RetailTrend®

The Retail Analytics Solution
to understand in-store visitor behavior

RetailTrend®

RetailFace™
Gender/Age

RetailReport™
Report & API

RetailHeatmap™
Traffic & Dwell

RetailTraffic™
Zone Traffic

RetailCount™
People Counting

RetailFlow™
Direction Map

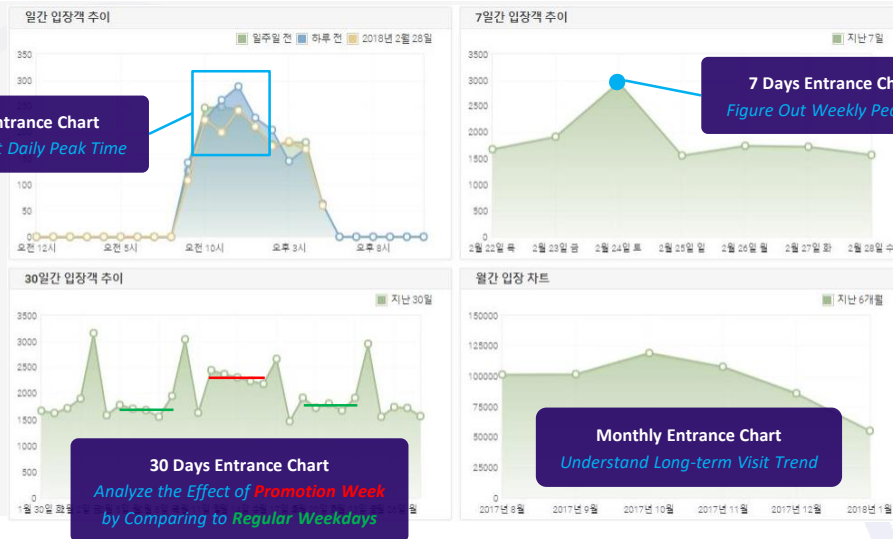**RetailCount™**
Outside Traffic
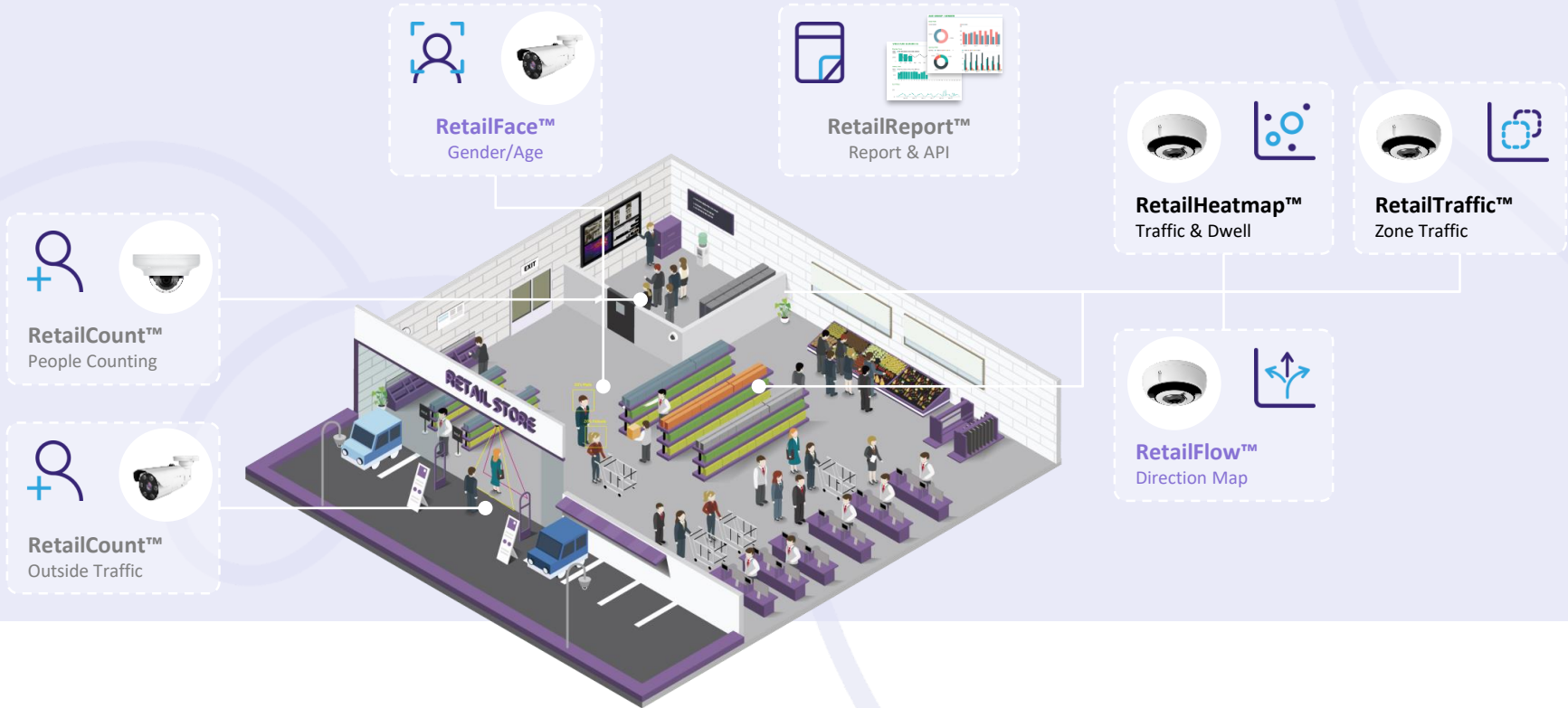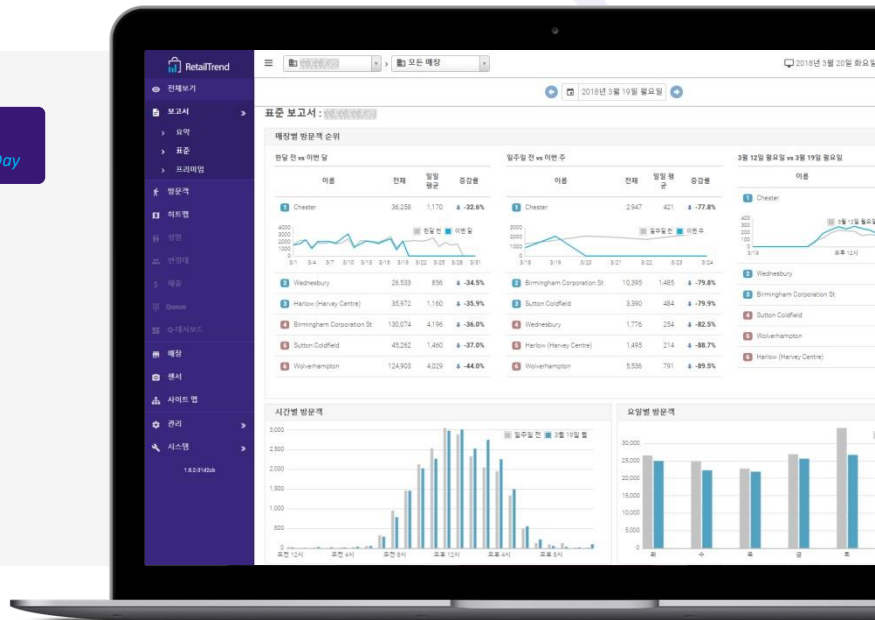
RetailCount™ ǀ People Counting Solution

