IMPROVING STAFF PRODUCTIVITY THROUGH DATA SCIENCE

Hugo Fernandes Lopes, Inovretail

Braga, 29th Mar 2019

Agenda

1. INOVRETAIL INTRODUCTION
2. IMPROVING STAFF PRODUCTIVITY THROUGH DATA SCIENCE
3. CLIENT CASE STUDY

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THE RETAIL INTELLIGENCE COMPANY

Hello!

Hugo Lopes
CTO
Inovretail

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Inovretail

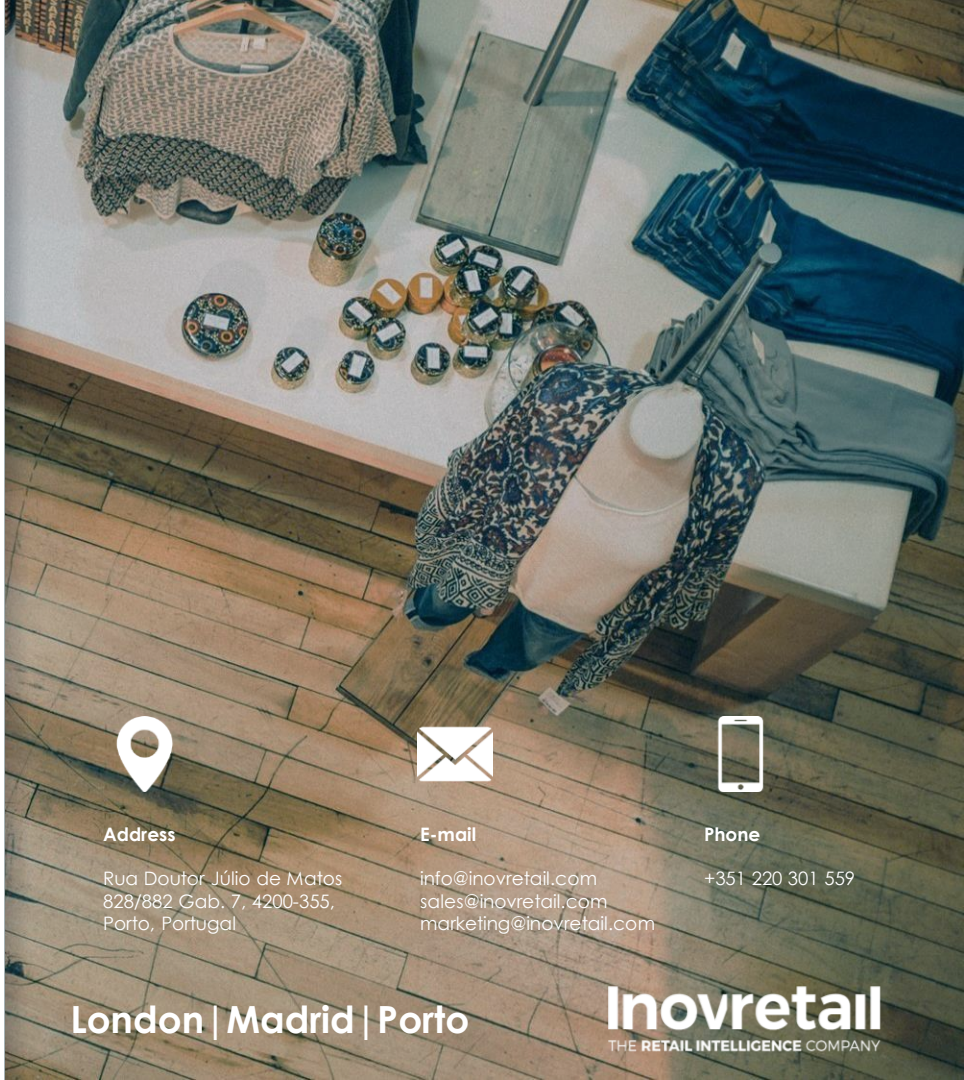
the retail intelligence company

Our Mission

Improve the customers retail experience, make store environments more appealing, dynamic and efficient, with measurable returns to our clients.

Quick facts

- Founded in 2011 & Invested by Sonae IM (PT)
- 20+ clients in 7 geographies, offices in London, Madrid and Porto
- Innovating at the speed of retail



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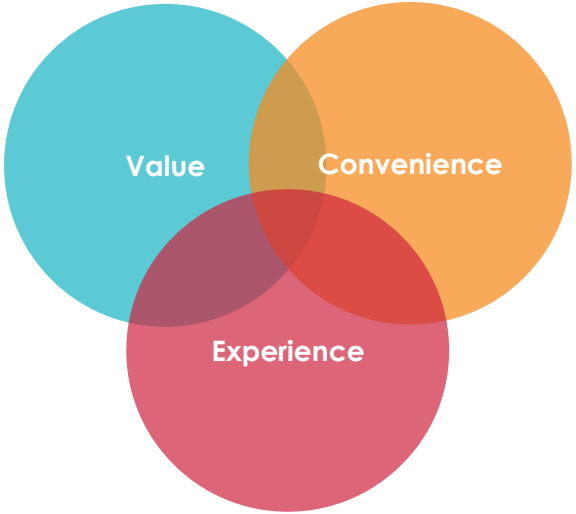
Retail is Changing

82% of retail is still done in the store

There's more pressure on retailers than ever before:

