



INTELLIGENT VIDEO ANALYTICS FOR **RETAIL**

Simplify store operations, amplify associates impact, and create better experiences for your customers.



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www.deepnorth.com

Intelligent Video Analytics for Retailers



PROBLEMS WE'RE SOLVING:



Limited Visibility into Store and Warehouse Operations



Lack of Real Time Insights for Decision Making



Lack of Insight into Customer Behavior and Journey



Inadequate Data for Labor Planning and Allocation

...and many more, including: Checkout Queue Metrics, Line Abandonment, Curbside Pickup Metrics”

SOLUTIONS FOR RETAILERS

Footfall and Occupancy

Digitally monitor real-time shopper count and conversion; measure marketing effectiveness over a period by analyzing footfall trends for every store and region.

Store Operations Management

Queue Management, labor planning, and management of out-of-store operations, such as parking and curbside pickup.

Shopper Journey

Segment customers based on age and gender, and understand how shoppers explore the store with features such as shopper path and dwell time.

Back of the House Operations

PPE Detection, unusual activity detection, and real time alerts.

Product Features

CUSTOM DASHBOARD

Visually track your key performance indicators to drive transparency and improve decision making.

DRILL-DOWN ANALYTICS

Comprehensive data and predictive analytics on key retail metrics helps clients realize ROI.

ZONE LEVEL ANALYSIS

Attributes to metrics on entrance, aisles, end cap displays, delivery docks and checkout.

MOBILE APP

Conveniently access mobile dashboards and receive real time alerts on the go.

10%
INCREASE IN
CONVERSION

Deep North Intelligent Video Analytics have helped customers drive 10%+ increases in in-store conversion while decreasing operational costs and delivering 10x ROI.

WHO WE ARE

Deep North is an AI and computer vision company that helps enterprises achieve growth by translating video data from their physical environments into actionable insights.

Advanced video analytics can measure footfall, engagement, conversion and consumer experience at various locations such as retail stores, shopping centers, airports or restaurants. Deep North offers state-of-the-art tools that go beyond by combining sales data with video analytics to unlock superior business outcomes such as revenue growth and cost optimization.

Deep North is developed to govern and preserve the integrity of each and every individual by the highest possible standards of anonymization.

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