

# THE IMMERSIVE AR SALES DASHBOARD

## REAL-TIME ANALYTICS FOR ENHANCED RETAIL DECISION-MAKING AND CUSTOMER ENGAGEMENT

### WHAT

AR SALES DASHBOARD IS A PROTOTYPE TO HELP RETAILERS TO TRACK THEIR STOCK IN REAL TIME AND REAL PLACE USING AUGMENTED REALITY.

### PROBLEM STATEMENT

MANUAL TRACKING AND ENTRY STOCK LEVEL AND PRODUCT DISPLAY REDUCE EFFICIENCIES AND POOR ANALYSIS OF HIGH DEMAND PRODUCT LEADING TO WASTE THUS LEAD HIGHER OPERATING COST.

### METHODOLOGY

- BUILT WITH REALITY COMPOSER TO MAKE THE MOCK-UP SCENE
- INTEGRATES REAL-TIME CRM AND ERP SALES DATA
- USER-FRIENDLY INTERFACE FOR SALES REPS AND CUSTOMERS
- SEAMLESSLY FITS INTO EXISTING SALES WORKFLOWS

### NOVELTY

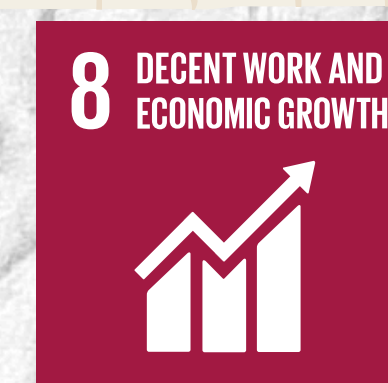
- INTEGRATE AUGMENTED REALITY TECHNOLOGY WITH BUSINESS ANALYTICS - REPLACING POWER BI AND SQL
- INTERACTIVE SALES PRESENTATIONS WITH AR OVERLAYS
- IMPROVE STORE MANAGER'S EXPERIENCE BY LIVE DATA TRACKING
- PREDICTIVE ANALYTICS FOR LEAD IDENTIFICATION
- HELPING BUSINESS ANALYST TO IMPROVE DATA PRESENTATION STYLE



### OBJECTIVES

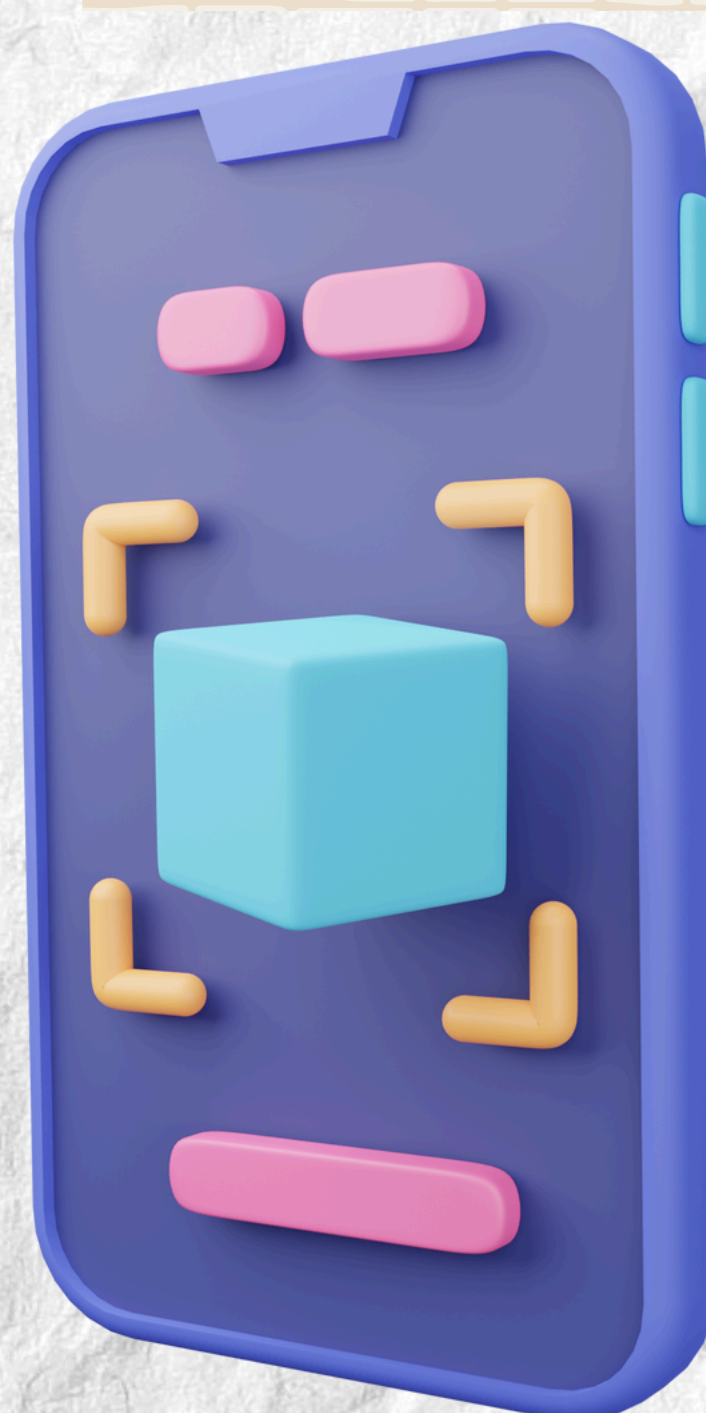
- BOOST CUSTOMER ENGAGEMENT BY 40% WITH INTERACTIVE AR
- FACILITATE RETAIL MANAGER'S DECISION-MAKING PROCESS
- HELP BUSINESS ANALYST TO MAKE BETTER INSIGHT WITH REAL PLACE DATA PRESENTATION
- DELIVER REAL-TIME SALES DATA FOR INFORMED DECISIONS
- INCREASE CUSTOMER SATISFACTION BY 20% WITH PERSONALISED EXPERIENCES

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### IMPACT

- AR DASHBOARD REVOLUTIONISES SALES AND CUSTOMER ENGAGEMENT
- SUPPORTS SUSTAINABLE GLOBAL DEVELOPMENT GOALS
- STRONG MARKET POTENTIAL WITH SCALABLE SOLUTIONS



### COMMERCIAL POTENTIAL

- TARGET SECTORS: RETAIL, MANUFACTURING, REAL ESTATE
- SUIT FOR SME AND BIG RETAIL STORE
- SCALABLE ARCHITECTURE FOR VERSATILE PLATFORM INTEGRATION
- MARKET DEMAND OF NEW BUSINESS MODEL
- LICENSING AND SAAS MODEL OPPORTUNITIES

**Towards better, modern and efficient tomorrow**