







## Project Brief

- InStore Group, an INC 5000 company, provides various Retail Automation softwares in the USA. InStore Reporter is a comprehensive Product built for providing Retail Analytics & Merchandising tools. It is designed to provide detailed insights into client projects, encompassing store visits, survey data, and survey questions. Integrating with the Natural Insights (NI) API, the system retrieves, deserializes, and stores data, ensuring accurate and user-friendly reporting. The dashboard aims to enhance the execution of retail strategies and merchandising goals, driving sales, profits, and market share for clients.



# Key Challenges

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- Accurate data retrieval from the NI API.
- Data deserialization without loss.
- Integration of lambda functions and Event Bridge for API execution.
- Coordinate with the NI team to resolve the issue.
- Simplification of the UI for better user experience.
- Displaying complex survey data in an understandable format.
- Ensuring data integrity during storage and retrieval.
- Efficient handling of large datasets.
- Implementing Google Map API for store location pinning.
- Providing a comprehensive executive summary of the project.

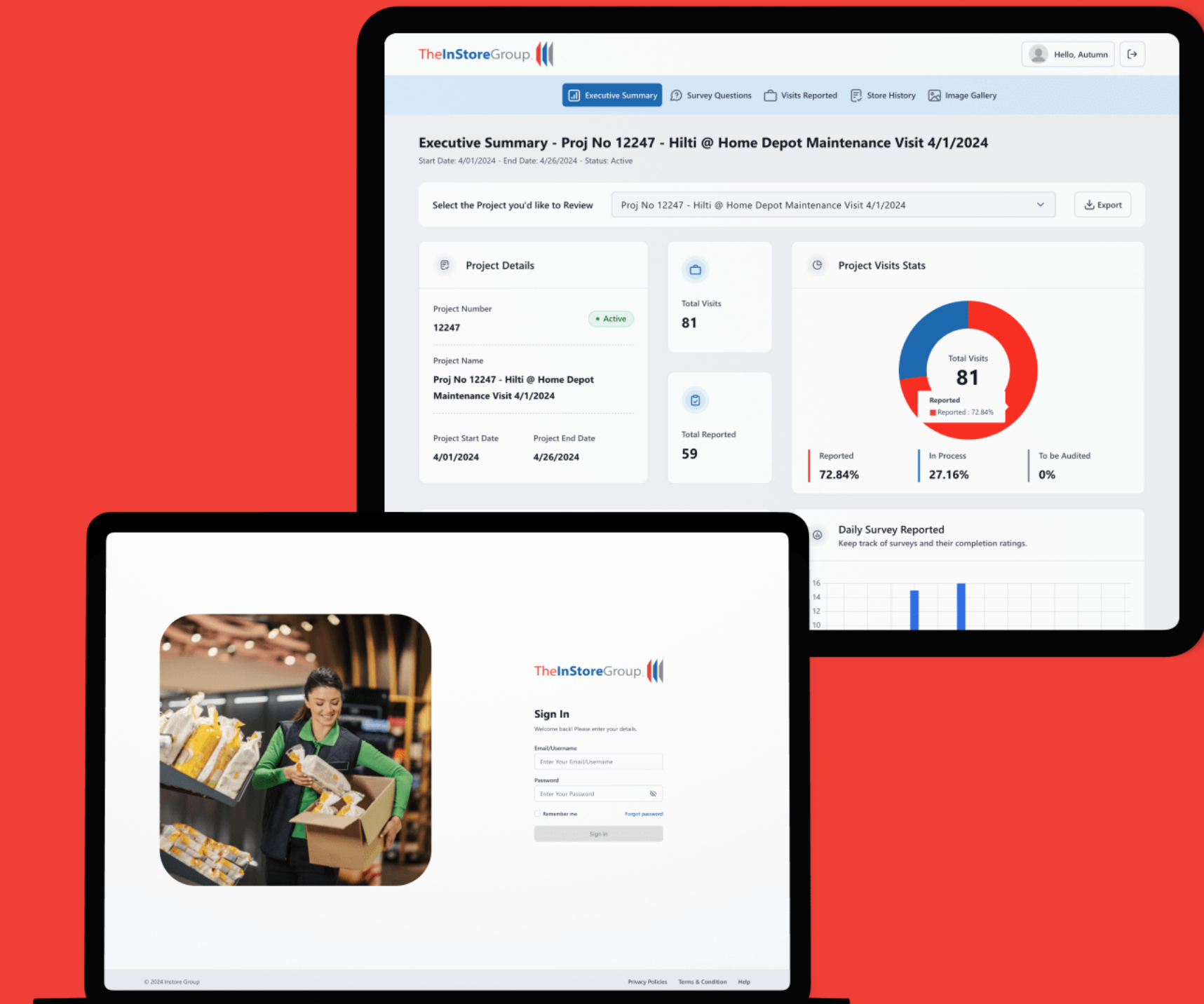
# Solution Delivered

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- Developed robust data retrieval mechanisms from the NI API.
- Implemented reliable data deserialization processes.
- Integrated lambda functions and Event Bridge for seamless API execution.
- Established effective communication channels with the NI team for issue resolution.
- Redesigned the UI for simplicity and user-friendliness.
- Created intuitive displays for survey data.
- Ensured data integrity through rigorous testing and validation.
- Optimized the system for handling large datasets.
- Integrated Google Map API for precise store location mapping.
- Developed a detailed executive summary feature for comprehensive project overviews.

