



CLIENT
ShelfTrak

INDUSTRY
Computer Software

SERVICE
**Artificial Intelligence (AI),
Microsoft Azure, Analytics
& Reporting**

ShelfTrak, a retail intelligence platform, partnered with Zenzero to transform retail execution through AI-powered shelf analysis, automated compliance monitoring and advanced analytics.



Artificial Intelligence (AI)

AI-powered shelf image recognition and analysis to identify products, assess shelf placement, and monitor retail execution performance.

Microsoft Azure

Development of an end-to-end retail intelligence platform powered by Azure AI services, enabling scalable image processing, automation, and data management.

Analytics & Reporting

Interactive dashboards and reporting tools providing insights into planogram compliance, pricing, promotions, stock availability, and other retail execution KPIs.

OVERVIEW

ShelfTrak is a retail intelligence and execution tracking platform that helps brands and retailers monitor, measure and optimise in-store execution across global travel retail environments. Using AI-powered image recognition, field team data collection and human verification, ShelfTrak delivers insights into shelf availability, planogram compliance, pricing, promotions, stock levels and overall retail execution.

CHALLENGE

ShelfTrak's customers needed a more effective way to measure and improve retail execution across multiple locations, including airports, ferries and other travel retail environments.

Before the platform transformation, image and fixture coding processes relied heavily on manual exchanges of photos and spreadsheets between field teams and coding teams. This resulted in slow communication, lengthy quality control cycles, inconsistent data quality and limited scalability.

At the same time, brands required accurate measurement of key retail execution KPIs. ShelfTrak needed a solution that could deliver reliable insights faster while supporting continued growth.



SOLUTION

Zenzero worked with ShelfTrak to develop an end-to-end retail intelligence platform powered by Microsoft Azure and AI.

Field teams use a mobile application to capture shelf images, conduct price audits and complete store visit tasks directly from their devices. Images are uploaded immediately for analysis, eliminating manual data transfer and accelerating the flow of information.

At the centre of the solution is an AI-powered processing engine that analyses store fixtures and shelf images at scale. Azure AI services identify products, detect shelf placement and assess compliance against merchandising standards. Human verification remains built into the workflow, ensuring customers retain confidence in data accuracy and quality.

The platform also includes an analytics and reporting environment that transforms retail observations into actionable business insights.

Interactive dashboards provide visibility into critical retail KPIs, including:

- Share of Space
- Planogram Compliance
- SKU Availability
- Pricing Compliance
- Promotional Compliance
- Visibility and Shelf Positioning
- Out-of-Stock Detection
- Perfect Store Scoring

By combining AI, automation and reporting in a single platform, ShelfTrak enables customers to monitor execution performance consistently across global retail locations.

Results

By combining AI-powered image recognition, human validation, and advanced analytics, ShelfTrak transformed the way retail execution is measured and managed. The platform replaced manual image coding and spreadsheet-based processes with a more scalable approach, improving visibility of execution quality across global travel retail locations and increasing confidence in retail execution data. Customers can now gain continuous visibility into performance across their retail estate, helping them identify execution gaps more quickly and improve compliance with pricing, promotions, and merchandising standards. The solution also supports more effective retailer conversations through objective performance insights and provides a standardised global KPI framework for measuring execution performance.

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