

Increased product's awareness by 200%



Location : Zhongzheng dist., Taipei, Taiwan



Industry : Home Style | Grocery | Gift | Household item



TA : Young Women | Housewife

## Problem : High in-store traffic but sales conversion was only 5%

Home-style grocery store is one of the most popular leisure place on the weekend in Taiwan. However, even with high in-store traffic, the sales revenue of this home-style grocery store didn't meet the expectation, and the sales conversion rate was merely 5%.

## SkyREC : Customers paid attention on product's visibility

According to SkyREC data, the low sales conversion was owing to less-than-15% dwell rate in the store. The manager found out that the dwell rate at "vertically hung towel" was 31% higher than "flatten towel", assuming that customers would be attracted by vertical hung display which showed the whole appearance of the towel

## Effect of Adjustment : Sales conversion doubled with adjustment for display

The manager changed the display of some products into vertical hung to show the whole appearance of products. For example, they put some items into hung zipper bags for customers to imagine the usage scenario. Three weeks later, the dwell rate had increased by 28% on SkyREC system, and the sales conversion had grown from 5% to 13%. The problem of low interaction between customers and products was solved effectively.

## Expectation

With the great performance of vertical display, the store manager started to adjust the display of other products to attract customers. The dwell rate of each items keep rising after the adjustment, and the revenue grows significantly as well.



**SkyREC**

## Big Data Expert of New Retail

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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SkyREC looks forward to working with you to create the new retail international brand of A.I.!  
If you have any question, please feel free to contact us.