Ai-MicroCloud™ for Retail: Use Cases

Tangent Works   ## Time Series Data Analytics

- **Sales Forecasting:** Forecasting sales of a product or service plays an important role in the life cycle of almost every retail company. Estimation of future sales can drive multiple management decisions, such as efficient inventory management, prevention or early detection of potential issues, price setting, and marketing.

- **Demand Planning:** Future demand forecasting is similarly crucial for retailers. For example, without a qualitative forecast, setting available stock levels can be particularly challenging. Retail forecast accuracy is negatively affected by rapidly changing market conditions and forecast errors can reach 30% or more. Demand planning is a challenging use case, but one with a large potential return.

- **Marketing & Advertising:** Creating more accurate forecasts of the returns from the multitude of marketing and advertising channels and choices available can enable a retailer to fine tune its marketing mix. Explore various scenarios' impact on forecast sales.

- **Supply Chain Optimization:** Use real time tactical and strategic changes to identify gaps and discover market opportunities. Provides an additional layer of intelligence by collecting and combining data from new information sources like IoT, GPS and electronic logging devices to adjust supply chain components, stock levels, shipments and order tracking.

(intel) **PARTNER ALLIANCE**   ## Edge Video Analytics

Store Aisle Monitoring: Captures video, generating a heat map, recording the number of patrons, then integrates the results – Drawing a box around each detected person

Store Traffic Monitoring: Monitors the activity of people inside and outside a defined storefront footprint and keeps track of product inventory

Shopper Gaze Monitoring: Analyzes facial expressions and reactions to product advertising positioned on retail shelves

Restricted Zone Notification: Detects number of people entering into a restricted zone and sends a warning message