News Release Digest

Information & Communication Systems field

Central Research Laboratory
Social Information Systems Research Department

Analytics technology to identify performance raising measures based on employee/customer behavior and performance big data

Retail store pilot test achieve 15% increase
in average sales per customer

【Achievement】

Hitachi, Ltd. and Hitachi High-Technologies Corporation today announced the development of big data analytics technology to help identify effective measures to improve business performance based on behavioral data collected from employees and customers using badge style sensors and business performance data such as POS data*1. In a retail store pilot test, employees were re-positioned within the store based on an analysis of 10-days of POS data and employee/customer behavioral data. Results showed a 15% improvement in average sales per customer, confirming the effectiveness of the big data analytics technology in assisting business performance improvements.

■Characteristics

(1) Analytics technology for big data
 By employing the analytics technology developed, it is possible to automatically generate over 6,000 indices of business performance from the big data on behavior and business performance.

(2) Pilot-test confirming effectiveness
 A pilot test was conducted with the cooperation of the management consulting company, SIGMAXYZ Inc. over approximately 6 weeks in a large hardware retail store (floor space approx. 2,970m^2) to verify the effectiveness of an improvement measure derived with the analytics technology.

■Plan
 Hitachi and Hitachi High-Tech, will continue to promote the development of products and services and using this analytics system, provide big-data related business for a wide range of services and operations beginning with distribution and retail.