



DATA ANALYSIS

VALUABLE BUSINESS INSIGHTS

DATA ANALYSIS

Data analysis is the process of extracting information from data. It involves multiple stages including establishing a data set, preparing the data for processing, applying models, identifying key findings and creating reports. The goal of data analysis is to find actionable insights that can guide business decision making.

PFM FOOTFALL INTELLIGENCE

At PFM Footfall Intelligence we offer people counting systems and data related science. We know and understand that our clients do have business needs for these valuable and informative data insights. In depth, data-driven customer insights are critical to improving conversion rates, increase revenue, predicting customer behaviour, optimise staffing and more. Especially since there are so many new sources of data that can help retail organisations to achieve a competitive advantage in an expanding industry space.

We also realise not every retailer; marketing manager or asset manager is a data analyst. Therefore, we not only offer our clients high quality footfall data, we offer a highly skilled team of data analysts, who can translate all this data into reports you can work with. Today's consumers interact with companies through multiple interaction points such as e-commerce, stores, social media etc. This increases the variety and complexity of data types you have to analyse. However, it's all more than worth it, because it will give you insights you have never had before. It will provide answers to questions such as what motivates your high-value customers to buy more, what is their behaviour and what is the best way to reach them?

CONCLUSION

Data engineering that drives action can rapidly bring together and explore massive sets of structured and unstructured data to uncover hidden patterns, new correlations, trends, customer insights and other useful business information. For retail companies to maintain a competitive edge in an accelerating marketplace, it is becoming increasingly important for them to seek proactive methods of harnessing new and extensive data sources in innovative ways. With the help of data engineering platforms, retailers stand to be able to achieve deeper understanding of their customer data, which will in turn lead to valuable business insights.