

**Empathy**Insights

# FUTURE TRENDS VISUALISATION

As part of our drive to make eCommerce search data more easily visible and actionable, our latest visualisation uses an understanding of current product and search behaviour, based on our main search performance indicators, to detect trends and then use these to predict future behaviour.

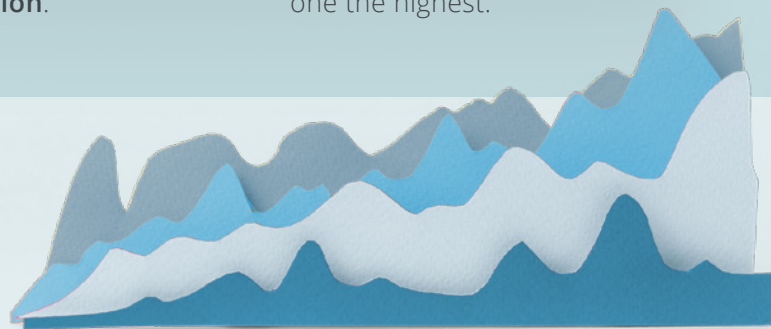
Our belief is that data alone shouldn't dictate or drive the decision-making process. It needs to be put into context and be used to generate ideas that in turn drive improvements. The Future Trends visualisation does just that, on both product and user behaviours. Brands are then able to use this knowledge and understanding to identify opportunities and enhance the customer experience.

The Future visualisation shows the number of queries executed during a specific period of time on a simple line chart, with the second part of the graph offering the predicted range for the next period.



The aim of the visualisation is to **detect trends and predict the future behaviour** for individual KPIs with the option to select and view these independently.

The timeframe is based on the current day, **offering a week in advance projection**.



Using the current performance analysis, growth algorithms are able to **detect and predict future performance and trends**.

It offers retailers an **insight into the next day's performance** and also provides a comparison with current behaviour.

By predicting future trends, retailers are able to be one step ahead to **anticipate demand, maximise on sales opportunities, prepare for any future adversity** and ultimately enhance the customer experience.

*Predictive data analysis and trend forecasting provides retailers with the unique opportunity to be able to anticipate and prepare for future events. It offers a great opportunity to foresee and plan for customer intent in order to exceed user expectations while maximising on business opportunities. The Future Trends visualisation is unique in proving a simple, at a glance view of not only what's happening now but a trajectory path to really put retailers one step ahead of the competition.*