Visitor Statistics (Daily/Weekly/Monthly, By Day/Hour) ǀ Store Draw Rate Compared to Outside Traffic ǀ Visitors per Floor ǀ Comparison Between Stores

- *Analyze <u>the store draw rate</u> (entrance ÷ outside traffic) and <u>the conversion ratio</u>.*
- *Analyze <u>the performance of marketing promotion</u> by checking the visit trend change.*

- *Optimize staff working time based on <u>the peak time analysis by day</u>.*
- *Highly reliable data, not by sampling, but by <u>full-counting of all visitors</u>.*

**Analysis Cases of H Branch of P Mart in Various Charts**

Visit Comparing Between All Stores in Standard Report

Day Entrance Chart
Figure Out Daily Peak Time

7 Days Entrance Chart
Figure Out Weekly Peak Day

30 Days Entrance Chart
Analyze the Effect of Promotion Week by Comparing to Regular Weekdays

Monthly Entrance Chart
*Understand Long-term Visit Trend*

02
RetailHeatmap™ | Heatmap Solution

Qualitative Analysis on Distribution of Traffic & Dwell Heatmaps

▪ *Analyze the overall distribution of visitor's <u>traffic and dwell time</u> over a wide area <u>to optimize the overall layout</u> of displays & products, and <u>to focus staffs</u> on key dwelling points.*

