



FLOWREST

DATA ANALYTICS

flowrest.pt



A modern retail business needs data to drive, measure and analyze KPIs through the value chain. Decisions made with real data create confidence and a growing path that enhances efficiency, better customer engagement, and overall profitability.

Do you know your store sales turnover from the total customers that visit your store today?

FLOWREST provides an **Analytic Platform** that will bring data from your IoT sensors and will give you answers about common uncertainties.



Inbound and
Outbound
Customers Flow



Highlight peak
periods during the
open hours



Sales vs Real
Traffic in your
Store



Customer
Retention

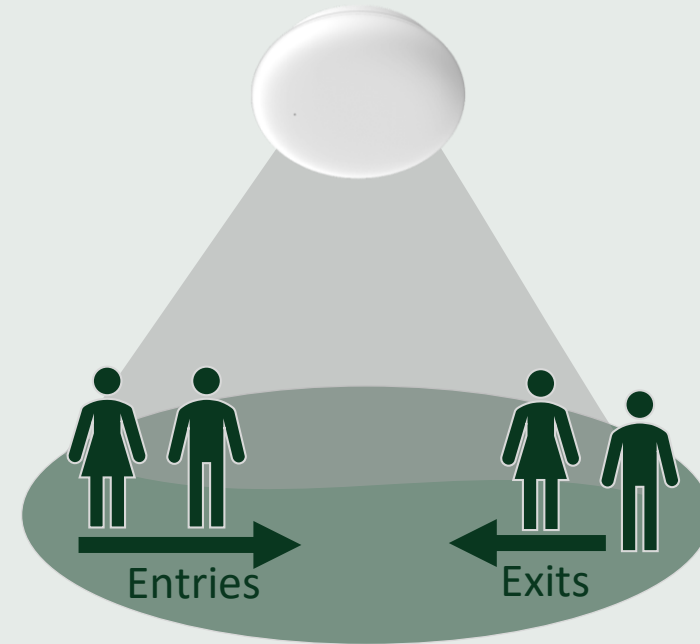


Store return of
investment

Main Use Cases we can start exploring:

FLOWREST Platform captures data from your deployed sensors inside your store bringing them to a highly scalable Cloud Data Architecture.

You will get all the data you need to make a justified decision.



➤ Statistic Entries and Exits:

People Flow:
[2 Entries; 2 Exits]

➤ Know the total Presence in a known area:

Total Presences:
[4]

How It Works

The physical equipment
deployed in your store



MSR01 Sensor

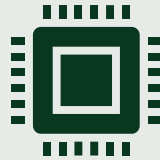
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Gateway



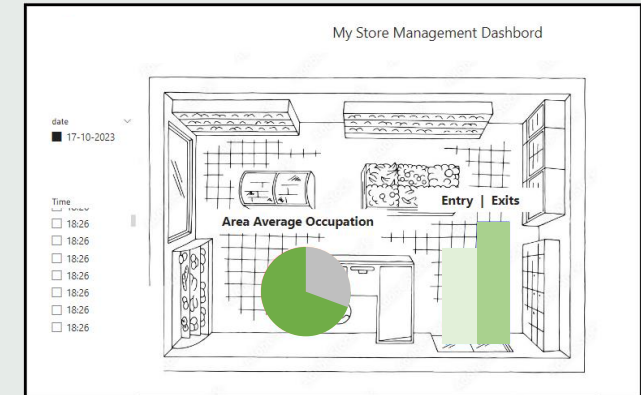
Cloud Data Process



Data Capture and ingestion
process (ETL/ELT)



Visualize your Data



- From a PowerBI
- Query to an API
- Connect to SQL Database
- Flat file from a Data Lake



Contact Us

Looking forward to hearing your opportunities.

> contact@flowrest.pt