

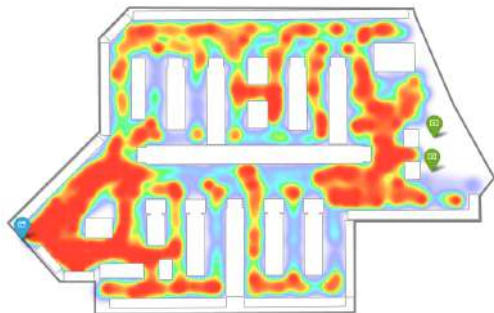
# RetailFlux

Shopper flow

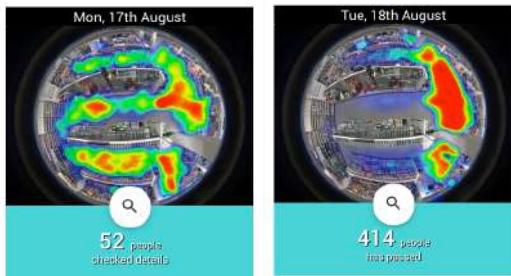


# SHOPPERFLOW ANALYSIS

WHERE DOES THE CUSTOMERS WALK? AND WHERE DO THEY STOP?



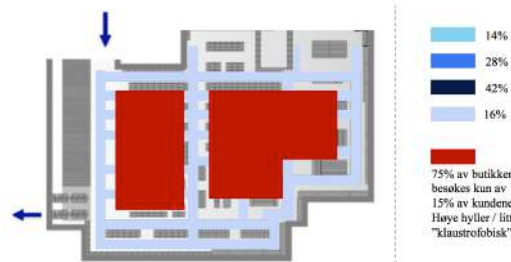
Cameras: Automated heatmaps



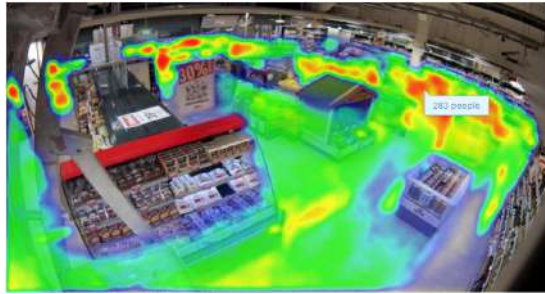
The customers **ONLY** visits 20-25% of the store.

The customer must both see and walk pass the product in order to purchase it. Therefore, there is a massive potential in doing both small and large physical changes to the stores.

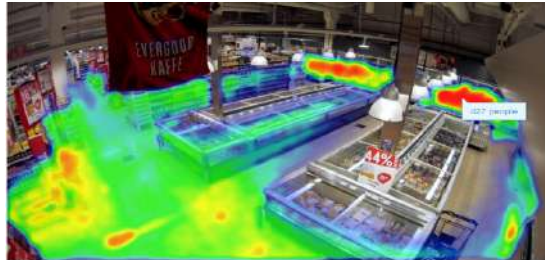
Key is to identify the worst and best places in the store – then act on it.



- We used Shopper flow to analyze how the shoppers navigates, and where the hot and cold zones are – and to see which categories attract the most/least visitors. **This observations laid the groundwork for which sections in the store should be prioritised.**

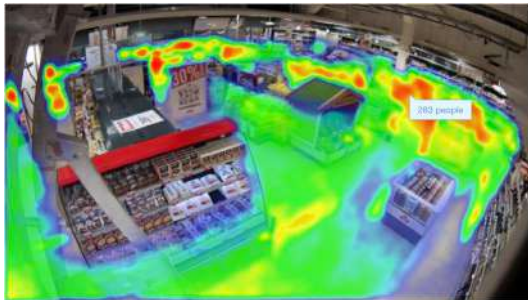


Ex1: A lot of the customers are visiting the fruit&vegetables area

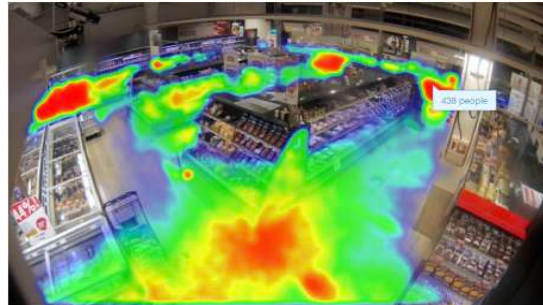
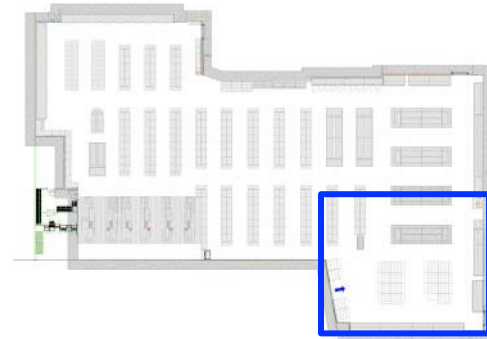


Ex2: there are nearly non visitors in the fridge area.

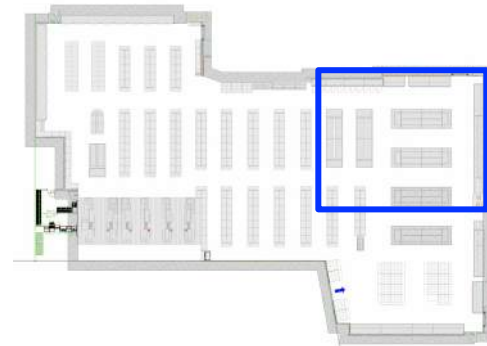
# Examples of visited areas - Grocery store-



Fruit and vegetables & Entrance Zone

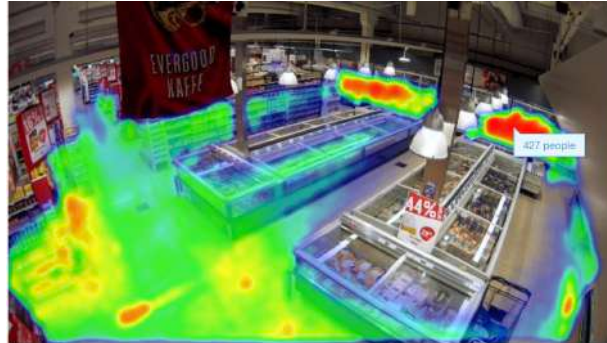


Fresh Produce

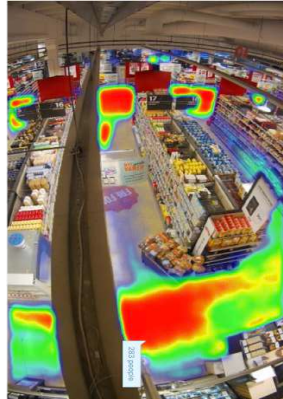
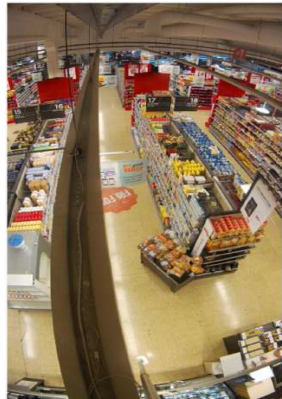
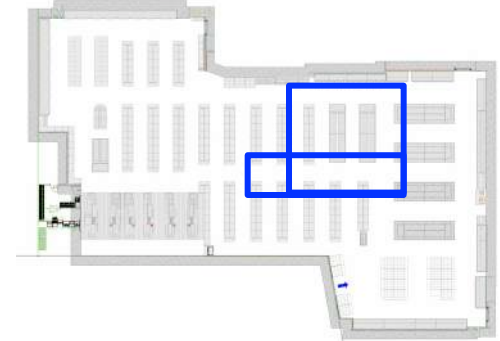




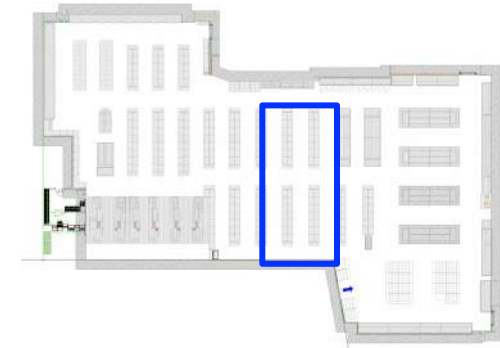
# Examples of bad visited areas - Grocery store-



Few customers visit the fridge area, most shoppers pass right by the area.