Traffic Heatmap

Dwell Heatmap
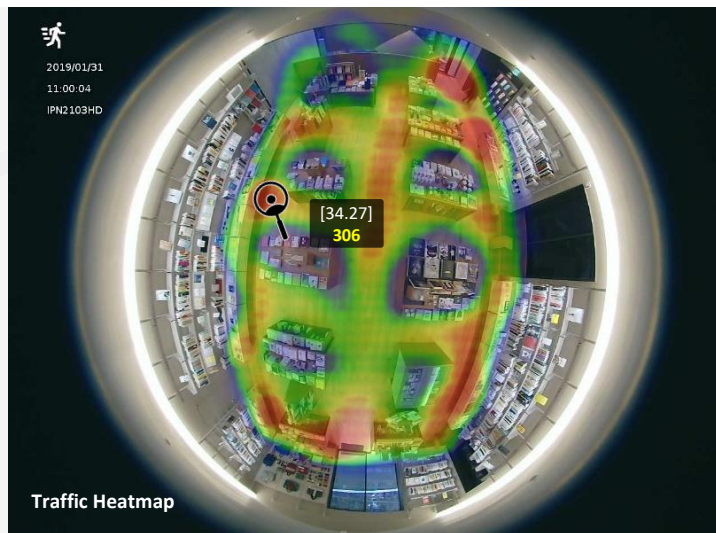
- **Improve sales** by **optimally rearranging the overall layout**, so that visitor's traffic is distributed evenly.
- **Improve overall traffic** by **widening very crowded areas or aisles**.
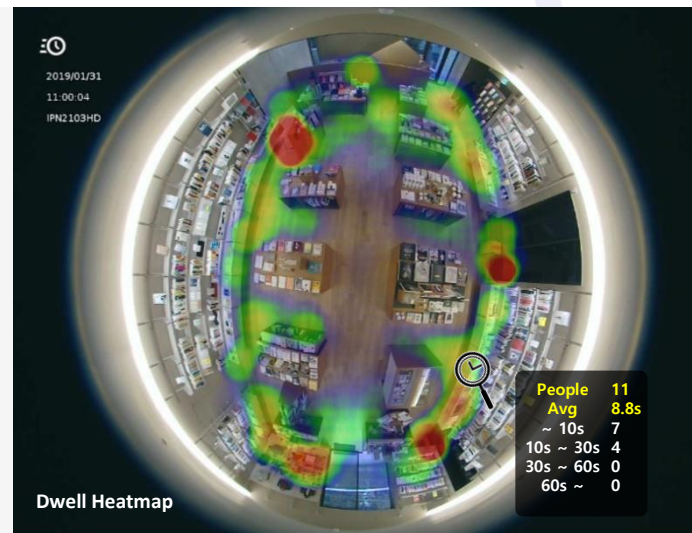
- **Effectively boost sales** by **optimizing the layout of displays and products** according to the dwell-time distribution, and by **focusing staff** on key dwelling points.
- **Detailed analysis per product** in case of abnormal behavior identified by zone traffic.

RetailTraffic™ | Zone Traffic Solution

Quantitative Analysis on Visits · Draw Rate · Dwell Time Inside Each Specific Zone | Comparison by Product Category Across All Stores

▪ The flow of [Outside Traffic . Entrance . Zone Visits . Dwell Time per Product] completes a 4-step funnel in each store, so as to compare visitor's behavior before sales across all stores.
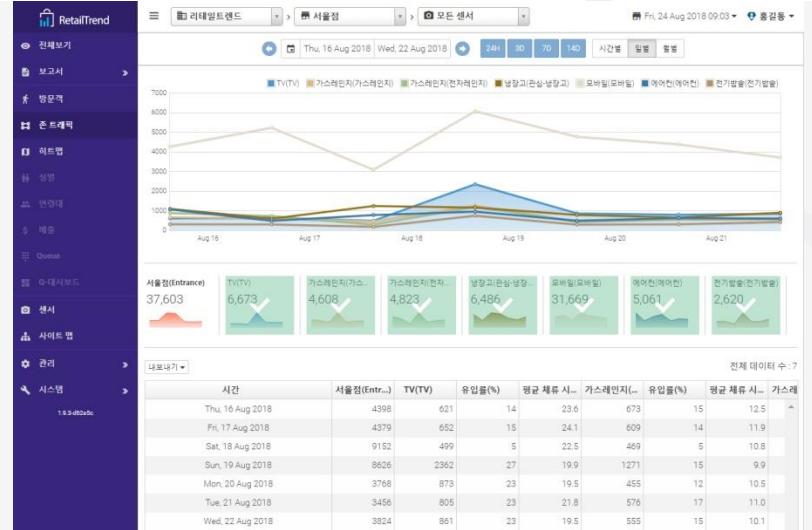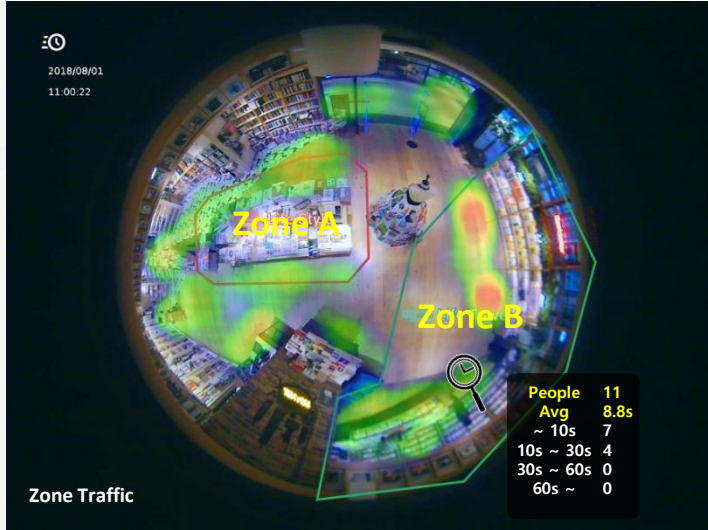
- **Quantitatively analyze** visitor's visits, draw rate and average dwell time in each zone.
- Able to **analyze the conversion ratio per zone**, compared to sales of each zone.
- **Prevent staff from being counted**, filtered by the dwell time.