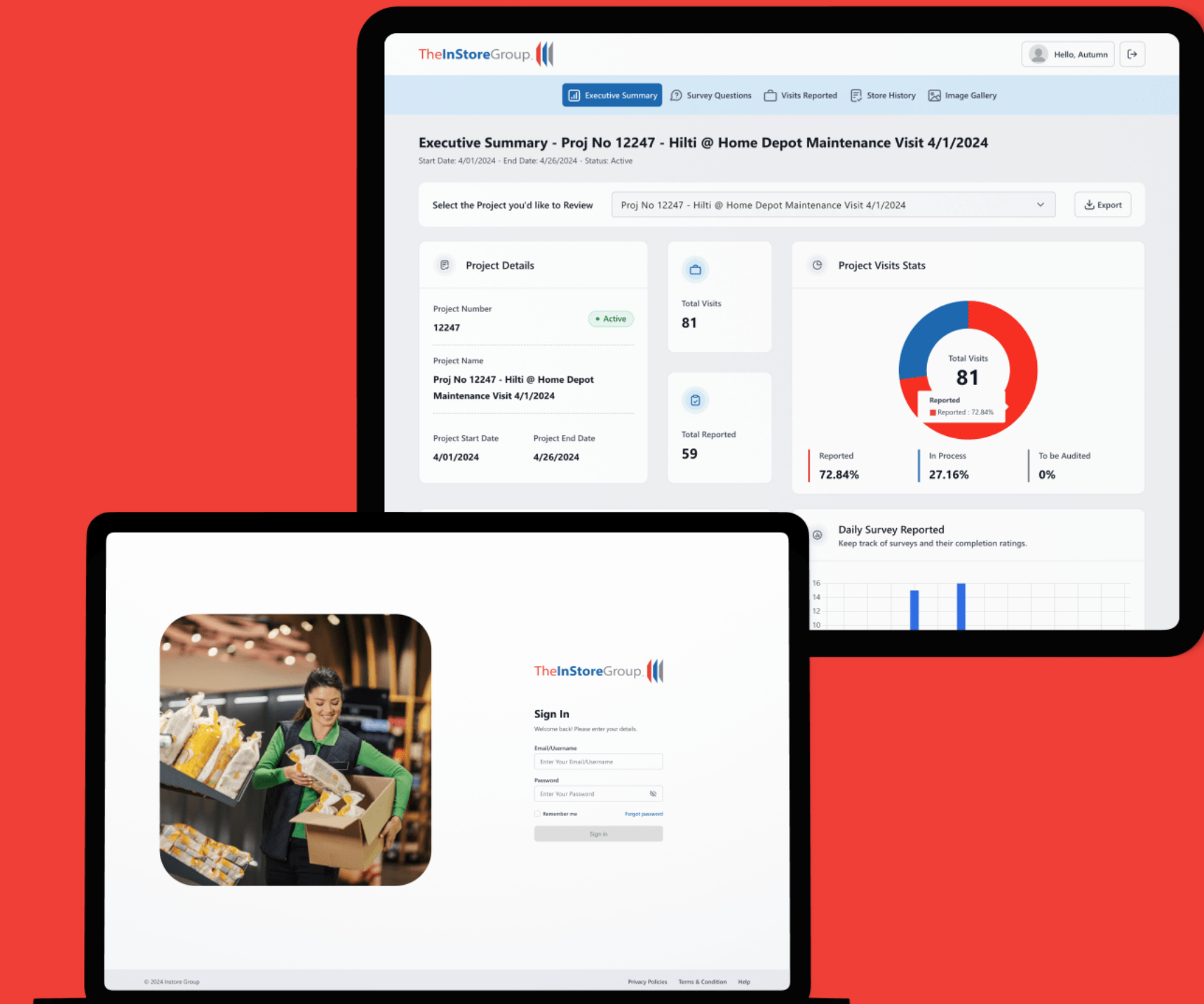
# Highlighted Features

- **Graphical Representation of Visits Reported:** Visualizes project details, including visits reported, visits in progress, and visits audited.
- **Store History:** Lists stores for each project, including location details and visit history.
- **Image Gallery:** Displays images captured during store visits for a specific project duration.
- **Visit List:** This shows the number of visits completed within a project duration.
- **Executive Summary:** Provides a comprehensive project overview, including start and end dates, visit details, daily survey breakdowns, and project timeline.
- **Google Map API Integration:** Pins store locations on a map for easy visualization.



# Highlighted Features

- **Survey Questions:** Displays the questions answered during visits and aggregates responses.
- **NI API Integration:** Retrieves data on visits, survey questions, and images from the NI API.
- **Detailed Report Display:** Presents client project reports in a user-friendly interface.
- **Data Integrity and Accuracy:** Ensures that data retrieved from the NI API is accurate and complete.





Executive Summary - Proj No 12247 - Hilti @ Home Depot Maintenance Visit 4/1/2024

Start Date: 4/01/2024 - End Date: 4/26/2024 - Status: Active

Select the Project you'd like to Review

Proj No 12247 - Hilti @ Home Depot Maintenance Visit 4/1/2024

Export

Project Details

Project Number

12247

Active

Project Name

Proj No 12247 - Hilti @ Home Depot Maintenance Visit 4/1/2024

Project Start Date

4/01/2024

Project End Date

4/26/2024



Total Visits

81



Total Reported

59



Project Visits Stats



Reported

72.84%

In Process

27.16%

To be Audited

0%



Project Timeline

See how many surveys are left to submit in the remaining time.



