



Sharaf DG

# CASE STUDY

Sharaf DG

How The UAE's Leading Electronics Retailer  
Powers Data Driven Decision Making



## Sharaf DG: GCC's Leading Electronics Destination

- 30 stores in United Arab Emirates, Bahrain, Egypt & Oman
- More than 1 million customer store visits every month
- Over 10,000 electronic products and accessories

## Background

Since its inception in 2005, **Sharaf DG** has achieved many milestones to become a leading electronics retailer in the region. UAE's first ever Big-Box concept started its journey as a 15,000 sq ft electronics store in Dubai. The brand's perseverance and hard work has paid off with 30 stores in United Arab Emirates, Bahrain, Egypt & Oman today and more to come.

With over 10,000 electronic products and accessories to choose from reputed international brands, Sharaf DG is a household brand that prides itself on exemplary service and product knowledge at the store level, coupled with the widest range of electronics available at the best value on display at one location.

### STORES IN LOCATION



## The Sharaf DG Promise

Every month over 1 million customers visits its stores to make their purchases and enjoy the exceptional service and ambience that Sharaf DG has become famous for. This is further reinforced by the accolades the multi-brand electronics retailer has collected over the years.

# The Objective: Optimizing The Sharaf DG 'Brandbox'

As the UAE's leading multi-brand retailer, Sharaf DG consistently innovates its in-store experience. It implemented a data sharing model in its stores powered by in-store analytics and other data sets to drive retail intelligence.

- Each store is segregated into 'brandboxes'.
- Each brandbox is a space allocated to a specific brand.
- Each brandbox enables precise measurement of the performance of those brands in-store.



## Thinking Outside The Box

Sharaf DG set out to optimize the performance of brandboxes by:

- Fully understanding the consumers/product and employees full funnel.
- Connecting data points via collecting full integrated data.
- Digesting the data internally
- Laying the foundation for future data monetization programs that will help brands develop powerful strategic decisions per store to optimize the store traffic, staff customer interactions and conversions.



## The Challenge: (Brand) Boxed In With Inaccurate Data

Initially, Sharaf DG commenced the brand box project with competing solution vendors. But after two years, the retailer was dissatisfied with the quality of store data it was receiving as it failed to provide a layered and contextual understanding of the in-store experience.



Inaccurate traffic counts



Inaccurate conversion rates



A lack of comprehensive data about  
shopper journeys in stores

# The Solution: A Global Partner In Retail Intelligence

Sharaf DG looked to partner with a fellow, market leader that would satisfy its specific criteria for an in-store analytic solution provider.



Unparalleled accuracy in data analytics to create the brand dashboards



A sophisticated, future-proof solution



Outstanding global service and support capabilities across multiple brands and geographies



Unique AI capabilities to identify, classify and exclude Sharaf DG staff from analytics

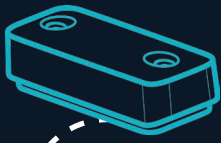


Providing additional and relevant data layers of staff/customer interactions/exclusion

After reviewing the RetailNext platform, Sharaf DG was confident that RetailNext was the solution provider of choice and rolled out RetailNext's **Traffic 2.0** and **Shopper Behavior Analysis (FPA)**.



# The Vanguard Of Innovation



## Aurora

The RetailNext platform is powered by **the state-of-the-art Aurora**, an all-in-one IoT sensor with world class features (widest field of view, HD color video, BLE, WiFi and Beacon).

## AI

With unparalleled accuracy and sophisticated **deep learning artificial intelligence (AI)** technology, the Aurora simplifies shopper behavior measurement.

## Enhanced Data

The Aurora sensor provides **multiple store data points**, including demographics and activity recognition.

## Advanced Insights

RetailNext's **predictive traffic model** uses a complex algorithm, which considers many available historical data points, to forecast future traffic counts in 15 minute increments.