- **Compare visitor's traffic and conversion ratio per zone** based on quantified data statistics.
- **Compare the traffic per product category across all stores** based on normalized draw rate.
- **Effectively boost sales** by **optimizing the layout of displays and products** accordingly.

RetailFlow™ | Direction Map Solution

Analysis on the Ratio of Directions Where Visitors to Go l Compare Direction Changes Before and After Adjusting Store Layout

▪ *Measure the ratio of visitors* who are passing through each path line from one entrance point to multiple exit points, and *visualize it on the sensor image as the relative thickness of arrows*.
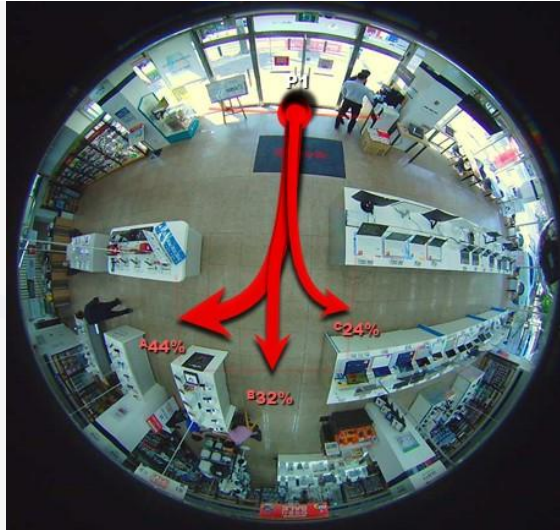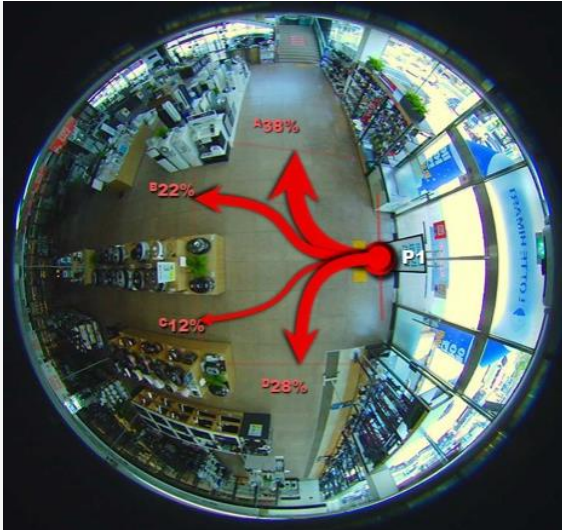
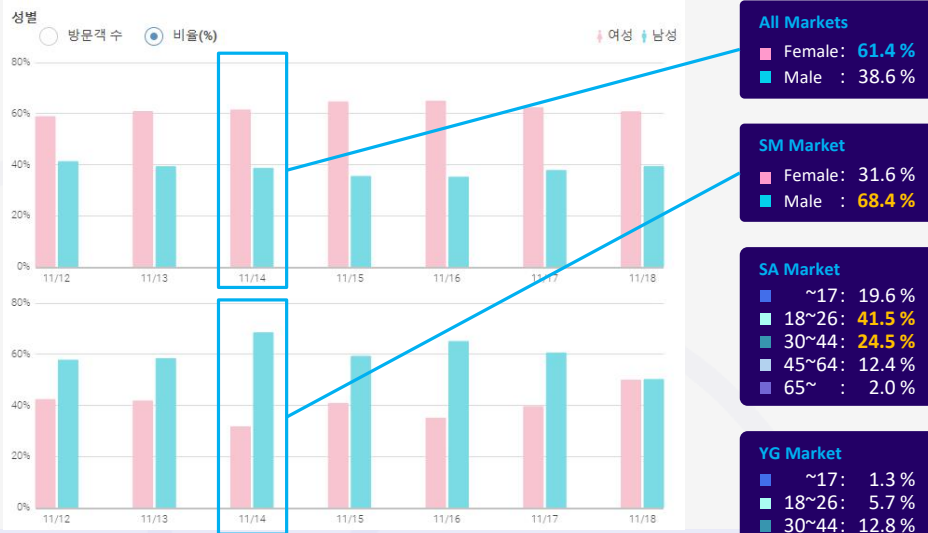- *Identify trends* in direction ratio changes *daily/weekly/monthly* and *by day/hour*.
- *Evaluate the performance against a plan* for visitor's paths *before and after a renewal*.
- *Find a high-ratio path* preferred by visitors so as to *choose the best place for promotion*.
- *Make a improvement plan to draw visitors*
 by *checking a blind area* that shows a thin arrow of low ratio value.

