

Volume 3
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Retail Business NEWSLETTER



Welcome to the latest edition of our newsletter! We are thrilled to have you join us as we embark on another exciting journey filled with insights, updates, and inspiration.

In this edition of our newsletter, we are excited to present a diverse range of topics aimed at driving retail success and showcasing our latest initiatives. Here's a glimpse of what you can expect:

New Initiatives: Discover our latest projects and initiatives aimed at innovating the retail landscape and enhancing the customer experience. From cutting-edge technologies to creative marketing strategies, we're committed to staying at the forefront of industry trends.



Retail Success Stories: Dive into inspiring success stories from the retail world, highlighting businesses that have achieved remarkable growth and overcome challenges to thrive in today's competitive market.



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New Initiative:

Revolutionizing Retail Analytics: Introducing Our In-House Heatmap Analytics Solution

Understanding the subtleties of consumer behavior is not just helpful in today's dynamic retail environment; it is essential to success in the industry. Retailers are constantly searching for cutting-edge technology that offers profound insights into how customers engage with their items and navigate their shop environments. In response to this pressing requirement, we are excited to provide our cutting-edge heatmap analytics solution, which was internally developed to make the connection between customers' actual movements and concrete, illuminating data. Our innovative technology ensures businesses have immediate access to real-time data on how customers move about in various retail areas by combining the power of edge-based devices with an extensive cloud dashboard.

Transforming Retail Spaces into Data-Driven Environments

Our heatmap analytics solution offers a plethora of benefits, designed to transform retail spaces into data-driven environments:

- Enhanced Customer Experience
- Informed Decision-Making
- Increased Sales
- Efficient Operations



Looking Ahead

As we roll out our in-house heatmap analytics solution, we are not just offering a tool; we are providing a gateway to the future of retail. Our commitment to innovation, combined with our deep understanding of retail challenges, positions us to help retailers not only meet but exceed their customer experience goals. We invite you to join us on this exciting journey, leveraging the power of real-time analytics to unlock the full potential of your retail spaces.

Driving Retail Success:

At DELOPT, we pride ourselves on delivering innovative solutions that empower businesses to thrive in today's dynamic retail landscape. In this edition we highlight how our cutting-edge technology and unparalleled support helped transform a retail business and drive success.

- Daily Foot Fall Trend comparison

Daily Footfall Trend (FY-2023 vs FY-2022)

● Current Fiscal Year ● Previous Fiscal Year



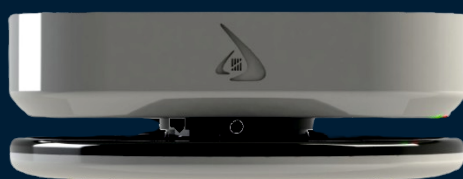
TOTAL FOOTFALL

(Yesterday VS Previous Day)

(02/02/2023)	(01/02/2023)
27,152	27,000
0.56% ▲	



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KEY REPORTS INCLUDE

- People Count & Trends • Sales Conversions • Wi-Fi Analytics
- Store Ranking on KPIs • Automated Email & Alerts

DELOPT collaborated closely with the retail chain to understand customers unique challenges and objectives. Leveraging our state-of-the-art people counting solutions, including the ROBOVISION 3D footfall counters, we deployed a comprehensive system across many stores.

DELOPT's partnership with the retail chain exemplifies our commitment to delivering innovative solutions that drive tangible results for our customers. By leveraging cutting-edge technology and expertise, we were able to help our retail customer overcome challenges, optimize operations, and achieve success in today's competitive market.

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