Visits

100%



Timeline

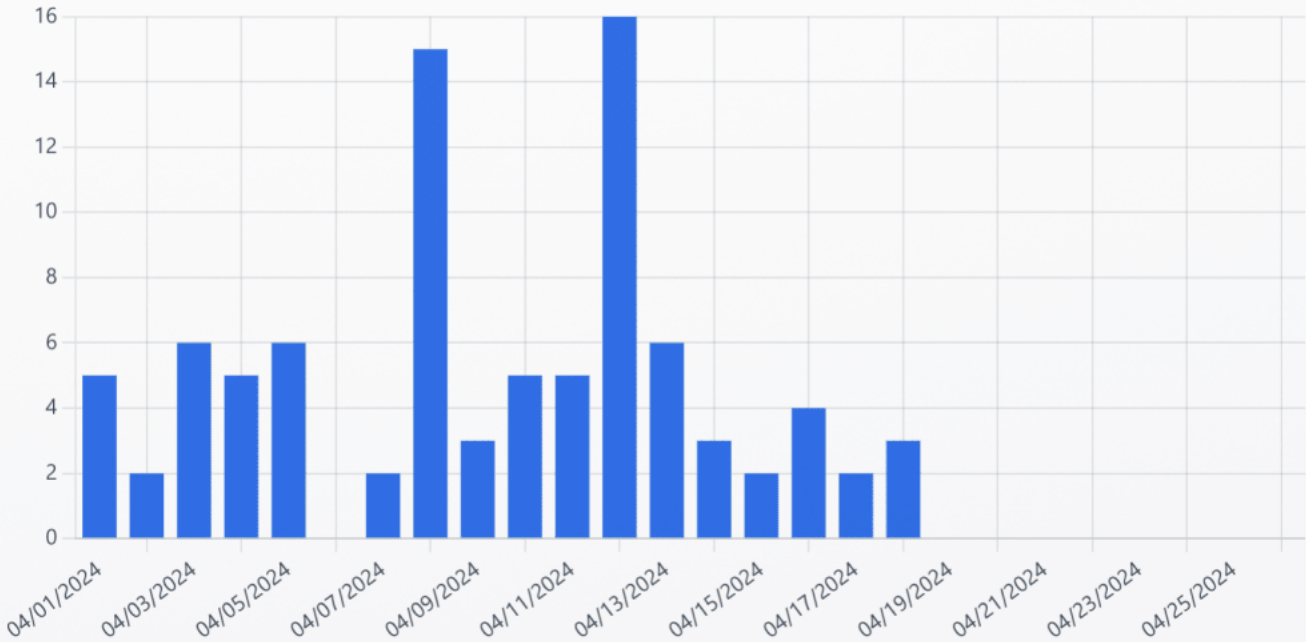
72.84%

0% 25% 50% 75% 100%



Daily Survey Reported

Keep track of surveys and their completion ratings.



TheInStoreGroup

Executive Summary

Survey Questions

Visits Reported

Store History

Image Gallery

Hello, Autumn

Survey Questions - Proj No 12247 - Hilti @ Home Depot Maintenance Visit 4/1/2024

Start Date: 4/1/2024 - End Date: 4/26/2024 - Status: Active

Search

Select Survey Questions 22 Questions

Q1. Did you Straighten the Hilti Anchors Display and set to planogram?Ensure any non-Hilti products are removed from the display.

Q2. Were you able to greet the Manager on Duty to review your objectives for the call? (It is recommended that Vendors ask for the Store/Dept Mgr when you first arrive, let associate know you'll be in the Hardware aisle, and not wait to start service)

Q3. Which Hilti Anchor display were you able to locate. <li>Display should be located in or near the hardware department</li>

Q4. Report the on-hand Qty. of any SKU that have 3 or less in stock, after you have discussed with ASM/Assoc.

Q5. Were you able to locate back stock?

Q6. Do any SKUs have 3 or less? (even if already reported to the Hardware Supervisor/Associate)

Q7. Did you pack out the display?

Q8. Did you discuss any Hilti facing with 3 or less units physically on hand with the Hardware Supervisor/Associate to verify and

Questions Answers and Stats

Question 1

Did you Straighten the Hilti Anchors Display and set to planogram?Ensure any non-Hilti products are removed from the display.

100% Attempt

Other Issue (Explain in comments) 8.89%

Planogram not attached to display - Straightened per labels 25.56%

Yes 65.56%

Questions Responses 90

Export

Visit ID	Store ID	Response
1884024	12022	Planogram not attached to display - Straightened per labels
1884031	33092	Yes