RetailFace™ ǀ Gender / Age Counting Solution

Visitor's Gender/Age Statistics (Daily/Weekly/Monthly, By Day/Hour, Unit of Visits/Ratio) ǀ **Comparison Between Stores**

[CASE STUDY 1] Gender Analysis for Traditional Markets in C City

[CASE STUDY 2] Age Group Analysis for Traditional Markets in C City

All Markets
- Female: **61.4 %**
- Male : 38.6 %

SM Market
- Female: 31.6 %
- Male : **68.4 %**

SA Market
- ~17 : 19.6 %
- 18~26: **41.5 %**
- 30~44: **24.5 %**
- 45~64: 12.4 %
- 65~ : 2.0 %

YG Market
- ~17 : 1.3 %
- 18~26: 5.7 %
- 30~44: 12.8 %
- 45~64: **60.6 %**
- 65~ : 19.7 %

- *__Relatively high ratio of men in SM market alone__, unlike other markets.*
- *The reason why was due to many meat restaurants favored by men.*
- *To revitalize the market, __concluded to build up branding of the restaurants__.*
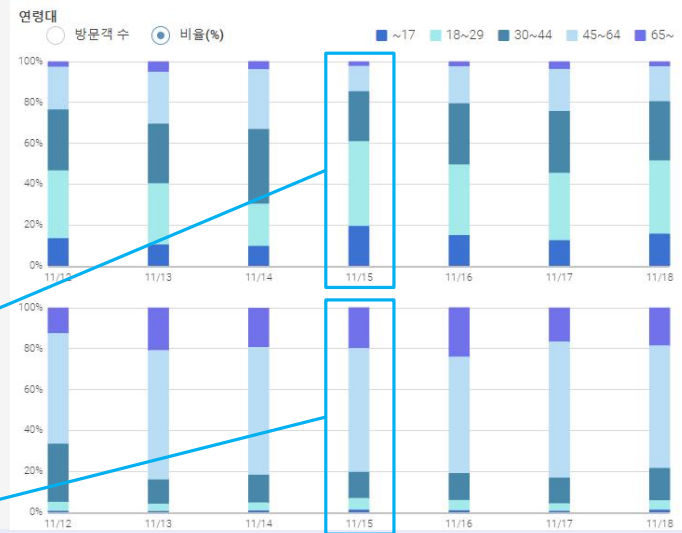
- *In the biggest shopping district SA market mostly the young, but*
- *__in the adjacent but depressed YG market, the middle-aged was dominant__.*
- *To revitalize the market, __concluded to build strategy to draw the young from SA__.*

RetailReport™

Shared Templates _ Selectable Predefined Standard Templates

- *Selected as many as needed out of <u>various predefined templates</u>* → *No more customizing*
- *Provided in <u>Microsoft Excel</u> file format* → *Editable by customers*

Private Template _ Fully-customized Template On Demand

- ***Custom-Template Consulting:*** *Create any template <u>on demand</u>* ← *Microsoft Excel*
- ***Self-edit by Customer:*** *Based on a basic template* ← *Microsoft Power BI*

