

# Business Intelligence

Implement an effective strategy to continuously improve promotions, merchandising, store layouts, and staff deployment to increase sales and customer loyalty



## People Counting

Evaluate sales promotions and merchandising by accurately and quickly collecting the number of customers visiting the store by time, day, month or year.



## Heat Mapping

An intuitive series of colors ranging between red and blue, where red, yellow, and orange areas signal high customer dwell time, hot spots or bottlenecks, while blue and green signal low traffic area or dead zones.

This allows store managers to adapt and improve the display of new products, promotions, shelving, and layouts and continually evaluate their effectiveness.



## Queue Monitoring

Calculate the time customers wait in line at checkouts, delis, or returns counters, generating an alarm when the number of people waiting exceeds a preset number, allowing additional staff to be deployed to improve customer service.



## Analytics Reports

Periodic analysis for each feature is available through a simple report generated via video management software (VMS).

An industry-leading simple and smart interface allows managers to check hourly or daily data in detail by simply entering a date and time.

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