

ACTA MALAYSIA

AI · IoT · AIoT · IIoT

CASE STUDY ONE-PAGER

34 stores · 12 months

GROCERY RETAIL CHAIN, KLANG VALLEY

Turning 34 grocery stores into measurable retail floors

Computer vision at the edge plus cold-chain sensing gave store managers hourly visibility of footfall, queue pressure and shelf availability - replacing weekly manual audits.

+3.8%	-48%	-24%	14 mo
Basket conversion	Shelf-gap duration	Peak queue wait	Payback period

WHAT WE DEPLOYED

- Edge AI cameras for anonymised footfall, dwell and queue-length counting
- Shelf-gap detection on 180 high-velocity SKUs with alerts to handhelds
- Wireless temperature and door sensors across chillers and freezers
- Store scorecard dashboard with hourly conversion and staffing signals

WHAT CHANGED

- Hourly staffing moved from fixed rosters to demand curves per store
- Chiller excursions escalated within minutes instead of at the next manual check
- Category teams review a single shared conversion metric across all 34 stores

STARTING POINT

Conversion was estimated from till receipts alone. Out-of-stocks on fast movers were found during evening replenishment, hours after the sale was lost, and chiller excursions were logged by hand three times a day.

"We stopped arguing about what happened on the floor and started planning around it."

Head of Retail Operations

Client names are withheld under commercial confidentiality; figures are drawn from post-deployment reviews agreed with each client.

Acta Malaysia Sdn. Bhd. · Kuala Lumpur info@actamalaysia.com