



Behavior Analytics in Retail: Measure, Monitor and Predict Employee and Customer Activities to Optimize Store Operations and Profitability, and Enhance the Shopping Experience (Paperback)

By Ronny Max

AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. What is the value of a bricksand-mortar store? As retailers move to a multichannel world where the winners must overcome the challenges of pricing transparency, personalized marketing, and supply chain controls, most sales still occur in the physical site. Behavior Analytics is the science of studying the behavior of people. Schedule to Demand is a subset of Behavior Analytics, a method that correlates between traffic, sales and labor data, in order to optimize the productivity of employees and position them where they matter most. In Behavior Analytics for Retail, we will introduce the core metrics of Schedule to Demand; design the requirements for a Customer Service Model of the store, inside the store, and at the checkout; present technology options and accuracy requirements; and offer insights through case studies. Regardless of how the future will shape retail, the physical store will continue to exist, and thrive. We propose a framework for retailers, and others, on how to optimize store operations and profitability, and enhance the shopping experience by measuring, monitoring and predicting the behavior of employees and customers.

#### Reviews

This publication will be worth purchasing. Indeed, it can be enjoy, still an interesting and amazing literature. I am just happy to inform you that this is basically the best ebook i have got study within my own lifestyle and may be he very best ebook for ever.

-- Dr. Furman Anderson Sr.

Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Dr. Hermann Marvin PhD

### You May Also Like



## Talking Digital: A Parent's Guide for Teaching Kids to Share Smart and Stay Safe Online (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their online interactions, the good and the bad,...



#### No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Do You Have NO Friends? Are you tired of not having any friend and being lonely all the time...



#### History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...



### Never Invite an Alligator to Lunch! (Paperback)

Lucky Me Publishing, LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. NEVER Invite an Alligator to Lunch! delivers a fun, action-packed, entertaining story featuring delightful characters. The...



#### To Thine Own Self (Paperback)

Dog Ear Publishing, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Carefree and self assured Carolyn loves her life. Her uncle runs the day-to-day details of her company leaving...



# Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...