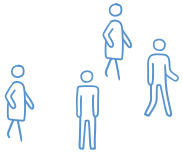




PATH ANALYTICS

*Transforming paths
into key figures*

THE LATEST

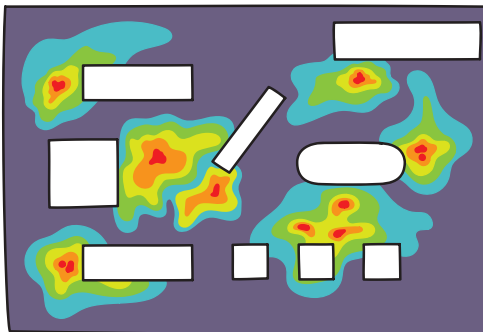


THE CLIENT

In the fall of 2020, the Munich-based agency AVANTGARDE opened **THE LATEST** on Berlin's Kurfürstendamm. It is the store of tomorrow: curated products from start-ups, young and established brands from the fields of technology and design, fashion and lifestyle, as well as food, beverage and health are presented on 260 square meters. The Latest offers space for around 100 novelties at a time. The presentation areas are rented monthly by the brands and interested customers can try out and test the products on-site. In this way, The Latest helps suppliers to present their products in bricks-and-mortar retail outlets without entering into a long-term commitment and without major financial outlay.

THE TASK

The Latest rethinks the entire concept of stationary retail. This includes making what happens on the **SALES FLOOR MEASURABLE AND EASY TO ANALYZE**: All visitors to the store can be counted when they enter and their routes over the entire sales area can be recorded. For the individual products in the store, this tracking data will be used to determine how many customers spent how long with which product. In addition, it will be recorded whether the prospective customers are men or women. This mass of collected data will be able to be meaningfully analyzed using **CLEAR KEY FIGURES** in order to give the operator and the brands valuable insights into the customers in the store and their behavior. This will make it possible to measure and evaluate the performance of the entire store and the basic concept of The Latest, as well as that of the individual products and brands.



Heatmap for visualization of walkways and product interactions

"From the beginning, we were on the same wavelength and immediately realized that with sensalytics, we found a partner who shares our vision of the future of retail."



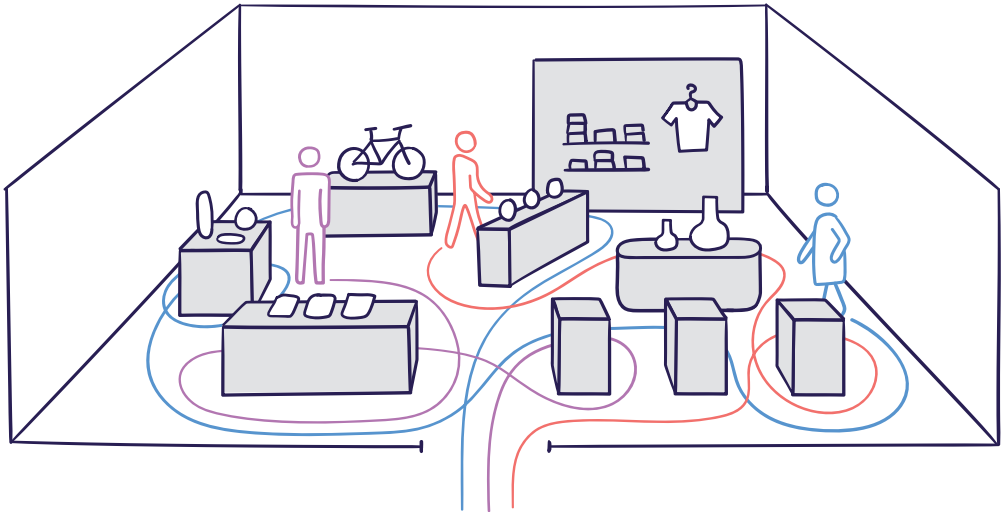
THE SOLUTION

Measuring key figures is based on **AREA-WIDE TRACKING** by means of 3D sensors, which are inconspicuously mounted on the ceiling. These sensors are interconnected and cover the entire 260 square meters. For each person moving within this area, the sensors record the position in the room and transmit this to the sensalytics cloud. The enti-

re store layout of The Latest is virtually divided into zones that map the individual product presentation areas. This allows the system to determine how long a person spends in which zone, i.e. near which product, and how this person moves through the store.



THE LATEST



*“True to the motto ‘data has a better idea’, at **THE LATEST**, we use sensalytics to obtain KPIs for both operational and strategic decisions. Our brands also benefit from the data: they use it to constantly improve their offering.”*



*Dhi Matiole Nunes
Co-Founder*

“From first contact to commissioning: we always felt well-informed and well-advised by sensalytics. We will certainly work with sensalytics again for future stores.”

THE RESULT

All movement data is transmitted **IN REAL-TIME** to the sensalytics cloud, where it is processed and prepared. Continuously running processing steps transform this bulk data into analyzable, technical data. This data is available for analysis in a **USER-FRIENDLY DASHBOARD** and provides information at a glance about which zones or products are visited frequently and which rarely, and how long customers spend with a product on average. The display formats are diverse and range from a sorted table and diagrams to animated heat maps with the data over the course of the day.

In addition to the quick overview provided by the dashboards, the data can also be accessed via API and integrated into existing business intelligence systems (BI). This means that the newly acquired KPIs can be combined with sales data, for example, to obtain a **360° VIEW**.





sensalytics is the partner for retail analytics.

sensalytics provides offline retailers with an analytics tool that the online world has benefited from for a long time.

Retail Analytics – In-Store-Tracking –
Customer Experience – Predictive Analytics



sensalytics GmbH
Zettachring 2a
70567 Stuttgart
Germany

www.sensalytics.io
contact@sensalytics.io
+49 711 2195 299-0