- UK high street store closure rate of 14 per day in 2018 and store vacancy rate at 9.9%
- Retail footfall declines for the 15th consecutive month
- Online growth is falling short of last year's double digits



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We're living a Digital Revolution

"a customer-data-driven enterprise is about empowering employees…"

Forbes

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EXPERIENCES DRIVEN COMPANIES ARE THRIVING

amazon

The world's leading ***ecommerce*** platform opening 3,000 brick and mortar stores by 2021

NETFLIX

35% of what the subscribers watch is based on an AI recommendation

The world's largest consumer electronics company is a music retailer

DATA SCIENCE IS A KEY ASSET IN THEIR BUSINESS OPERATIONS

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Next Generation Retailing

Seeplus is our powerful SaaS Retail Data Science Performance platform, accessed via business applications and delivered via smart wearable devices

- ✓ SALES & VISITORS FORECAST
- ✓ WEATHER, SOCIAL & SPORTS IMPACTS
- ✓ PROMOTIONAL IMPACTS
- ✓ UP SELL OPPORTUNITIES
- ✓ STAFF OPTIMIZATION
- ✓ CUSTOMER CHURN

seeplus® | RETAIL PERFORMANCE PLATFORM

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ADVANCED FORECASTING

Using Data cleansed by the Business Rules filter Engine, our Advanced Forecasting app consists on a predictive intelligence software, hosting multiple advanced analysis algorithms designed to model data for **actionable business** usage.

Key Benefits

- ✓ Better definition of Intra Day Employee Targets
- ✓ Accurately forecast promotional, weather and calendar impacts
- ✓ Better Staff Optimization
- ✓ Better understanding of the business future

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CUSTOMER CHURN

Being aware that it is far less expensive to retain existing customers than to acquire new ones, **knowledge of a certain customer churn probability** turned into a critical business insight. It is this understanding that enables companies to act on the subject, through immediate and measurable marketing actions.

Key Benefits

- ✓ Weekly/Monthly track the customer churn probability
- ✓ Become pro-active to retain customers
- ✓ Create targeted campaigns
- ✓ Better understanding of customers behavior

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Customer Example

Customer Example

Conversion rates

Up to

22,8%

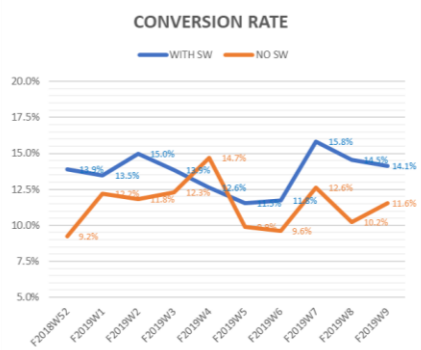
Conversion rate increase

Up to

16,8%

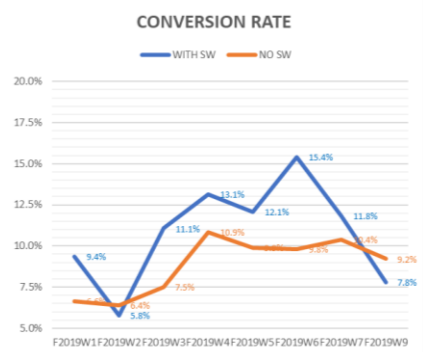
Basket size increase

SMART WATCH - CC



Stylists using see-watch are achieving **+17%** in CR against the ones not using it

SMART WATCH - SC



Stylists using see-watch are achieving **+19%** in CR against the ones not using it

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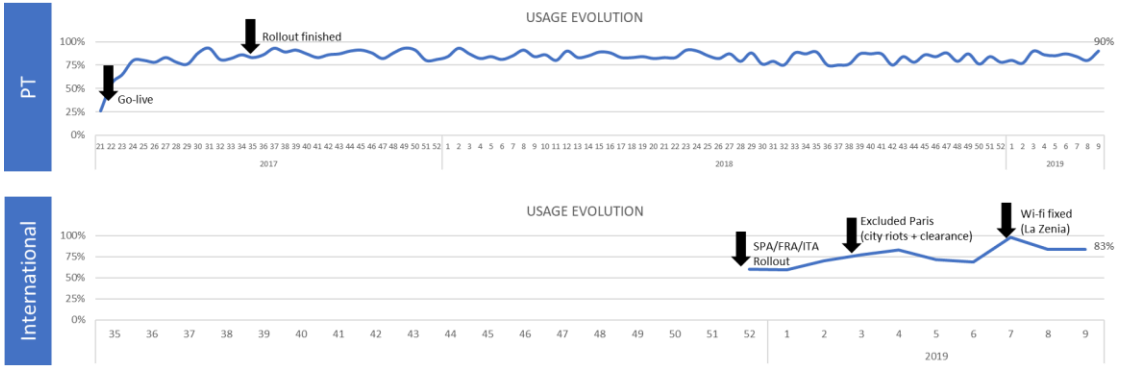
Customer Example

Fun & engage



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SEE-WATCH

STAFF PERFORMANCE ASSISTANT

Levi's

G-STAR RAW

DOCKERS

UNITED COLORS OF BENETTON.

SAMSUNG

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Why Inovretail?

We are an innovative data science company with a difference:

- *Retail data science specialism*
- *International change management expertise*
- *Strong technology partnerships*

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