[Shared Template] General Weekly Report by Store

Comprehensive Analysis on Visits & Zone Traffic
Microsoft Excel Format

[Private Template] Weekly Funnel Analysis for T Company
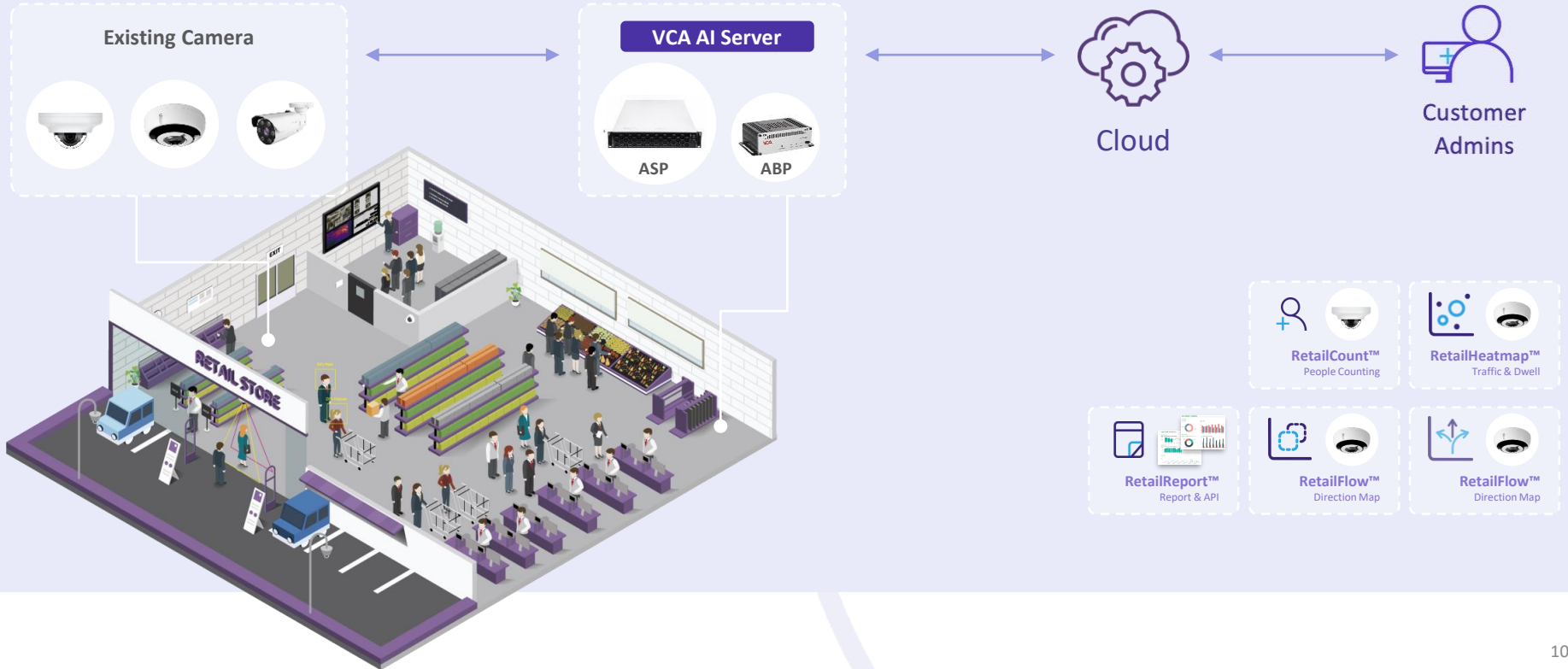
Funnel Analysis by Store & Comparison of All Stores
Microsoft Power BI Format

System Configuration ① | VCA AI Camera to Cloud Service (Multiple Stores)

VCA AI Camera

Cloud

Customer Admins

RetailFace™
Gender/Age

RetailCount™
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Direction Map

RetailFlow™
Direction Map

System Configuration ② | "Existing Camera + VCA AI Server" to Cloud Service (Multiple Stores)

Existing Camera

VCA AI Server
- ASP
- ABP

Cloud

Customer Admins

RetailCount™
People Counting

RetailHeatmap™
Traffic & Dwell

RetailReport™
Report & API

RetailFlow™
Direction Map

RetailFlow™
Direction Map

System Configuration ③ | "Existing Camera + VCA AI Server, VCA AI Camera" to Cloud Service (Multiple Stores)

Existing Camera

VCA AI Server
ASP   ABP

Cloud

Customer Admins

VCA AI Camera (Gender / Age)

