XOVIS
Rethinking People Flow

Retail
Solution
Sheet

**CATEGORY
OPTIMIZATION**

Improve category merchandising based on shopper behavior

13% CATEGORY SALES INCREASE THANKS TO IN-STORE ANALYTICS

CHALLENGE

A leading non-food category was experiencing declining sales in large store formats, especially in comparison to the average sales of the market. Both the retailer and category captain (leading supplier) wanted to reinvent the category and were looking for innovative solutions to help them better understand the in-store shopper journey.
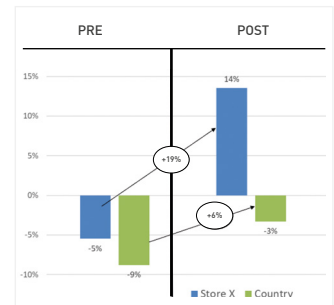
SOLUTION

Amoobi teamed up with the retailer and category captain (a leading CPG company) to reinvent the category based on shopper behavior and sales data. Six Xovis sensors were installed and combined with Amoobi's innovative software solution which collects unique tracks per customer and analyzes shopper behavior at inch-level precision. The tracks were aggregated and converted into a dashboard that provides actionable insights on how to improve the layout & merchandising.

Sales comparison year over year

Up to +9% in conversion!

Pre and post project conversion rates resulting from merchandising optimization
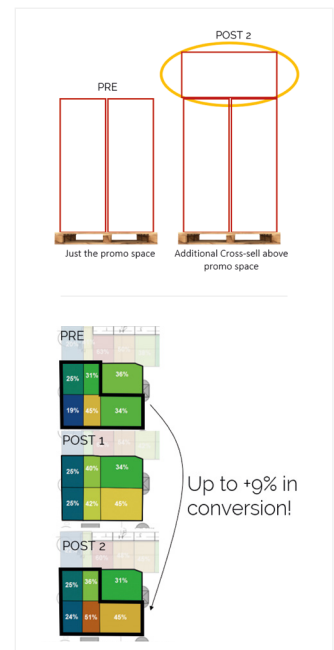
RESULTS

Multiple insights were collected by Amoobi, which convinced the retailer to test different layout changes in the category. For instance, the data indicated that the promo zone at the entrance of the category was acting as a destination and did not drive any traffic into the aisle. Amoobi recommended adding a horizontal shelf with additional stock keeping units (SKUs) to make it a better destination and increase upsell opportunities. Additionally, the subcategory sequencing was reorganized to better match the shopper interest, including both space expansion and reduction for certain products.

The retailer took actions based on these insights, yielding great results: a 13% LFL sales increase of the total category! What this store learned they shared, rolling out to other stores and leading to accumulated sales uplifts.

After this, the project was extended in the store for a similar analysis of another category area. Amoobi has been a competitive source of data for both this retailer and brand, as it helps them understand their category in an actionable way, beyond the traditional sales and loyalty data.

amoobi

Amoobi is an in-store customer behavior specialist that helps retailers and brands optimize store and category performance, by providing unique insights from customer behavior data and retail expertise. From its offices in Belgium (Nivelles) and New York, Amoobi serves seven of the top 15 retailers in the world and many international CPG companies.

How does it work?

Xovis technology bridges the gap between conventional people counting and comprehensive in-store analytics. In times of a global pandemic, the 3D sensors become an elementary component in protecting the health of people on the move. Xovis provides a powerful tool for streamlining people flow in shared spaces, optimizing staff and infrastructure planning for businesses and ultimately increasing customer satisfaction and operational efficiency.

THE XOVIS PORTFOLIO

The Xovis PC-Series is the most complete portfolio of 3D sensors on the market; it masters people counting and people flow measurement challenges with Swiss precision, indoors and outdoors. Xovis 3D sensors have a wide angle of view that accommodates the architecture of any building. Mounted on the ceiling, one sensor covers up to 100 m2 or 1100 sq. ft and works from 2.2 m/7.5 ft all the way up to 20 m / 98 ft high. The unique multisensor technology allows the user to seamlessly cover large areas. All sensors run on Power over Ethernet (PoE), aka combining data and power in one cable, plus they have a mean time between failures (MTBF) of 25 years.

Xovis has developed AI extensions like Face Mask Detection, Gender Recognition, Staff Exclusion, Group Counting or View Direction to further enhance in-store analytics. The Xovis Cloud allows the user to flexibly manage all sensors, even activating AI extensions on demand. Xovis has supplementary hardware devices for in-store analytics in large areas with up to 200 sensors and software modules, like queue management and waiting times.

INTEGRATION MADE EASY

All Xovis sensors have an integrated setup wizard and a user-friendly WebGUI for an easy and fast initial setup. The sensor firmware enables the designation of up to ninety-nine counting lines and dwell zones per sensor as well as the setup of a multisensor with up to nine sensors to track object coordinates continuously through large areas. No additional hardware or software is required. Xovis 3D sensors can easily be integrated into an existing software environment and third-party applications via state-of-the-art APIs.

UNMATCHED ACCURACY

A cutting-edge firmware provides high-resolution 3D images with unrivaled precision, guaranteeing maximum insight. Individuals can be tracked through large areas without collecting personal data, ensuring people are recognized as distinct from one another even in densely populated areas.

Xovis 3D technology does not depend on signal-emitting devices and handles external influences such as fluctuating light and heat conditions without wavering from its task. A minimum light source of just 2 lux is required. The embedded data processing occurs in real time, providing actionable and swift information.

DATA PRIVACY & SECURITY

Data privacy with Xovis is a certainty. Image processing is performed on the sensor, so no images leave the sensor and data privacy is guaranteed. Only a data push of coordinates, representing a person, is sent out. The sensor provides a range of tools for data protection and secure network settings.

For more information about Xovis Retail:

www.xovis.com/retail

ABOUT XOVIS

Xovis is an international market leader for intelligent people flow solutions across airports, retail, transportation, and smart buildings. In retail, more than 250 customers around the world count on the combination of Xovis sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. With more than 150,000 Xovis sensors in the field, the Swiss-based company is the market leader in people flow management for the airport and retail industries.

Founded in 2008, Xovis has evolved from a three-person start-up to a dynamic company with over 130 employees. Xovis is headquartered at the gates of Switzerland's capital and has branches in both USA and China.

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