

AI of Things

# Stores Insights

Identify the customer profile, visitor traffic and potential of your point of sale



## What is Stores Insights?

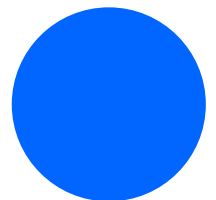
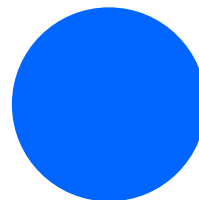
**Stores Insights** is a solution that provides detailed information on visitor traffic both inside the store, by using Small Cells technology, and in the area of influence of the business by means of Big Data and Artificial Intelligence techniques. By combining the large amount of data on Telefónica's customer network and business activity, the **solution can analyse the potential of points of sale**, identify their most valuable customers and design actions aimed at improving their attractiveness and in-store value.



## Features

**Stores Insights** has a wide range of features:

- › **Analysis and socio-demographic and socio-economic segmentation of profiles:** according to length of stay, origin, frequency of visits, sex, age and purchasing power, distinguishing between residents, workers and visitors.
- › **Analysis of the mobility and behavioural patterns** of customers and visitors.
- › Point-of-sale **conversion rate**.
- › **Analysis of the commercial business area** and visitor traffic.
- › **Localisation of profiles:** specific location to capture the desired target and identify the profile of the audience.
- › **Real data:** by extracting and anonymising the data from the Movistar mobile network: 21 million mobile customers that generate a billion events each day.







## Benefits



**A more meaningful data sample than those obtained from traditional data sources**, thanks to the thousands of devices generating millions of data each day on our network.



**Optimisation of the point of sale:** obtaining insights to define business strategies and achieve a higher conversion rate of potential customers into actual consumers.



**High impact of the marketing campaigns:** understanding and optimising the impact of marketing campaigns by segmenting the potential customers.



**Analysis, extrapolation and aggregation:** profiles and patterns of customer behaviour are obtained by applying mathematical models. By incorporating business data we can calculate conversion rates by customer segments and/or shop areas.



**Capacity to integrate** third-party and the customer's data sources into our own data to obtain more valuable insights.



**A wide range of forms of delivery, depending on the customer's needs:** visualisation, API, data files, etc.



**Customised analyses:** our team of data scientists performs specific analyses according to the customer's needs.





## Sectors of application

**This solution is for all kinds of companies,** regardless of the industry to which they belong, that have a point of service or sale, such as retailers, shopping centres, supermarkets, petrol stations, banks, specialised shops, insurance agencies and public administration offices, among many others.



## Reason Why

In Telefónica Tech's recent creation, the integration of the Big Data/AI units into the IoT makes the offer even more comprehensive, **incorporating sensorisation, connectivity, analytics and infrastructure capabilities into the ensemble.**

We have the unique ability to **combine and analyse customer data with IoT data, Open Data and the mobility of the Telco network, allowing us to obtain behavioural patterns** processed on the pioneering platform with our own patented algorithms, thanks to which we can offer infinitely higher quality and time granularity in the samples than those obtained from traditional data sources. It thus offers a **comprehensive integrated in-and-out service that provides end-to-end solution** implementation capability for smarter decision-making and the unique ability to **offer the customer all the metrics, profiling and insights** that are obtained via the online channel and unavailable via the offline channel or in a physical store.

We also have the **capacity to offer personalised and consultative sales**, accompanying customers throughout all the phases of their business needs.



## Success stories

BENJAMIN  
*a padaria*

farmaenlace

dk  
management  
SERVICES

La  
Vaguada  
*el corazón de Madrid*

Tia

natura



## Contact

Find out how we can help you to **identify the profile of your customers, visitor traffic and potential of your point of sale.**

For further information, please contact us: