

SenseAnalytics ©

Tunisia

<i>Implementing Agency/organization</i>	KB2I / Tunisia
<i>Implementation Period</i>	April 2014 - Now
<i>Location (City and Country)</i>	Tunis / Tunisia
<i>Total Cost to implement the Project</i>	US\$ 1 million.
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The Challenge

Traditionally retailers use past sales to gauge store performance and transactions to schedule labor hours while marketing relies solely on incremental sales to quantify the impact (successful or not) of advertising campaigns. However, to truly optimize a store's potential, start by capturing accurate Traffic data and uncover operational opportunities.

The Innovation

We have implemented a complete solution (Hardware & Software) "SenseAnalytics©" for measuring and monitoring sales performance in order to improve the financial profitability of physical sales outlets. "SenseAnalytics©" reconciles the world of physical commerce for a new generation of connected stores.

Sensanalytics (www.sensanalytics.com) web based platform provides comprehensive information on how to resolve operational inefficiencies and missed opportunities.

Sensanalytics Innovations offers a Data Receiver for the sensors for people counting. You install the KB2I sensor for people counting at the wanted location, and the sensor will start to count people. The KB2I sensor for people counting is based on detection physical people and of wireless signatures of smartphones (Wi-Fi or Bluetooth). Because of course not all consumers have a smartphone or switched Wi-Fi on, our innovation is the dual configuration of the Sensors "Physical and wireless object".

The Impact

- Improved knowledge of customer behavior: adjust their offerings accordingly, (eg optimize staff allocation when the flow of visits varies (increase the number of Sellers in peak periods)
- Measure sales performance by shop, by salesperson, etc., and monitor changes in real time, which can be used to guide sales actions as an example;
- Manage sales performance through a set of key indicators that encompasses the different aspects of managing a sales outlet and thus optimize decision-making (business actions, marketing campaign, communication action, etc.)
- SensAnalytics to drive powerful data analysis across your business data instead of defining your KPIs and building your reports from scratch :
 - " Web based real time Dashboards, Customizable reports sent to your inbox, View from PC and Mobile devices".