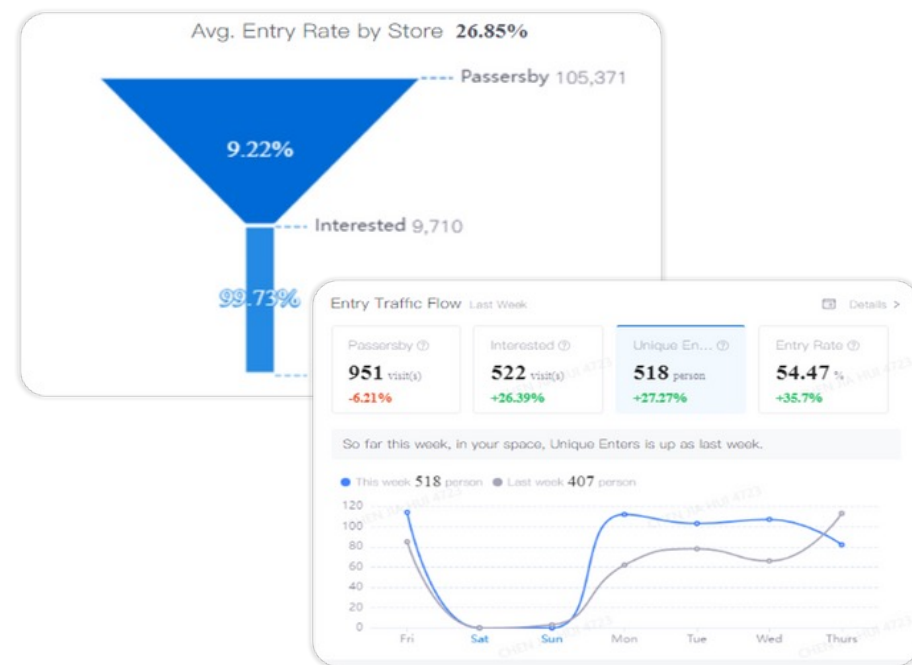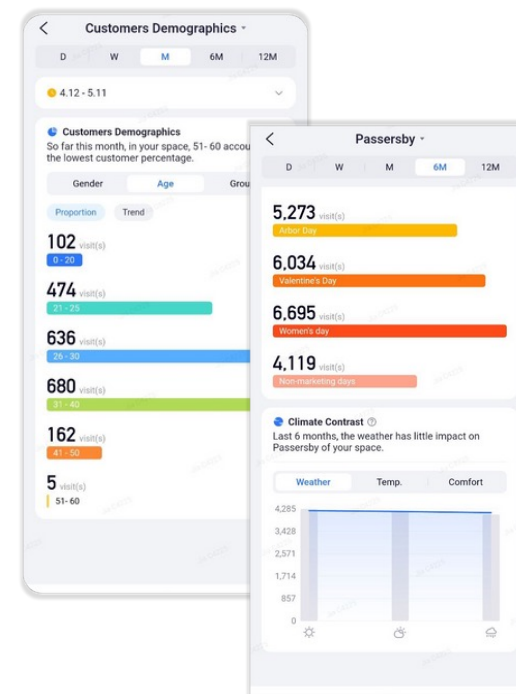# Footfall Analytics

whale

Accurate Footfall Counting
Demographic Analysis
Footfall Trends
Window Displays Effectiveness
Marketing Campaign
Effectiveness
Sales Performance Analysis
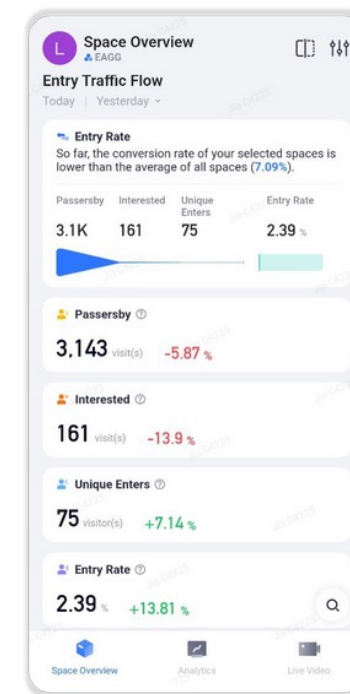Retail Portfolio Management