RetailFace™
Gender/Age

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RetailFlow™
Direction Map
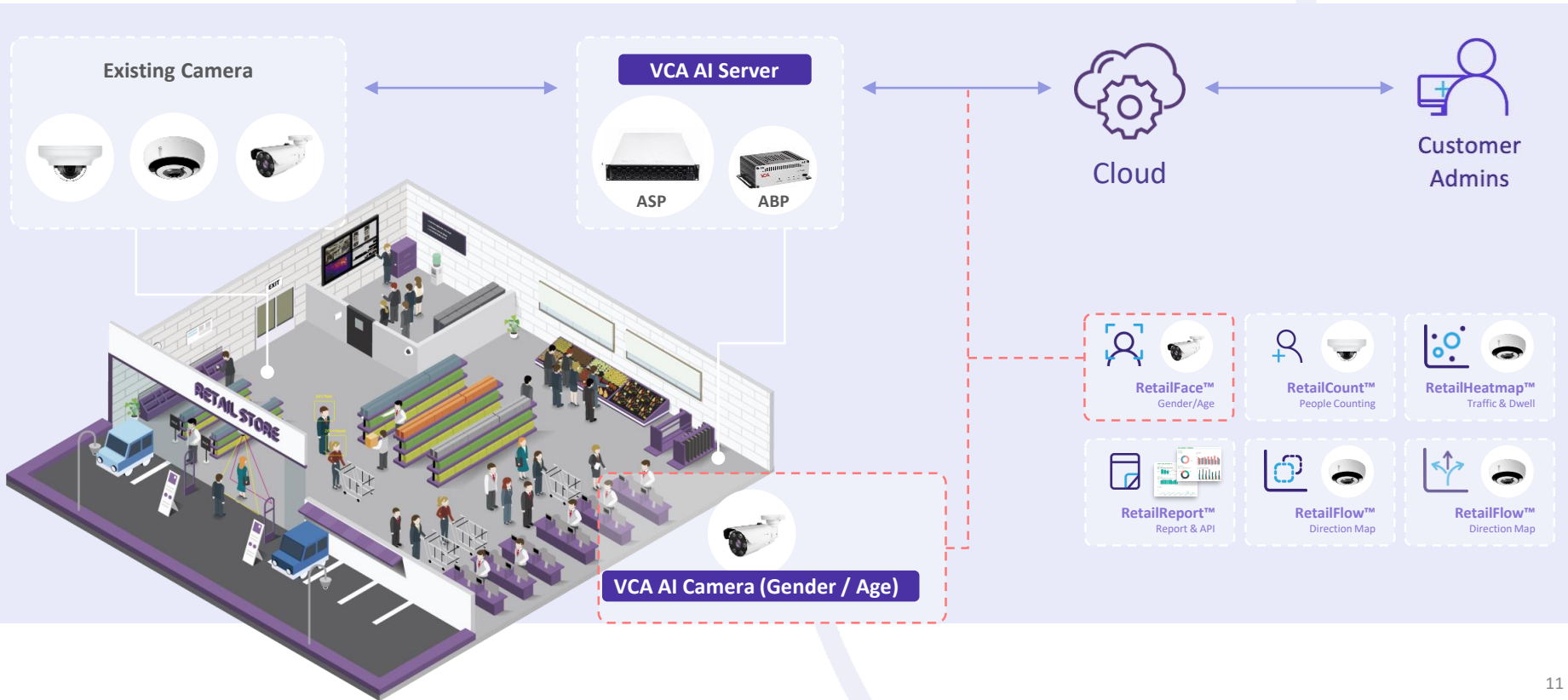
System Configuration ④ | "Existing Camera + VCA AI Server" to On-Premise Service (Single Store)
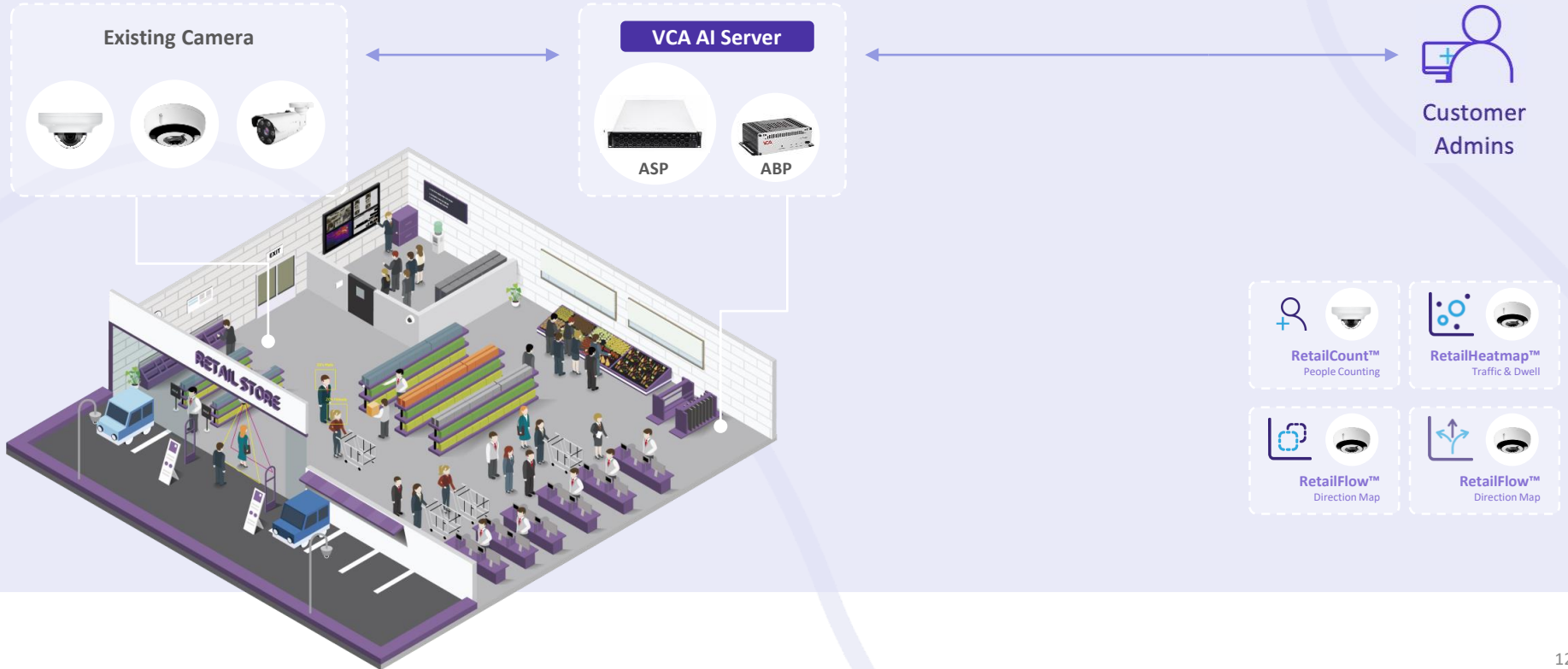
Differences between System Configurations & Price

