

Unified Data in Retail.

UNDERSTANDING TOP RETAIL TRENDS OF 2023

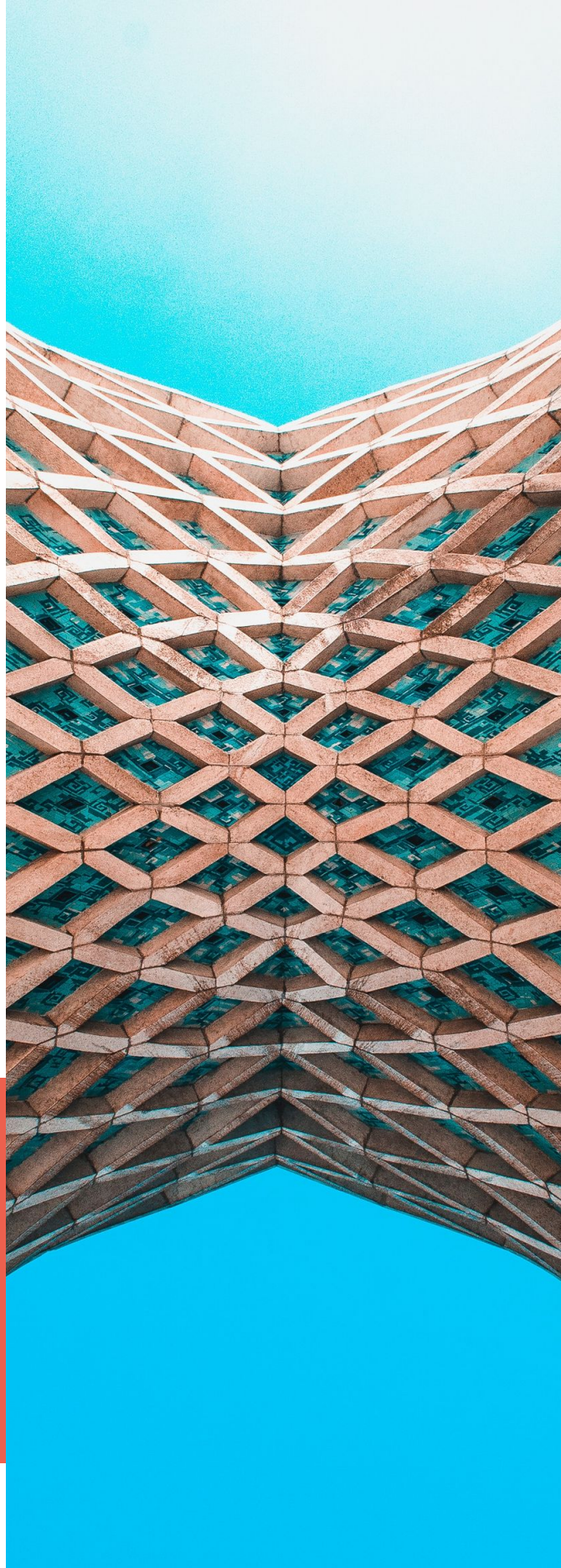


Introduction

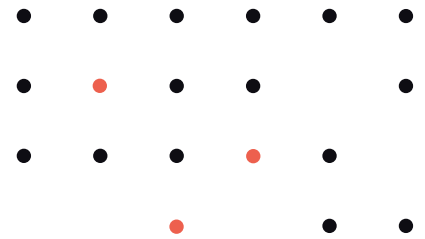
Unified Data in Retail is all about understanding the customer's needs and using data to deliver a personalized experience. But in order to do that, retailers need to have a unified view of their data.

This means that data from all sources—online and offline, first-party and third-party—needs to be collected, normalized, and made available in a single platform. Only then can retailers start to draw insights that will help them deliver the personalized experiences that customers expect.

In this e book, we'll delve into the world of data in the retail category, and explore how Vision, a retail-optimized platform for unified data, empowers retailers to drive efficiency, engagement, and profitability.



Defining Unified Data



Unified data refers to the integration and analysis of data from various sources, providing a holistic view of retail operations. For retailers, this means gaining real-time visibility into their operations, obtaining actionable insights, and making informed decisions that enhance operational performance and customer experiences.

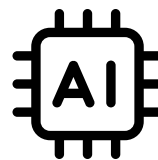
65% OF BUSINESSES CITE
IMPROVING DATA ANALYSIS
CAPABILITIES AS A TOP PRIORITY*



70% OF TOP-PERFORMING
COMPANIES ARE INVESTING IN
CUSTOMER JOURNEY
MANAGEMENT



55% USING ARTIFICIAL
INTELLIGENCE TO ANALYZE
CUSTOMER DATA EFFECTIVELY



Source: Adobe 2023 Digital Trends

Advantages

1 : Personalization

Personalization is a cornerstone aspect of Unified Data, and Vision helps retailers deliver personalized experiences at scale.

2 : Real-Time Insights

High-value retailers need real-time data and insights to drive sales and operations. Vision intelligently captures the right data, analyzes it, and provides transparency on factors impacting your business.

3 : Brand Experiences

Brand experiences are shaped by multiple factors, including merchandising, field performance, and pricing. Vision provides insights into these elements, enabling retailers to make decisions that positively impact the brand experience.



What is VISION



A retail-optimized platform for unified data, offers real-time performance metrics and engagement tools. It empowers businesses to monitor and improve employee engagement, leading to improved job satisfaction and a dynamic customer experience.

Key Retail Technology Innovations of 2023 offered by VISION

→ Traffic and Coverage Modeling

Understand customer patterns and optimize store operations accordingly.

→ Patented Location Based Compliance Management

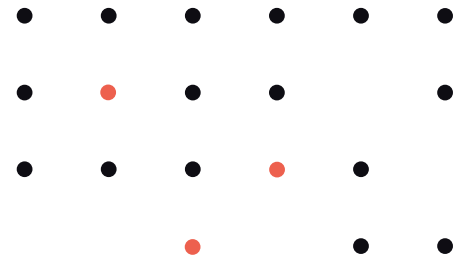
Ensure in-store compliance with location-based tracking.

→ Merchandising, Pricing, Sales, Activity & Store Analytics

Insights into various aspects of your retail business with interactive dashboards.



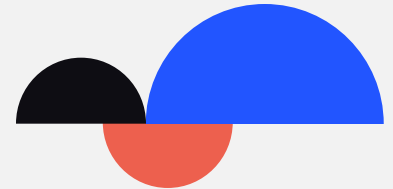
Benefit: Proactive Retail Leadership



VISION provides leaders with the insights they need to make strategic planning decisions, maximize ROI, and drive operational excellence. By integrating predictive analytics and prescriptive analytics into retail operations, Vision empowers leaders to stay ahead of trends and make proactive decisions.



VISION: More than a Technology Purchase



DATA SCIENCE + RETAIL

The retail industry is undergoing a transformation powered by data science and advanced analytics. Retailers must embrace this data-driven revolution to stay ahead. VISION provides the perfect platform for businesses to leverage unified data for complete retail insights.

Don't just use big data, make the right data work for you.



Contact us at 814.312.4949 or visit mobileinsight.com to learn
more or **request a demo**