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Executive Summary

Survey Questions

Visits Reported

Store History

Image Gallery

Hello, Autumn

Visits Reported - Proj No 12247 - Hilti @ Home Depot Maintenance Visit 4/1/2024

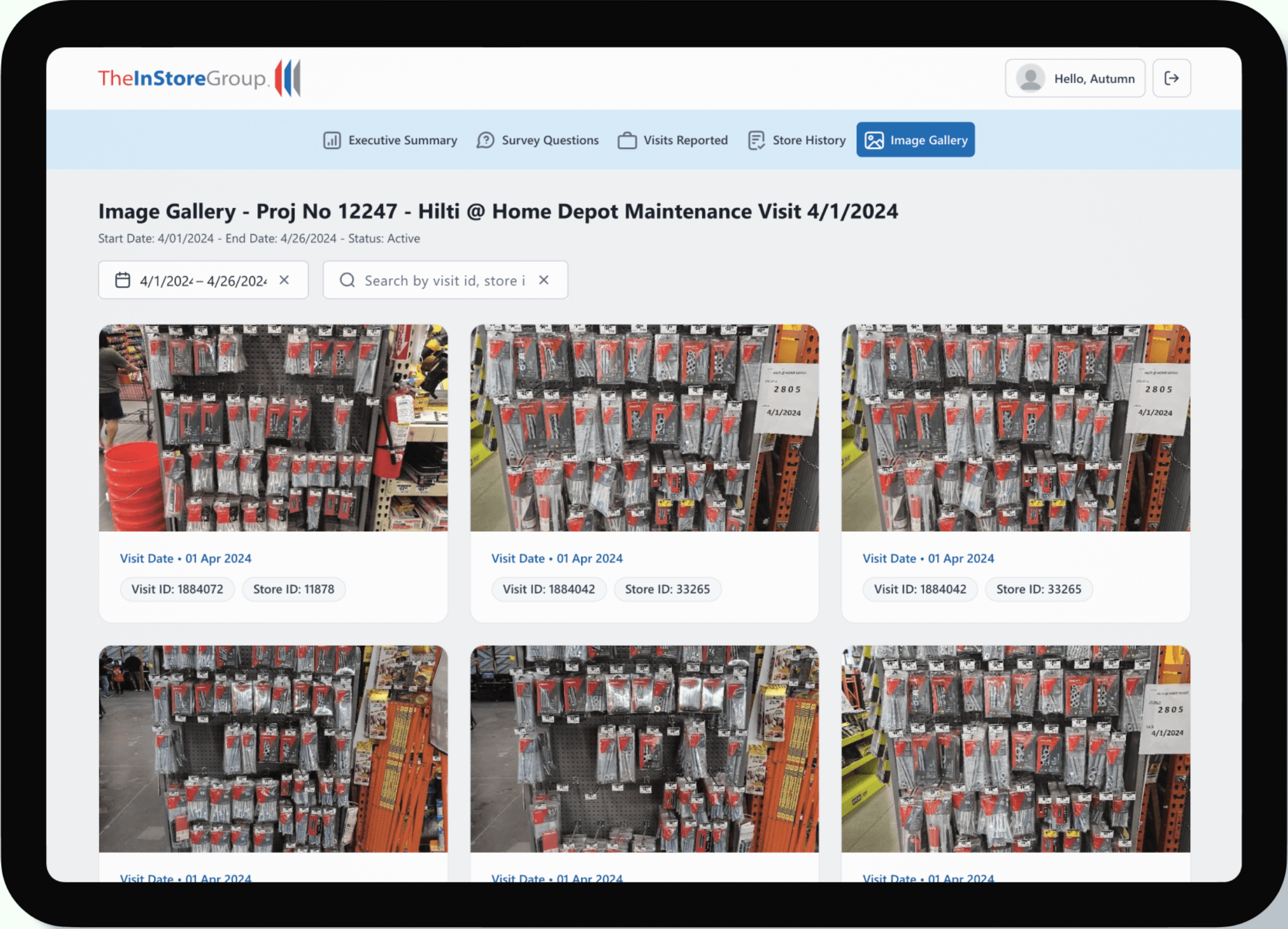
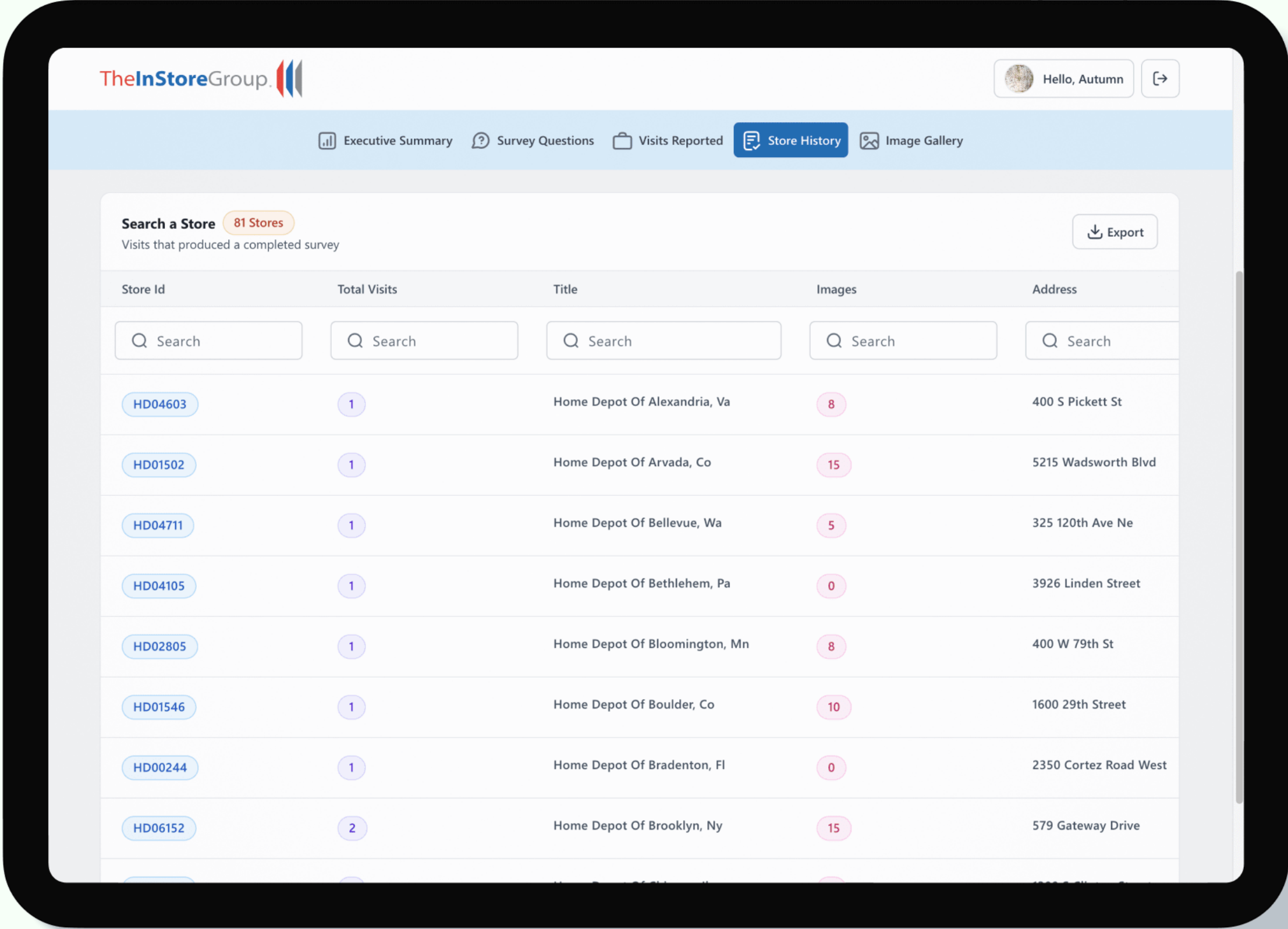
Start Date: 4/01/2024 - End Date: 4/26/2024 - Status: Active

Project Visits Reported 81 Visits

Export

Visit ID	Store ID	Response Date	Location Nr.	City
1884070	HD06525	4/12/2024	6525	Houston
1884094	HD06509	1/1/0001	6509	Houston
1884040	HD02608	4/12/2024	2608	Quincy
1884078	HD01505	4/16/2024	1505	Denver
1884063	HD06343	1/1/0001	6343	Miami
1884021	HD00568	4/11/2024	568	Spring
1884052	HD04608	4/5/2024	4608	Falls Church









## Technology Overview

- **Web Framework**  
.NET Core
- **Programming Language**  
C#, TypeScript, Lambda
- **Design Tool**  
Figma
- **UI Framework**  
Angular
- **Database**  
MySQL
- **Industry Domain**  
Retail

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