bionline

The behavior prediction modules are based on the analysis of the historical behavior of each client of a supermarket.

biData collects this historicized information and generates an anonymized 360° view of each company client. In addition, it expands this information and generates thousands of characteristics of each client, which are used as predictive information.

The solution collects information from the supermarket's customers, tickets, products, stores, prices, offers, web browsing...

biData's "Data Quality" function verifies and detects quality problems at the source of the data.

Business users can access the metamodel of the generated information through Bionline's web app.

biData can be connected to data access tools such as MS Power BI, among others, so that business users can explore the data.

Data → SFTP → Azure secure cloud → AI data management → Expanded 360° view of each customer