

CLAIMS

1. An offline clickstream analytics system, the system comprising:
 - (a) a memory having computer-readable instructions stored therein;
 - (b) a plurality of sensors located within each of a plurality of retail stores, the sensors comprising NFC tags, RFID tags, Bluetooth tags, a visible light camera, an infrared sensor, a thermal sensor, a pressure sensor, a microphone, an antenna, or combinations thereof;
 - (c) a processor configured to:
 - receive customer identification data from the one or more sensors located within each retail store for each customer entering each retail store;
 - link each customer to an existing or new unique customer identity signature (UCIS) using the customer identification data;
 - track a plurality of customer-to-customer and a plurality of customer-to-product interactions activities using information received from the one or more sensors;
 - generate an offline clickstream for each of the one or more customers using the unique customer identity signature (UCIS) as the respective customer moves across each retail store;
 - (d) a data analytics cloud platform communicatively coupled to processor, wherein the data analytics cloud platform is configured to:
 - analyze for each customer the offline clickstream and at least one of a customer purchase history, a social networking site history, a customer-staff interaction history, a plurality of product training information, and a plurality of retail store information, wherein the retail store information includes inventory and layout; and
 - generate one or more of customer engagement and retail insights for each customer and retail store staff of each retail store; and
 - (e) a personalized engagement module communicatively coupled to the data analytics cloud platform and configured to facilitate direct and/or in-direct engagement with the customers and the retail store staff based upon the customer engagement and retail insights.
2. The offline clickstream analytics system of claim 1, wherein the data analytics cloud platform is further configured to execute the computer-readable instructions to generate the customer and retail insights related to store optimization, staff positioning within each retail

store, customer recommendations, visual merchandizing, marketing effectiveness, or combinations thereof.

3. The offline clickstream analytics system of claim 1, wherein the data analytics cloud platform is further configured to generate instore data, wherein the instore data comprises customer footfall count, store peel-off rate, marketing and campaign effectiveness, trial room conversions, or combinations thereof.

4. The offline clickstream analytics system of claim 1, wherein the personalized engagement module is further configured to facilitate direct and/or in-direct engagement with the customers via a plurality of communication channels, wherein the communication channels comprise email, SMS, mobile application, voice call, or combinations thereof.

5. The offline clickstream analytics system of claim 4, wherein the personalized engagement module is further configured to transmit real-time customer interaction guidelines for the store staff, wherein the real-time customer interaction guidelines are delivered to the staff via a mobile app, an automated and interactive voice response system or a real-time message through SMS, email, or combinations thereof.

6. A computer-implemented method for offline clickstream analytics in a system,

(a) the system including:

a memory having computer-readable instructions stored therein;

a plurality of sensors located within each of a plurality of retail stores, the sensors comprising NFC tags, RFID tags, Bluetooth tags, a visible light camera, an infrared sensor, a thermal sensor, a pressure sensor, a microphone, an antenna, or combinations thereof;

a processor;

a data analytics cloud platform communicatively coupled to the processor; and

a personalized engagement module communicatively coupled to the data analytics cloud platform; and

(b) the method comprising:

receiving customer identification data from the one or more sensors located within each retail store for each customer entering each retail store;

linking each customer to an existing or new unique customer identity signature (UCIS) using the customer identification data;

tracking a plurality of customer-to-customer and a plurality of customer-to-product interactions activities using information received from the one or more sensors;

generating an offline clickstream for each of the one or more customers using the unique customer identity signature (UCIS) as the respective customer moves across each retail store;

analyzing for each customer the offline clickstream and at least one of a customer purchase history, a social networking site history, a customer-staff interaction history, a plurality of product training information, and a plurality of retail store information, wherein the retail store information includes inventory and layout;

generating one or more of customer engagement and retail insights for each customer and retail store staff of each retail store; and

facilitating direct and/or in-direct engagement with the customers and the retail store staff based upon the customer engagement and retail insights.