StrataVision

Boosting Sales-Per-Shopper by 8% Through In-Store Analytics and Optimization

Challenge

An apparel retailer wanted to better understand in-store customer behavior to apply those insights to their marketing and operational strategies. They aimed to measure department-level conversion and enhance store performance based on customer interactions.

Key Questions

1. How can in-store customer behavior be analyzed to improve marketing and operations?
2. What are the department-level conversion rates, and how can they be optimized?

Solutions

Video Analytics Implementation
StrataVision installed cameras to capture in-store analytics, allowing for precise tracking of customer behaviors.

Heat Mapping Technology
Utilized heat mapping to analyze customer pathways and behaviors, identifying high-traffic areas and shopper interactions with merchandise.

Customer Behavior Metrics
Measured key metrics such as shopper visit frequency, conversion rates, and brand loyalty to provide a comprehensive view of shopper behavior across departments.

Tools & Technology

StrataVision Retail Consulting Analytics

Video Analytics Systems

Heat Mapping Technology

Results

Department-Level Conversion
Provided detailed insights into department-level conversion rates.

Optimized Staffing
Improved Shopper-to-Associate Ratios (STAR) through better staffing allocation based on customer traffic patterns.

Increased Sales-Per-Shopper
The retailer experienced an 8% increase in sales-per-shopper, resulting in an additional $750K in annual revenue per store.

Actionable Insights

Heat mapping revealed high-traffic areas, allowing the retailer to optimize store layouts and product placements.

Insights into shopper behavior helped the retailer adjust staffing and operational strategies at the department level.

Sales Impact

The retailer saw an 8% increase in sales-per-shopper, leading to an estimated $750K in additional revenue per store each year, thanks to the improved understanding of customer behavior and optimized staffing models.

Benefits

Enhanced Shopper Journey Analytics
The retailer gained a deeper understanding of shopper behavior and preferences.

Optimized Store Formats
The insights enabled testing of new store formats and layouts for better customer engagement.

Improved Merchandise Feedback
Data-driven insights allowed for adjustments in merchandising strategies based on customer interactions and preferences.