# Indoor Spatial Analysis Increases Retail Sales


Esri has announced a partnership with GISinc to analyse customer behaviour to help retailers increase sales. The spatial analytics technology specialist will integrate its spatial analytics platform with GISinc's indoor mapping capabilities to analyse data collected by sensor-enabled overhead smart lighting systems and from opt-in mobile data from customers' smartphones.

The solution will enable retailers to track behaviours, using information including customer locations inside the store and items selected for purchase. The store can then tap into such data to improve customer assistance and position merchandise in the places most likely to attract purchases.

Analysing customer choices and mapping go hand in hand, according to Sonny Beech, Internet of Things (IoT) business development manager at GISinc. Using ArcGIS analytics enables retailers to make more strategic decisions about where to place merchandise and in-store marketing materials based on spatial data.

## Real-time based

With more than two-thirds of consumers using smartphones while shopping in brick-and-mortar stores, retailers have to deliver more relevant experiences by becoming more precise in how they interact with shoppers. In-store location technologies provide opportunities for retailers to increase touch points in the aisle and on the shelf by delivering messaging and services in real-time based on a customer's location in the store. Studies show that the spatial customer behaviour analysis Esri provides can boost the probability of purchase by up to 70 percent and increase basket size by up to 60 percent for smartphone-enabled shoppers.

## Indoor mapping

Esri enables retailers to access vast amounts of customer information while allowing the customers themselves to take advantage of advanced analytics, said Gary Sankary, retail industry manager at Esri. With the widespread use of smartphones during in-store shopping, indoor mapping provides businesses with a tool to understand shopper behaviour and improve sales accordingly.

Indoor-mapping initiatives and smart lighting systems, like other IoT implementations, have become more affordable and accessible – in fact, much of the technology can be integrated directly into the infrastructure of a brick-and-mortar store. Customers benefit by downloading mobile apps and opting in to shared-data environments that make the shopping experience more efficient and enjoyable.

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