" Prism Skylabs lets me know which of my displays and store designs really work best, and I can do it all from my phone."

- Sunhee Moon, **Owner**

Prism helps Sunhee Moon increase sales

For a small business owner like Sunhee Moon, who is busy running her stores, managing inventory, designing clothing and purchasing fabric, there's little time analyze data. But as a savvy entrepreneur, she's always on the look-out for new tools to help manage her stores.

"With Prism Skylabs, I'm able to quickly peek in to my stores and make sure everything looks perfect," said Moon. "But it's the analytics that really changed how I run my business."

By studying the heatmaps, Moon learned that customers were gravitating toward the right side of her shop, so she rearranged her inventory. "I'll try to put my best product there, or my best new releases on that side of the store," Moon said. "And then my left side is when they're leaving the store so...you could always put your sale things around that area to keep customers still engaged in the store."

Sunhee moon's sales have increased significantly since she began using Prism Skylabs in late 2012.

CHALLENGE:

Designer and multi-site retailer Sunhee Moon wanted to increase sales at her San Francisco boutiques.

SOLUTION:

Heat maps and easy-to-understand visualizations generated through the Prism app suggested new ways to rearrange store inventory.

RESULTS:

Sunhee Moon redesigned her store layout and sales increased 12%.

"It's been a tremendous asset," said Sunhee. "I use Prism to help me determine where I should put my displays and merchandise, I use it to make sure my staffing levels are perfect, and I use it to make sure my store looks great when I am on the road.

Moon downloaded the software on www.prismskylabs.com and was able to get started in 20 minutes.

"I couldn't believe how easy it was," said Moon. "And once I got a handle on all the features, it changed the way I run my business. Now I use Prism every day. I check in to make sure the displays and merchandise look great, and I look at the activity levels to make sure I have the right amount of staff on hand — and I'm a huge fan of the heatmaps. They're what drives where I place my newest items."
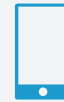
HOW SUNHEE USES PRISM:

Pathmaps
to Understand Customer Movement

People Counting
to Measure Conversion

Mobile Access
to Conduct Visual Merchandising

A Prism Skylabs heatmap displays which products are customers picking up more than others.

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