DEEPNORTH INTELLIGENT VIDEO ANALYTICS FOR **PHYSICAL SPACES.**

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

DEEP**NORTH**

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, and Covid Guideliness Compliance.

Product Features

CUSTOM DASHBOARD

Visually track your key perfprmance 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.

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 curb-side 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.

10%
INCREASE IN CONVERSION

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

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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