5ᵗʰ International Conference on

Big Data Analysis and Data Mining

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Ergi Sener

Bonbon Technology, Turkey

Disrupting retail analysis with AI powered advanced analytics solution - BonAir

BonAir makes sense of big data by analyzing data collected from customer visits, customer behaviors and customer profiles and uncovers the potential of big data and lead to provide competitive advantages for clients. BonAir 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 BonAir sensors have been deployed. With its unique technology, BonAir aims to perform real-time behavior-based analysis. Based on their needs, customers can be directed at the right time to the right location with an 'optional' app integration. BonAir solution is currently the widest analytics network in Turkey (operating in 13 countries) with more than 5.000 sensors deployed. Some of the clients include Akbank, Benetton, BMW, Mazda, Mercedes, Sketchers, Volvo etc.

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 Innovation. He worked at Garanti Payment Systems, Turkcell and MasterCard all for managing new businesses and innovation. He is currently acting as the CEO of Bonbon Tech, the biggest IoT focused new generation analytics company of Turkey. He is also acting as the CDO of Holland based incubation center, IdeaField. Based on the list that was published by Teknolo, the prominent IoT based technology site.

ergi@bonbon.tech

Notes:

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