1. **INTRODUCTION**

In today’s time we can observe most of the devices all around comprising sensors, actuators, and data processors; it can be smart phones, smart refrigerators, smart washing machine etc... The Internet of Things is much more than any smart device. Internet of Things (IoT) will comprise billions of devices that can sense, communicate, compute and potentially actuate. Such incorporation of enables sensing, capturing, collection and processing of real time data from billions of connected devices serving many different applications including environmental monitoring, industrial applications, business and human-centric applications. Most famous application of IoTs in India is smart cities which will incorporate many applications of internet of things such as smart meter, smart trafficking, smart parking etc.

In addition, shopping malls retailers, restaurant chains and makers of consumer goods can use data from smart phones and in-home devices to do targeted marketing and promotions.

In a nutshell, the Internet of Things refers to devices other than computers that are connected to the Internet and can send and receive data.

The E-Commerce sector has seen exponential growth in last 3 years in India. The growth was driven by rapid technology adoption led by the increasing use of devices such as smart phones and tablets, and access to the internet through broadband, 3G, 4G etc, which led to an increased online shopping.

1.1 **Problem of the research**

According to Morgan Stanley Indian ecommerce market to grow fastest globally over 3 years. Because of the high growth in online shopping there is crisis in classic physical retail shops, even in shopping malls footfalls is decreasing in last 3 years. There are many challenges facing many shopping malls as well as physical retail shops like as follows:

- How to bring more people to visit the shopping malls as well as physical retail stores?
- How to use new technology to increase sales?
- How to compete with online shopping?

1.2 **Need of the research**
Answer to all these problems mention above for shopping malls based retail shops or any other physical retail store to use latest trend & technology. In this research I am going to use new trend technology like IoTs, sensor data, Beacons, big data, apache spark, apache hadoop etc. which will be used to analyze real time sensor data and help these shopping malls based retail shops or any other physical retail store to compete with online shopping in terms sales promotion etc.