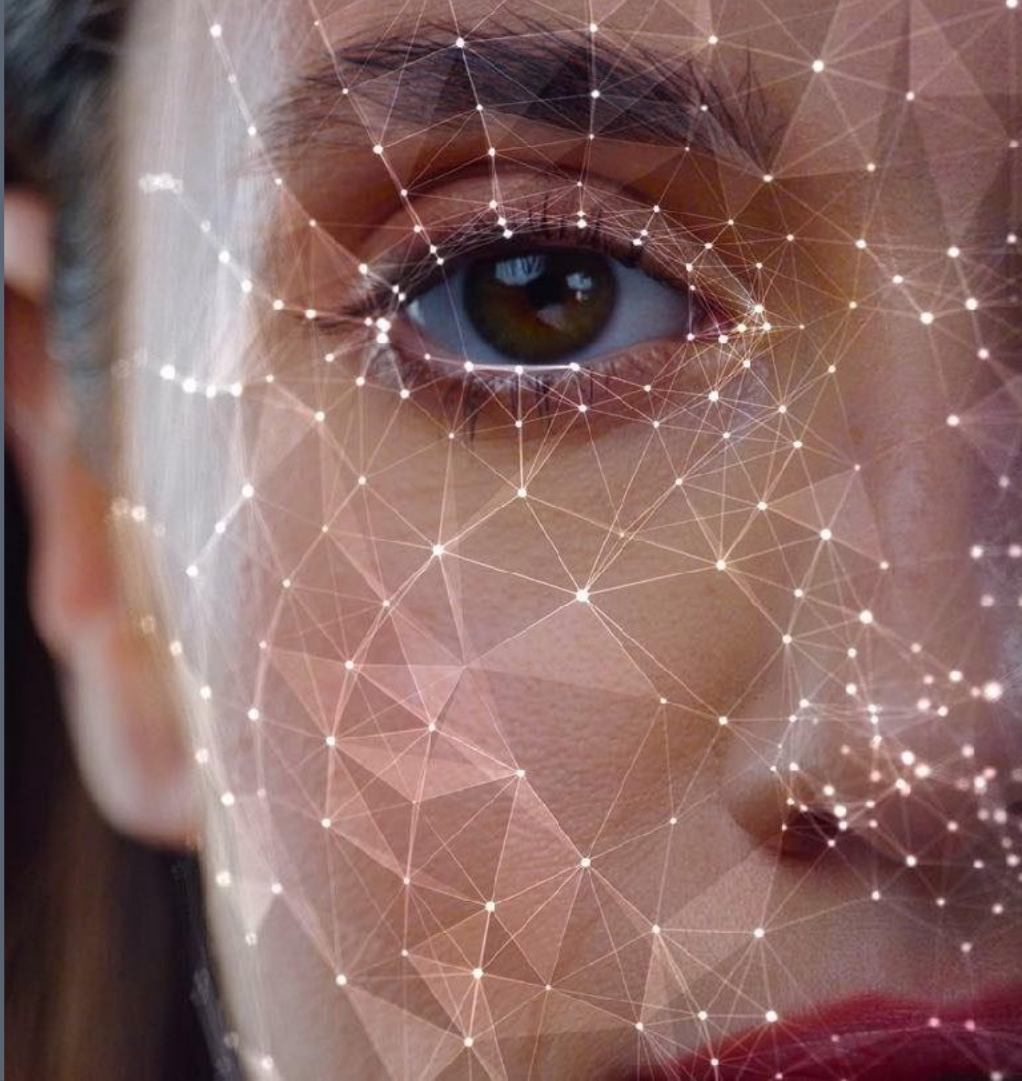




TECHNOLOGY
INNOVATION

Retail Intelligence, Redefined.

Behavioral Intelligence for physical retail



The physical store is still a data blind spot



70 – 85%

WHERE DECISIONS HAPPEN

of purchase decisions are made during the shopping trip, in the physical space:

- It is the largest revenue generator
- It is barely measured

25 – 40%

WHY CURRENT DATA FALLS SHORT

of the store's real traffic is captured by loyalty cards:

- Registered customers only
- Post-purchase data only, with no visibility of real-time behavior

Retailers make layout, category and promotion decisions on incomplete data



The missing layer: who the customer is

AI detects the characteristics of individual visitors in real time, delivering actionable insight into:

- Customer paths, dwell time, areas of interest
- Visitor profile
- Predictive detection of age and gender
- Involvement
- Levels of attention toward shelves and promos
- Purchase behavior
- Exploratory or targeted shopping, use of cart or basket

The store no longer measures footfall: it measures behavior. Every visit becomes a behavioral profile.

