Retail Sector Solutions by AvidBeam

Empowering Retailers with AI Video Analytics for Smarter Decisions

In today's competitive environment, conventional retailers must innovate to remain relevant. While e-retailers leverage advanced analytics, physical retailers often lack the tools to understand customer behavior and improve operations. **AvidBeam** bridges this gap by providing AI-powered video analytics that transform retail operations, enabling store owners to gain actionable insights from live video streams.

Who We Are

AvidBeam® is an AI video analytics company that combines cutting-edge AI technologies—such as computer vision, deep learning, and big data distributed architecture—to deliver scalable video analytics solutions. Tailored for the retail sector, our solutions empower store owners to optimize operations, enhance the customer experience, and drive revenue growth

AvidBeam® team delivers video processing and analytics products cutting across various verticals & geographies including Smart Cities, Smart Retail, Transportation, Oil & Gas, Healthcare, Education, etc in the Middle East, Gulf & North America.

Key Challenges in Retail

Retailers face several operational & business challenges, including:

- Safety & Security
- Staff Management
- Customer Journey Optimization
- Understanding customer behavior to optimize marketing & product placement.

Why Choose AvidBeam?

Ease of Integration

Scalability

Customer Centric Dashboard

Flexibility

Video Analytics Benefits for Retail

✓ **Actionable Customer Insights:**
Understand visitor demographics, behavior, & preferences to enhance customer experience and optimize marketing strategies.

✓ **Operational Efficiency:**
Automate processes like queue management, occupancy tracking, & parking management to improve productivity & reduce costs.

✓ **Real-Time Decision-Making:**
Access live data to respond instantly to challenges such as overcrowding, long queues, or safety concerns.

✓ **Improved Sales and Layout Optimization:**
Use heat maps and customer flow analysis to refine store layouts, boost sales, and maximize high-traffic areas.

AvidBeam's Retail Solutions

- **Visitor Count (Daily/Weekly/Monthly):**

Track and monitor customer footfall over customizable timeframes to analyze trends and seasonal patterns.

- **Visitor Gender & Age Distribution:**

Gain insights into customer demographics to tailor marketing strategies and improve customer experiences.
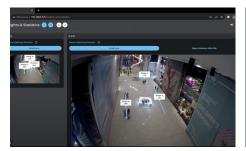
- **Customer Flow & Distribution Analysis:**

Understand customer movement patterns within the store to optimize layout and product placement.
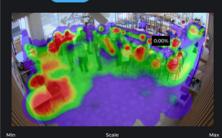
- **Heatmap Analysis:**

Identify the most visited areas of your store (hot spots) to make data-driven decisions for layout changes and promotional displays.

- **Visit Pathway Analysis:**

Visualize customer pathways to better understand shopping behaviors & improve navigation.

- **Cashier Queue Management:**

Monitor cashier queues in real-time to reduce waiting times and enhance customer satisfaction.

- **Store/Mall Occupancy Management:**

Ensure compliance with occupancy limits by tracking the number of visitors in real-time.

- **Custom Query & Report Generation:**

Generate tailored reports and analytics to meet specific business requirements.

- **Diversified Configurable Alarms:**

Set customized alerts for key metrics such as occupancy, queue length, or unusual activity.