

# INTELLIGENT VIDEO ANALYTICS FOR **GROCERY**

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Transform your store into a highly efficient and functional space and maximize its' utilization and value.

# Intelligent Video Analytics for Grocery



## PROBLEMS WE'RE SOLVING:

-  Limited Shopper Insight
-  Inventory Stock-outs
-  Inventory Shrinkage
-  Inadequate Data for Labor Planning and Allocation
-  Inability To Measure Effectiveness of Digital Signage
-  Limited Endcap Analytics

## Product Features

### CUSTOM DASHBOARD

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

### DRILL-DOWN ANALYTICS

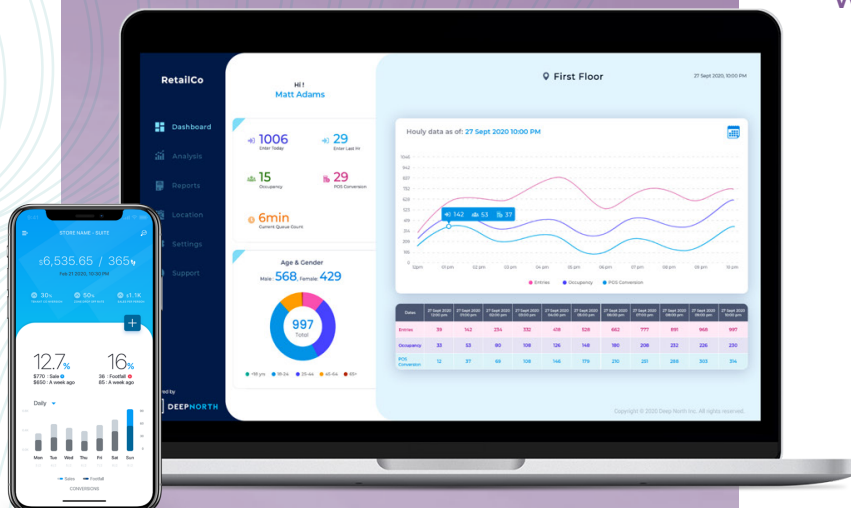
Comprehensive data and predictive analytics on key property metrics helps clients realize ROI.

### ZONE LEVEL ANALYSIS

Attributes to metrics on entrances, floor levels, work places, courtyards, lobby and lounge areas, dining patio and common spaces, parking lots, etc.

### MOBILE APP

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



## SOLUTIONS

### Analyzing Performance

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

### Understanding Consumers

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

### Streamlining Operations

Ensure staff availability, maintain optimum inventory levels, and better manage out-of-store operations such as parking and curb-side pickup.

### Security and Compliance

Manage and maintain safety and hygiene at the store with features such as unusual activity detection, sanitization and safety management.

## CHECKOUT IQ

Monitor and rectify potential thefts, and prevent unintentional billing errors with real time alerts and item validation at self-checkout and checkout stands. Effectively address other retail fraud activities, such as employee/customer collaborations.

**10%**  
INCREASE IN  
CONVERSION  
FOR US RETAILER

Leading big box retailer in the US identifies an opportunity to increase sales conversions by 10% from one department. Shoppers were unable to locate products in the store and the store's inability to determine effective deployment of sales associates resulted in the retailer losing customers to the competition. Deep North blended the sales associate schedule with footfall data and this helped deploy store associates at the right place and time to prevent further revenue loss. .

## WHO WE ARE

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

The platform provides highly accurate data to retail, malls, and warehouse customers while it is camera, edge compute and cloud agnostic. A single solution can cover all physical spaces with consumer behavior, operational, and loss prevention insights.

Deep North is developed to govern and preserve the integrity of each and every individual by the highest possible standards of anonymization, it is fully GDPR and CCPA-compliant.

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