GDPR Compliant

Full list of detected characteristics available on request



From space to experience



Closing this gap requires a behavioral reading of the physical space:

- 1 Transform traffic into strategic insight
- 2 Make real in-store behavior visible
- 3 Support layout, category and promo decisions with objective data

This is not about adding technology — it is about reducing uncertainty in decisions

Increase sales

Footfall analysis

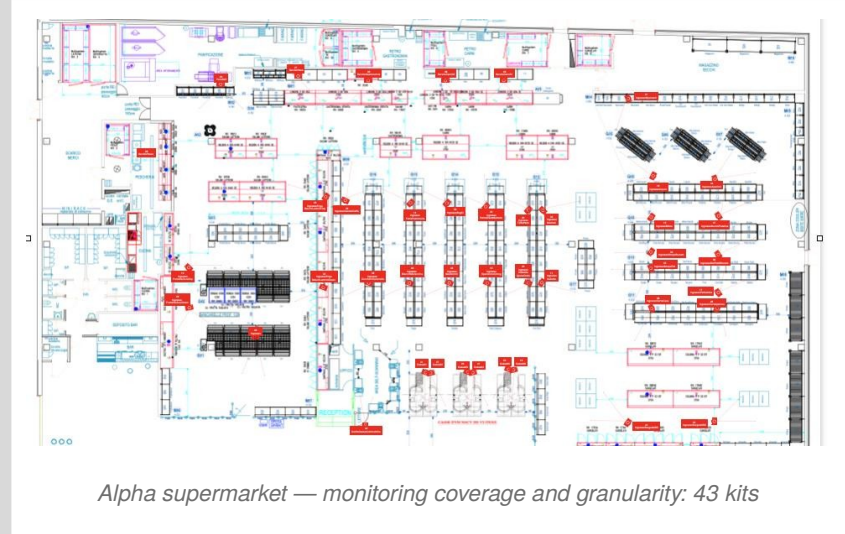
Intelligent automation

What happens when you put yourself to the test



A medium-sized supermarket started an in-store behavioral analysis project to evaluate its real impact. The goal was not to introduce a technology, but to verify the reading of behaviors:

- a) Clearly identify the real target audience
- b) Measure the real attractiveness of departments
- c) Identify differences across traffic zones
- d) Conversion rate
- e) Experience at checkout



Alpha supermarket — monitoring coverage and granularity: 43 kits

Concrete insight into high-exposure areas with low conversion, high-dwell areas with untapped value, and behavioral differences across segments

The real target, not the expected one



Visitors with dwell time above 15 seconds

13,443

unique visitors

27,651 contacts — about 2 visits per person

46.9%

meaningful interaction

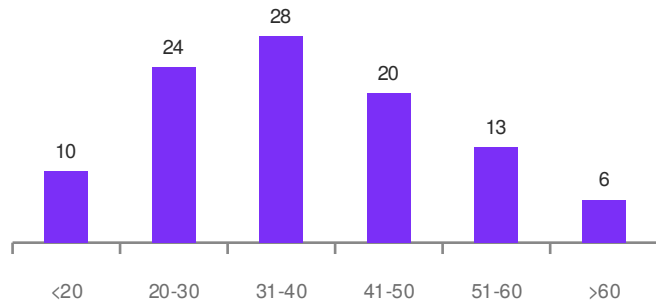
more than 15 seconds of dwell time

38 years

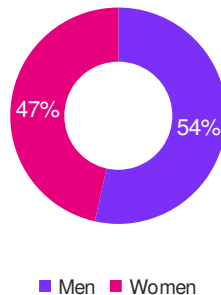
average age

Millennials the dominant segment

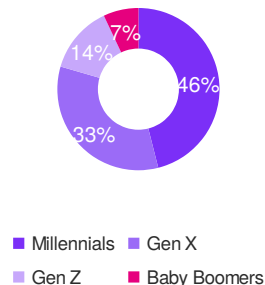
Age groups (%)



Gender



Generations



The real demographic picture is measured on 100% of traffic, not on the 25-40% enrolled in the loyalty program

Conversion: served bread versus self-service bread



Same department, two service modes. Same store, same period.

Department	Visitors	Leads	Conversion	Lead profile
Self-service bread	6,951	1,356	19%	Men 30-45
Served bread	3,041	856	28%	Men 30-45

- Served bread converts 28% of visitors against 19% for self-service: it retains them far better beyond 15 seconds.
- Self-service carries almost double the traffic (6,951 against 3,041) yet converts 9 points lower.
- Average dwell time of converted visitors is higher on served (29s against 25s).
- The two modes serve different customers, with minimal overlap.

Almost half the department's traffic works at a fraction of its potential. Without sensors, this gap stays invisible.

From data to decisions



Every measured insight maps to a decision that today is made on intuition

INSIGHT DETECTED	DECISION ENABLED
High permanence areas with low conversion	Category and commercial performance review
Areas attracting off-target customers	Category mix optimization
Assisted versus self-service conversion	Staff optimization and supervision
Checkout queues and register anomalies	Analysis of the operational organization
High attention areas with low interaction	Placement and communication testing

From insight to measurable business impact



Scalability from 1 to 50 stores: compare the performance of the whole network with objective data

New visibility on behavioral dynamics across the network

Objective comparison between stores and between layouts

Decision support on category, trade and CX

Reduced decision-making variability across stores

Replicable and scalable database

EXAMPLE OF SCALE

40

stores in network

1,200

sqm per store

20,000

average visitors/month

800,000 visits per month observable in behavioral terms. Even a 1-2% improvement on average conversion generates significant impact across a multi-store network.

Pilot project proposal



Behavioral Intelligence at controlled risk — test and learn

8 weeks

Timeline

1 store

Scope

Output for management

- ✓ Behavioral map of the areas
- ✓ Identification of high-inefficiency areas
- ✓ Differences between real and expected target
- ✓ Insight for layout, promo, category and CX

A controlled-risk approach, with measurable metrics before scaling to the network



TECHNOLOGY
INNOVATION

Behavioral Intelligence for physical
retail

Francesco M. Rossetti

fmrossetti@technologyinnovation.it
Business Development — Technology Innovation

www.technologyinnovation.it