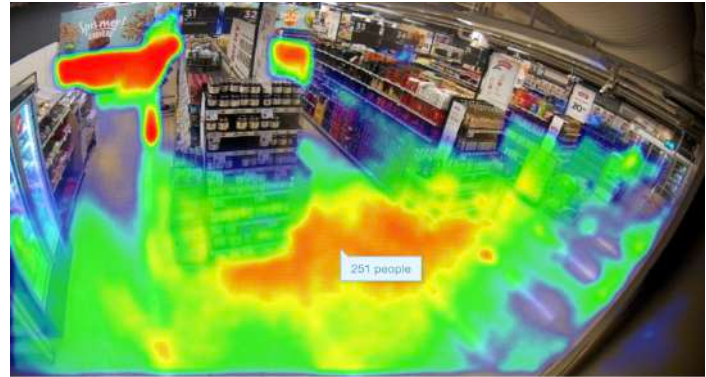
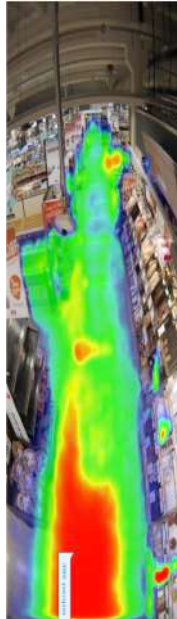
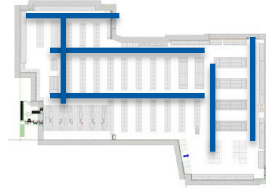


Customers stop by the gondolas and follow the main street in the store.



Nobody is visiting the dry goods area. To get the customers to visit more areas, we need to make more space.

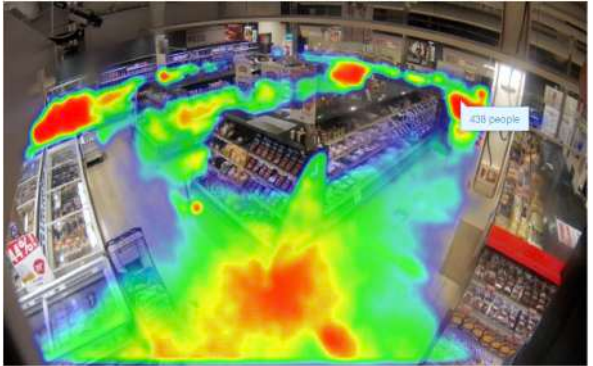
# Main shopper flow and gondola





# Shopper Flow

- Fresh Produce grocery store -

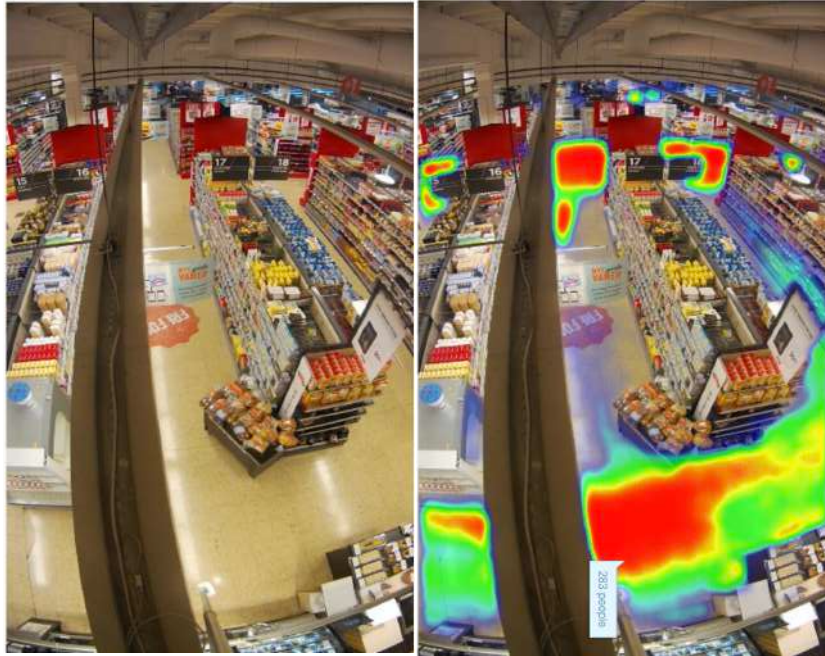


Fresh Produce



# Shopper flow

- Dry goods grocery store -



- The customers stops by the gondolas and moves along the main street.
- This part of the store are nearly not visited. To get more customers to visit a bigger area than today, we need to make more space.
- Place for sale analysis confirms that this category has to much place relative to how much it sales.