

7<sup>th</sup> International Conference on

# BIostatistics and Bioinformatics

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# Big Data Analytics & Data Mining

September 26-27, 2018 | Chicago, USA



**Ergi Sener**

IdeaField BV, Holland

## Disrupting retail analysis with AI powered advanced analytics solution - Idea Field BV

IdeaField is a disruptive technology innovation that understands and analyses in-store customer behavior (wait time, service time, visit frequencies etc.) without being connected to any wi-fi, or open Bluetooth or without having a smart phone application. Data is collected from wi-fi mode-on mobile devices at the locations, where IdeaField sensors have been deployed. With its unique technology, IdeaField aims to perform real-time behavior-based analysis.

In this workshop, a detailed IdeaField demonstration will be shown with covering all use cases such as employee tracking, queue management, real-time heat maps, location based campaigns, convergence analytics, reporting and other consultancy cases. Also, competitive analysis based on other micro-location based technologies (such as cameras, beacons, sensors, etc) will be covered.

### Biography

Ergi Sener, who is indicated as one of the 20 Turkish people to be followed in the field of technology, received a BS in Microelectronics Engineering in 2005 and double MS in Telecommunications & Management in 2007 from Sabanci University. He is pursuing a PHD degree in Technology Management & Innovation. He began his career as the co-founder and business development director of New Tone Technology Solutions in 2007 with the partnership of Sabanci University's Venture Program. Between 2009 and 2013, he worked as a CRM specialist at Garanti Payment Systems. In 2013, he joined MasterCard as a business development and innovation manager. He was also one of the co-founders and the managing director of Metamorfoz ICT, a new generation Fintech company and Bonbon Tech, the leader IoT focused new generation analytics company. He is currently acting as the Executive Board Member & CDO of a Dutch-based incubation center IdeaField BV. During his career, along with many others he received "Global Telecoms Business Innovation Award" in 2014, "MasterCard Europe President's Award for Innovation" in 2013, "Payment System of the Year Award" by Payment Systems Magazine in 2012 and "Best Mobile Transaction Solution Award" by SIMagine in 2011.

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