## Data Visualization

The RetailNext **dashboards synthesize this data** into simple, easy-to-use formats that unlock in-store opportunities or the data can be integrated into business intelligence tools as needed. In Sharaf DG's case, the RetailNext data is piped into its BI for visualization along with other data sets on stock availability, demand planning, staffing data, amongst others.

## High-Performance

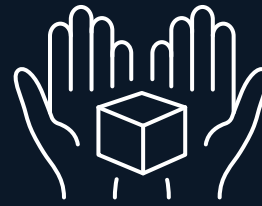
Brands leverage the RetailNext data along with other data sets to **drive a deeper understanding across marketing, merchandising and operations.**

# What Store Data Sharaf DG Is Collecting Via RetailNext



## Sharaf DG Stores With Traffic

- Store Traffic
- Store Conversion

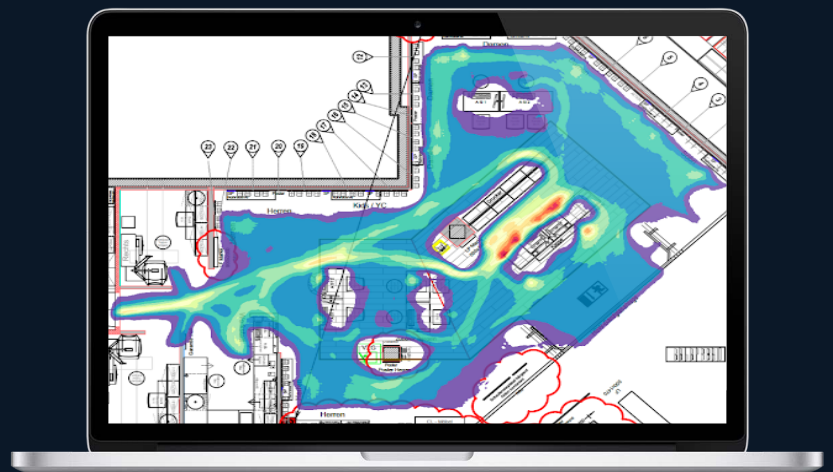


## Sharaf DG Brand Boxes With FPA

- Traffic
- Exposure Rate
- Dwells
- Average Dwell Time
- Shopper & Staff Interaction
- Dwell Conversion

Through the use of RetailNext's tailored advanced analytics approach, Full Path Analysis (FPA), Sharaf DG is able to collect vital data that answers important business questions for brands.

- FPA identifies individual shopper tracks, and also differentiates between shoppers and staff, in an animated video style.
- Kinetic maps display where shoppers and staff congregate the most, offering insights into their behavior and interactions.
- Dwell and engagement statistics show you which store areas are performing best.



# What Brands Can Understand From RetailNext's Store Data

How many customers enter a brandbox in a Sharaf DG store?

How many staff and customer interactions take place in a brandbox?

How many customers spend more than 10 seconds in a brandbox?

What is the average net sale amount for each shopper visiting a brandbox within a specified period?

What percentage of customers who enter the store also visited a brandbox?

What percentage of customers who spend more than ten seconds and make a purchase in a brandbox?

What is the average amount of time customers spend in a brandbox?



# How Sharaf DG Integrates RetailNext Store Data

## Performance Driver

Brands are able to optimize their space, inventory and sales opportunities.

## Data Visualization

Brands can access a single dashboard where the data is integrated and visualized to drive actionable insights on staff actions, successes, availability of stock etc.

## Data Collection

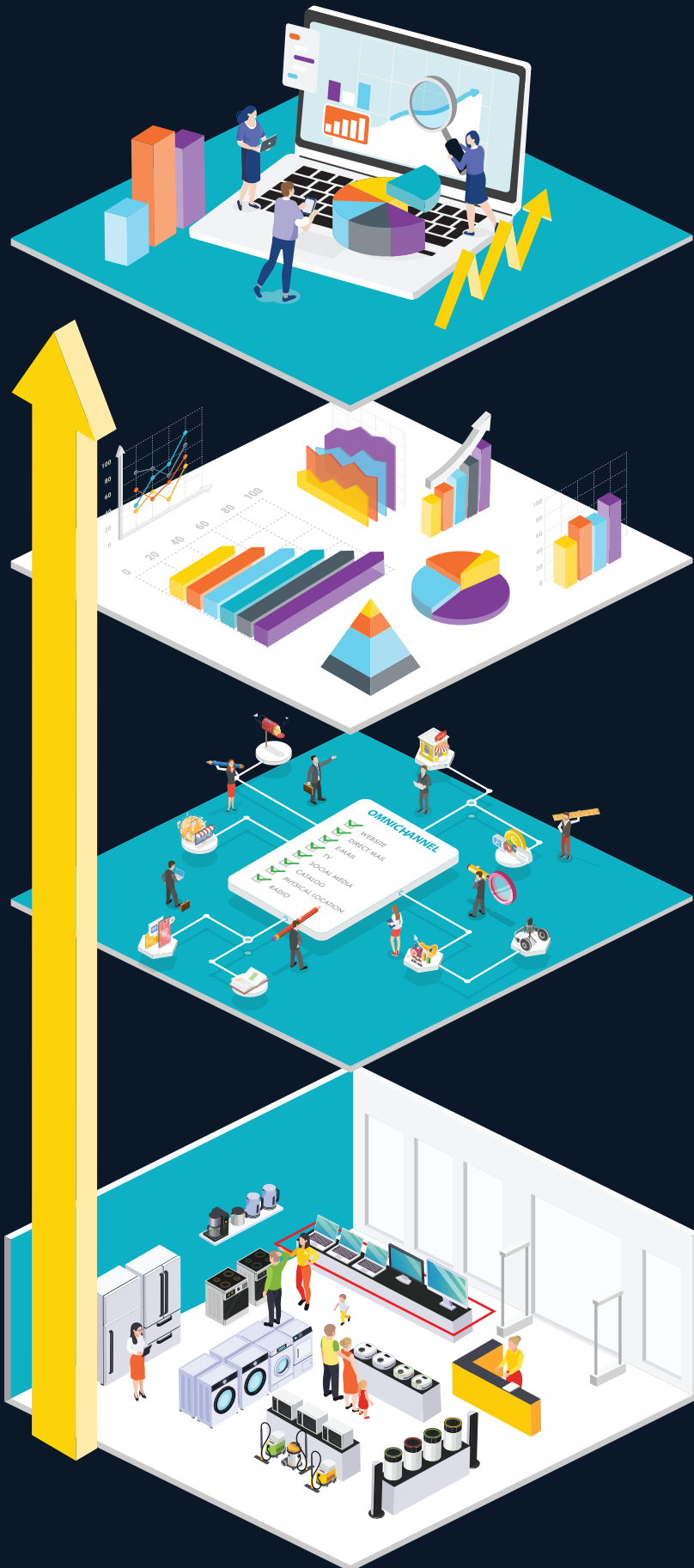
Multiple data sets, including RetailNext's store data, are collected within each "brand box" to give retailers a picture of what is happening in their area.

Among the data that is collected, is

- RetailNext Traffic and FPA
- IBP (Demand Forecasting)
- HRMS (Staff Management)
- Inventory Related Data
- POS (Sales and Returns)

## Store Layout

Each Sharaf DG store is divided per brand, with store aisles further segmented according to brand.



# The Value To Brands

## Identifying New Opportunities



### Revealed

In this sample, we see that Brand X is attracting above average traffic to its brandbox within a Sharaf DG store. However, Dwell Time and Dwell Conversion rate are low.



### Recommended

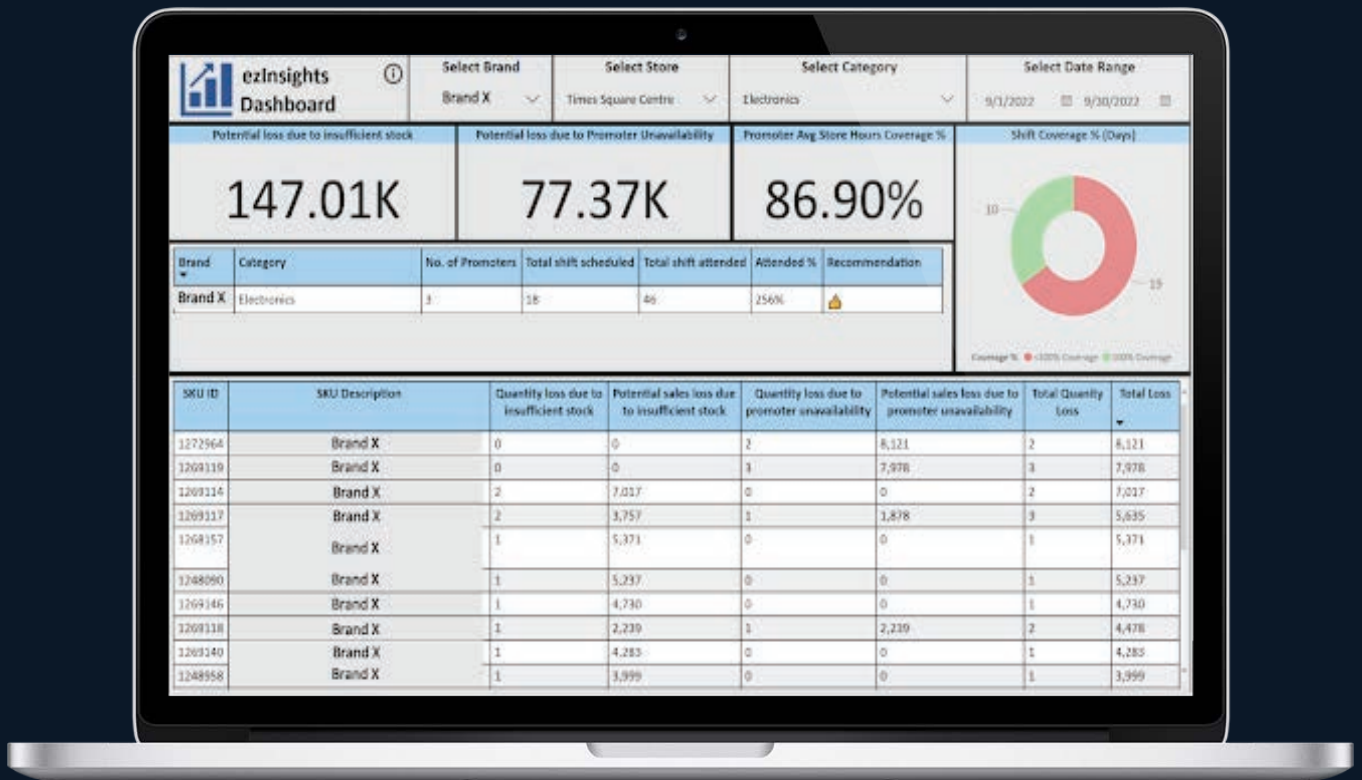
Recommendations to the brand indicate that it should focus more on attracting and engaging customers.



### Results

Increased net sales in the brandbox both in categories and overall.

# Identifying Lost Sales Due To Insufficient Staff



## Revealed

By introducing RetailNext's Full Path Analysis to its stores, Sharaf DG has been able to pipe the RetailNext data to its custom dashboard for brands to identify key performance trends, including potential sales loss due to understaffing.



## Recommended

Recommendations to the brand indicate that it should focus more on allocating staff at the right times, and in the right areas on the floor.



## Results

Achieving increased efficiency among staff and product engagement.



## About RetailNext

The first technology platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands, and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience in real-time.

**400+**  
brands globally

**90+**  
countries

**2007**  
year founded