	Cloud Based Service (Continued feature upgrade)			On-Premise Service (no upgrade)
System Configurations	VCA AI Camera	Existing Camera + VCA AI Server	Existing Camera + VCA AI Server + VCA AI Camera (Gender/Age)	Existing Camera + VCA AI Server
Service	RetailCount™ RetailFlow™ RetailHeatmap™ RetailTraffic™ RetailReport™ RetailFace™	RetailCount™ RetailFlow™ RetailHeatmap™ RetailTraffic™ RetailReport™	RetailCount™ RetailFlow™ RetailHeatmap™ RetailTraffic™ RetailReport™ RetailFace™	RetailCount™ RetailFlow™ RetailHeatmap™ RetailTraffic™
Price	VCA AI Camera (ProAi license) + Monthly Service Fee	VCA AI Server (ProAi license) + Monthly Service Fee	VCA AI Server / VCA AI Camera (ProAi license) + Monthly Service Fee	VCA AI Server (ProAi license) + One Time Service Fee

Case Study

Brand	–	Samsung Digitanplaza is the largest electronics distributor in Korea	
Location	–	Nationwide, Korea	
Services	–	Flow Map, Zone Traffic, People Counting	
Needs	–	Mall traffic / Inflow factors and rate of inflow by product corner / Renewals Performance Test	

Brand	–	Lotte Hi-mart has been the largest electronics distributor in Korea with 470 direct-operated stores nationwide.
Location	–	Nationwide, Korea
Services	–	Flow Map, Zone Traffic, People Counting
Needs	–	Mall traffic / Inflow factors and rate of inflow by product corner / Renewals Performance Test

Brand	–	A fashion shopping mall with 5 floors above and 2 floors below ground. More than 100 designer shops are located, and over 8 million domestic and foreign shoppers visit every year.
Location	–	Seoul, Korea
Services	–	People Counting
Needs	–	Mall Visits / Draw Rate by Floor / Draw Rate to Doota Mall from Duty Free Shop

Brand	–	Established in 1980, Kyobo Bookstore has been the largest bookstore in Korea that pioneered a large bookstore market, operating 42 stores nationwide.
Location	–	Nationwide, Korea
Services	–	People Counting / Zone Traffic
Needs	–	Store Visits / Visits & Draw Rate per Zone

Get Every Insights Before Sales

Optimize Performance of Retail Stores by Understanding Visitor Behavior   *Boost Sales*