

Connected consumer



Challenges

Data collection, aggregation, storage and analysis, handling a multitude of heterogeneous sources. BigDataStack will manage and seamlessly analyse them for the predictive services envisaged.

Efficient and optimized analytics and real-time decision making, enabling the development of data-based value-added services.

Process improvement (with emphasis on product replacement), exploiting the BigDataStack process modelling and process mining outcomes.

Overview

Connected consumer use-case aim to offer to customers at the store the following real-time services:



Personalized promotions
and makers coupons



Predictive shopping lists



Product recommendations, cross-selling
and product replacement

Goals



Test and validate the capability of BigDataStack to make conduct predictive analysis in the world of the retailers and help them to attract and keep customers.



Provide huge amounts of corporate data first for the validation of BigDataStack and later for the EU Access Pilot.

Expected impacts

Thanks both to the big volume of data coming from a number of different sources and the capability to process this amount of data in real-time:

Retailers offer will become more attractive for customers. Connected Consumer use case expects to produce more accurate predictions than those produced nowadays.




Customers shopping experience will improve because of the personalized and accurate promotions and products they are offered.

ROI of marketing campaigns will increase, leading to an increase in both sales and customer satisfaction.

KPIs






Technical

-  Cross-streams being processed by real-time CEP engine: ≥ 100 different streams
-  Accuracy in multidimensional predictive analytics: $\geq 97\%$
-  Reduction in time required for data analytics, including streaming and stored data: $\geq 80\%$



Business

-  Increased number of consumers receiving personalized offers that improve their shopping experience: $\geq 50\%$ *
-  Effectiveness of marketing and promotion campaigns evaluated by retailers: $\geq 60\%$ *
-  Increased insights for customer preferences and behavior evaluated by retailers: $\geq 30\%$ *

*Relative increase in respect to current standard scores

www.bigdatastack.eu



BIGDATASTACK has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779747. The content of this page does not represent the opinion of the European Commission, and the European Commission is not responsible for any use that might be made of such content.