- 95% accuracy rate (de-duplication)
- Deployment to onboarding within one week
- Dedicated training & supports
- Multi-store management
- Roles based access control
- Mobile-native experience (Desktop, iOS & Android)
- Industry standard report
- Within One week:
  - Deployment
  - Onboarding
  - Gain Insights

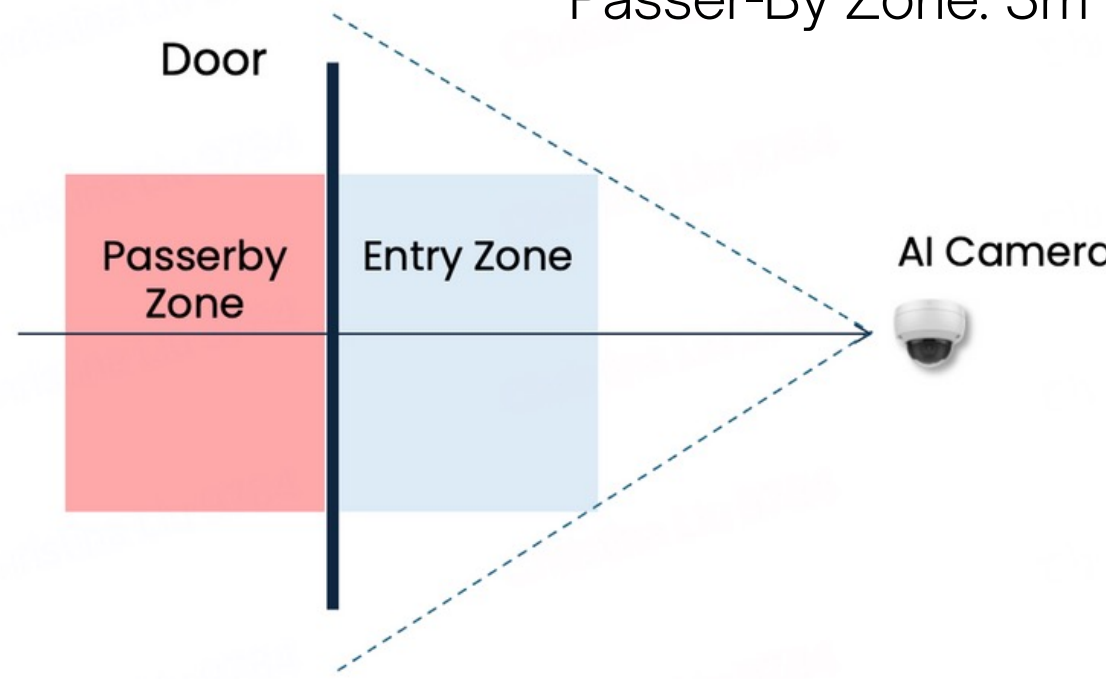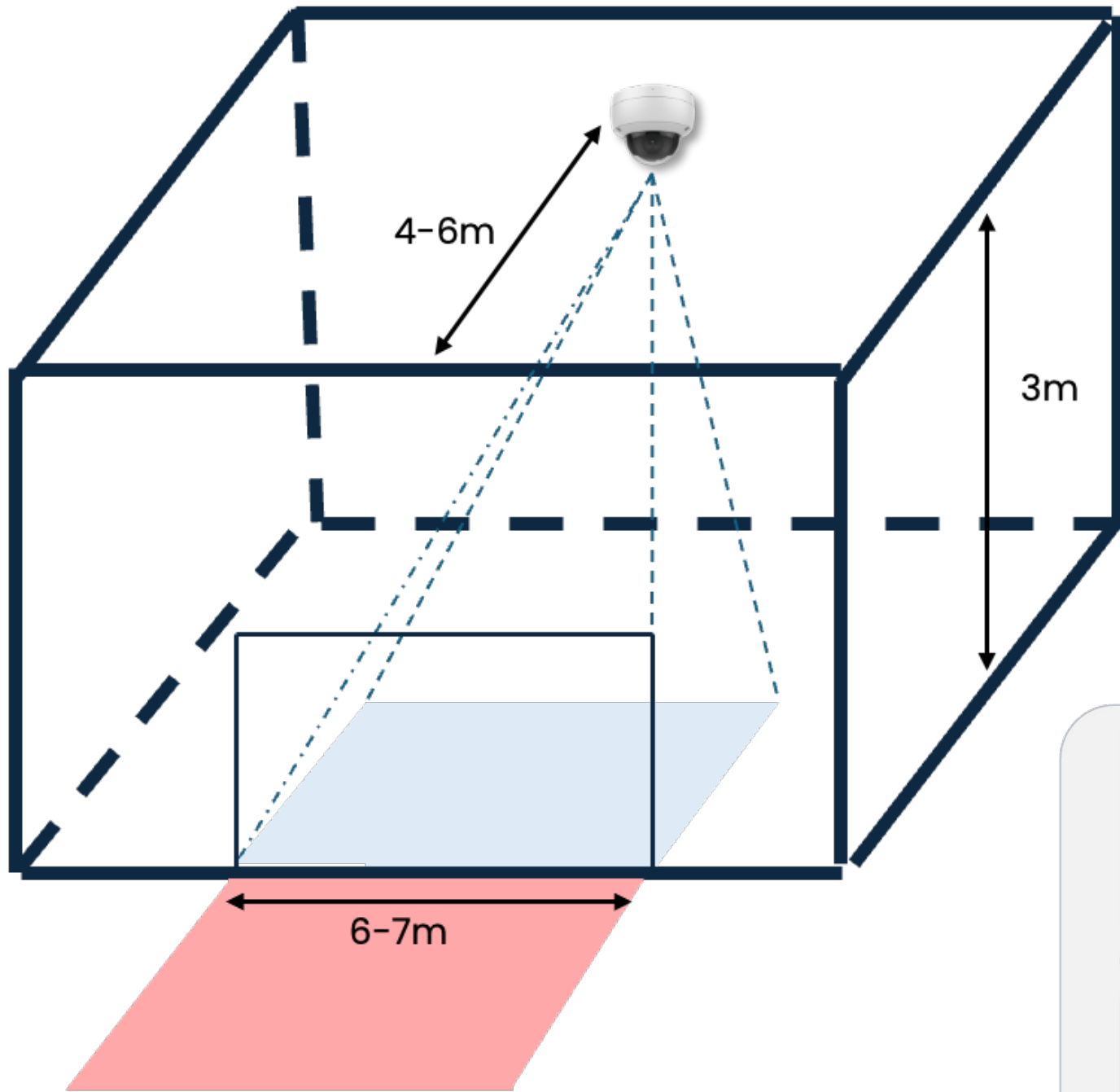Footfall Analytics & Funnel Analysis

Trends & Patterns

Demographics

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Camera Position Dimensions
Height: 3m
Distance from Entrance: 4-6m
Max Entrance Dimension: 6-7m wide

Effective Coverage Zone
Entrance Zone: 1-2m from Entry Line
Passer-By Zone: 3m from Entry Line

Available Datasets:
- Footfall Funnel
- Passersby
- Interested
- Unique Enters / Enters
- Entry Rate
- Sales Conversion Rate (with POS data)

*Filter by day, hour & Store-to-Store Comparisons

Footfall Demographics
- Age
- Gender
- Group Analysis (Single, Couple, Group)

*Filter by day, hour & Store-to-Store Comparisons

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