



## **Eldorado International Airport Transforms Retail Performance with StoreSense**

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## Overview & Client Speaks

Eldorado International Airport, Colombia's largest and one of Latin America's busiest airports, manages millions of passengers annually. With growing passenger numbers and an expanding commercial portfolio, the airport aimed to enhance its non-aeronautical revenues through real-time retail visibility and performance optimization.

To achieve this, Eldorado adopted StoreSense, GrayMatter's airport retail analytics platform designed to unify POS and passenger data. The solution delivered automated data capture, accurate reporting, and deep insights into retail operations — transforming the airport's commercial decision-making.



**Fabian Ramos**

Former CTO, OPAIN — El Dorado International Airport

“With StoreSense, we’ve gained visibility across all retail outlets, empowering us to make better commercial decisions and enhance the overall passenger experience.”

# Challenges & Impact



## Challenges

- Fragmented and manual sales data from multiple retail partners.
- Absence of real-time performance visibility across terminals.
- Lack of integration between passenger flow and retail sales.
- High dependency on manual data validation and reporting.
- Need for a scalable analytics solution for airport-wide deployment.



## Impact

- 3–5% revenue leakage recovered by automating sales data collection.
- 400+ man-hours saved per month through automation.
- Real-time performance visibility across categories and stores.
- Enhanced decision-making powered by consolidated insights.
- Higher operational efficiency and improved collaboration with retailers.

## The Solution (Condensed & Precise)

StoreSense for Airport Retail consolidates data from point-of-sale systems, passenger movement sensors, and operational databases into a unified analytics framework. It provides real-time visibility across all concessionaires, empowering airport teams with accurate, actionable data for better commercial control and revenue optimization.

### Key Functionalities:

- **Real-Time Sales Data Capture** - automated data ingestion via APIs, flat files, or secure uploads.
- **Automated Billing & Revenue Assurance** - end-to-end validation eliminating manual reconciliation.
- **Data Standardization & Validation** - ensures high-quality analytics-ready data.
- **Multi-Tenant POS Support** - seamless integration of diverse retailer systems.
- **Role-Based Dashboards** - tailored insights for management, finance, and retailers.



## The Solution

### (Extended Product Details)

Built for scalability and precision, StoreSense offers a modular architecture tailored to airport retail ecosystems.

#### Core Capabilities & Differentiators:

- **Vendor-Agnostic POS Integration** - supports multiple data sources and formats.
- **Real-Time Transaction Insights** - instant visibility into ongoing sales performance.
- **Passenger Demographic Correlation** - links footfall data to retail transactions for better conversion analytics.
- **Tenant Bench-marking & Lease Analytics** - compare retailer performance and optimize lease terms.
- **Predictive Analytics & Anomaly Detection** - identify sales trends and detect revenue irregularities early.
- **Scalable Cloud Deployment** - ensures fast implementation and minimal disruption.
- **Automated Reporting & Alerts** - instant notifications for anomalies and performance thresholds.

With these capabilities, StoreSense acts as the airport's central commercial intelligence engine, driving consistent growth and operational efficiency.


## Summary (Expanded)

Eldorado Airport's deployment of StoreSense revolutionized retail management by connecting people, processes, and data through automation and analytics. The platform not only reduced reporting effort but also ensured accuracy, transparency, and real-time business insights.

By bridging sales data with passenger dynamics, Eldorado improved decision-making, eliminated revenue leakages, and enhanced the shopping experience for travelers. StoreSense now serves as the backbone of the airport's retail strategy, enabling continuous innovation and sustainable revenue growth.





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