

The POS Data Analytics solution seamlessly captures sales data from concessionaire, validates the sales numbers and provides analytics on top of the data to provide meaningful insights. The solution ensures data governance and data quality which assures high quality insights.

POS data can be captured from concessionaires, using the solution in any of the following ways, a) File processor, b)UI-based uploads, c)Tlog processor, d) Printer Scanner, e) Connector – Print Scanner, f) Connector – Application, g) Web Services Interface. The solution is also equipped with UI screens and reports to monitor the status of retail sales data capture. There are alerts and notifications in case of data not received or data rejected. The solution also provides option to view and analyze rejected data by defined rules. GrayMatter's POS Data Analytics Solution provides comprehensive coverage of required BI needs as follows:

- Monitor and analyse spend and revenue in different zones of the terminal or different terminals.
- Store-wise sales report.
- POS-wise sales report.
- Time series reporting and analysis-hourly, daily, monthly, quarterly, yearly, etc.
- Product category vs Sales report.
- Identify best performers and the slow movers
- Consolidated Sales Report.
- Area-wise sales report.
- Concessionaires name, Contract details
- Access market share by sales category and shop category.
- Product group identification and description.
- Boarding pass scanning data (passenger name, contact details, destination, airline, flight number, gate number, etc.
- Baggage belt allocation data for International Arrival Passengers.
- Gate allocation data, which can help assist passengers of particular flight/flights past specific zones in the terminal for International/Domestic Departure passengers (AODB integration).
- Access the impact of the promotions if they have led to an increase in sales per Pax, basket size, category-wise performance, etc.
- Identify the conversion rates of the passengers flying on particular routes.
- Number of bills per type of payment and article group.
- Number of bills (gender-wise) and article group.
- Sales per country and destination-wise (Domestic and International).
- Number of bills per country (International Passenger).
- Sales per IATA destination
- Number of bills per IATA destination.
- Sales per airline – Domestic/International.
- Number of bills per airline.
- Sales by nationality- international passengers.
- Number of bills per nationality- international passengers