey and find out the key factor to optimize your retail operation.

About SkyREC

SkyREC is a BI Platform dedicated for Brick-and-Mortar store. With the introduction of A.I. into image and big data analysis, three solutions are designed for retail store, including Consumer behavior analysis for brand, Smart mall analysis and Unmanned store. We are dedicated to assisting retail store to grasp shopping behavior, dig out popular products, improve operation performance effectively, and conduct precise marketing strategy.

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If you have any question, please feel free to contact us.