fractal

Store Operations Analytics Suite

Helping boost sales, productivity and reduce costs across every facet of store operations – from labor, facilities and inventory management to enhanced customer service and satisfaction

22 years in Advanced AI/ Analytics

4000+ data scientists, designers, data engineers

120+ Fortune 500 clients across 100+ countries

Accelerated Proof of Concept delivered in 4 weeks

Our Offerings

Traffic/ Footfall Analytics

Real-time insight into customer behavior, understanding the customers' motivations, preferences, and desires to meet their demands and increase sales effectively.

- Video Analytics – traffic counts
- Capture and conversion rate
- Customer journey mapping
- Queue Management

In-store Analytics

Real-time insights to optimize store performance to enhance customer experience, increase operational efficiencies, minimize operating costs, and drive sales.

- In-store inventory management
- Loss prevention
- In-store shelf and pricing management
- Personalized Visual Merchandising
- Store A/B testing and experimentation

Location Strategy & Network Optimization

Location analytics brings together dynamic, interactive mapping; sophisticated spatial analytics; and rich, complementary data to enhance overall business decisions by understanding their customers and prospects better.

- Location demographics / pyschographic analytics
- Site Selection and competition mapping
- Store cannibalization
- Void analytics

Contact Center Optimization

Leveraging customer intelligence using natural language processing to personalize customer conversations, improving customer satisfaction and engagement.

- In Store Bots and Conversational AI
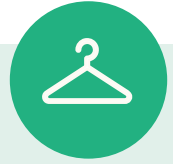- Automated speech analytics
- NLP & business analytics

Fortune 500 specialty retailer

Enhanced the effectiveness for the client's contact center for a Fortune 500 specialty retailer **by saving ~160 man-hours per month,** leveraging NLP on customer interaction data

Apparel retailer

Helped validate client's merchandise placement strategy by using Fractal's A/B testing and experimentation solution, which resulted **in avoidance of $4M in sales across stores.**

Dubai-based retailer

Client looking to identify new store openings. Fractal used ML techniques (cluster and benchmarking, cannibalization, etc.) which led to identification **of $2.1M in coverage opportunities across channels.**

Top pharma, health & wellness US retailer

Helped client to identify real time Out of Stock and shelf management using computer vision and BI dashboard to **improve sales, inventory management, better purchase agreements** and enhance customer experience.

Analytics Accelerators

IVA
Computer vision solution for retail operations

senseforth.ai
Conversational AI and analytics

trial run
Experimentation and A/B Testing

Corporate Headquarters

Suite 76J,
One World Trade Center,
New York, NY 10007

Reach us at
retail@fractal.ai

Satish Kumar
Consulting & Advisory
Leader, Retail

satish.kumar@fractal.ai
in/satish-kumar-5a287418/

Abhishek Yadav
VP Sales
Retail & Distribution

abhi.yadav@fractal.ai
in/salesheadabhi/

Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to work for by The Great Place to Work® Institute.

Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai – A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail

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