



Store analytics using CCTV feed



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Index : Dashboard Reports



1. Customer Count (run demo date 5th & 6th July 2021)
2. Customer Traffic Count
3. Customer Demographic Statistics at Entrance



Extra Camera install current location & view



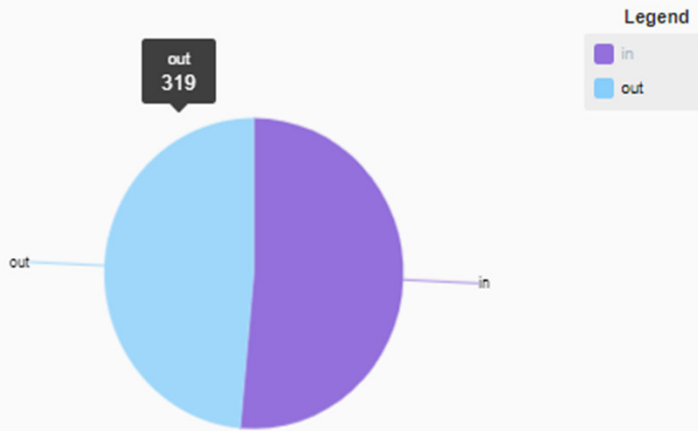
Customer Count & New vs Retuning



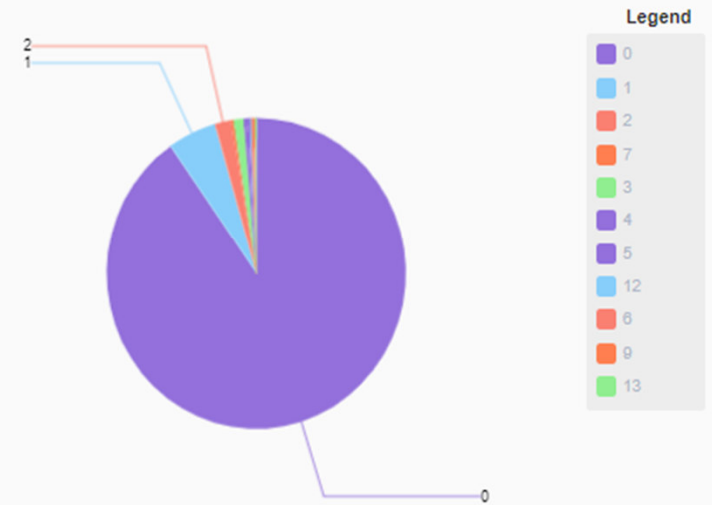
Select Date Interval Start Date 7/5/2021 End Date 7/7/2021

Customer Count

Entry / Exit Count



New vs Returning



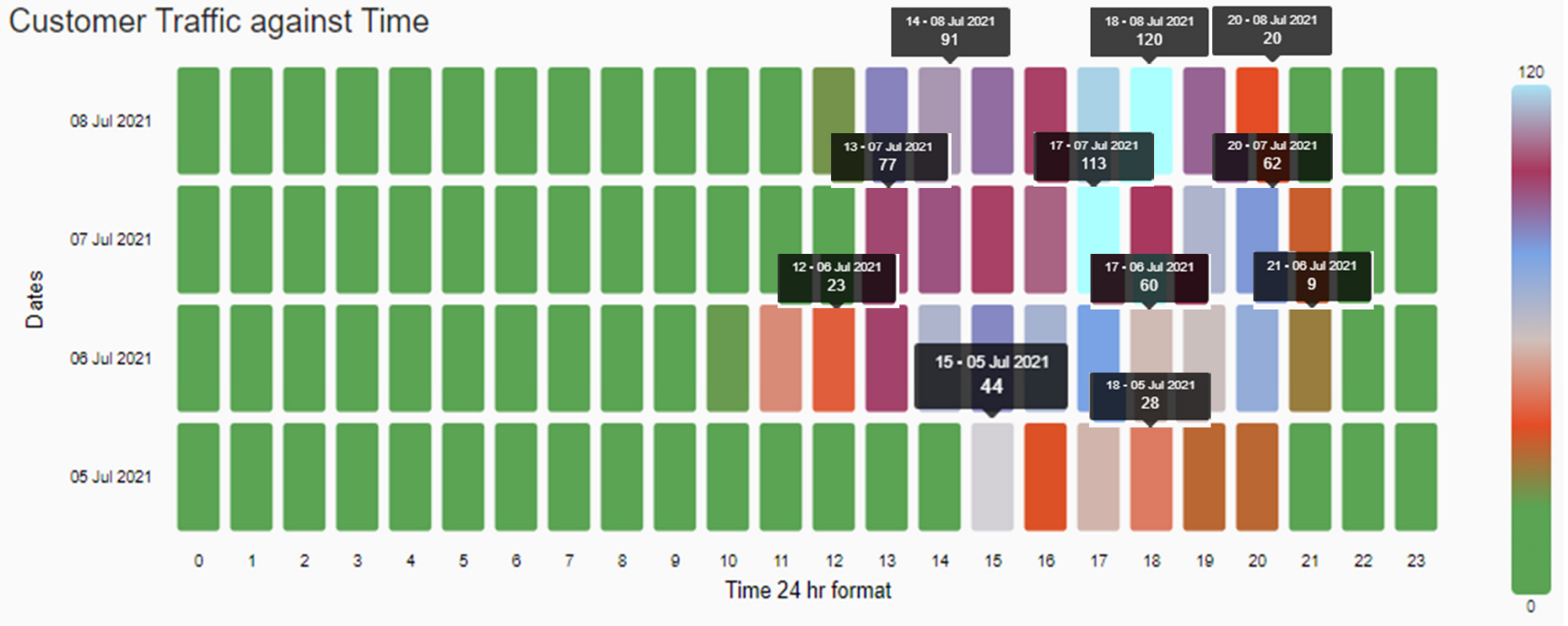


Customer Traffic Count



Customer Traffic Count

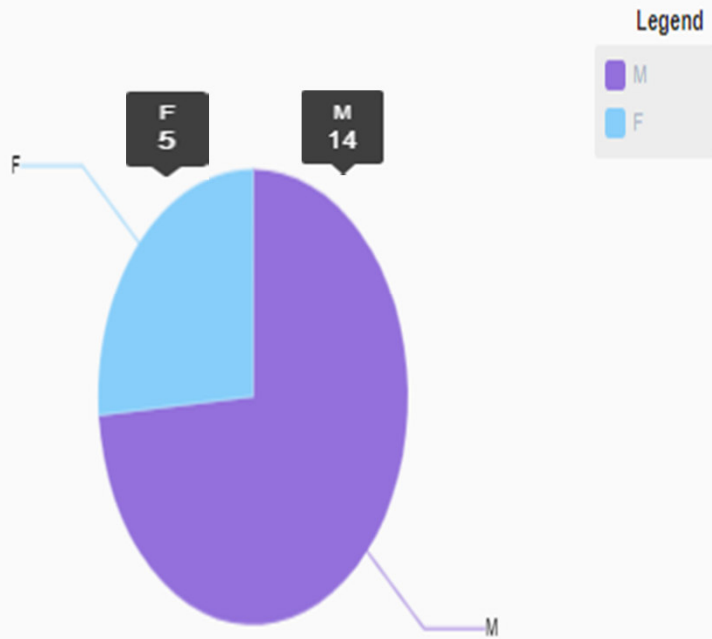
Customer Traffic against Time



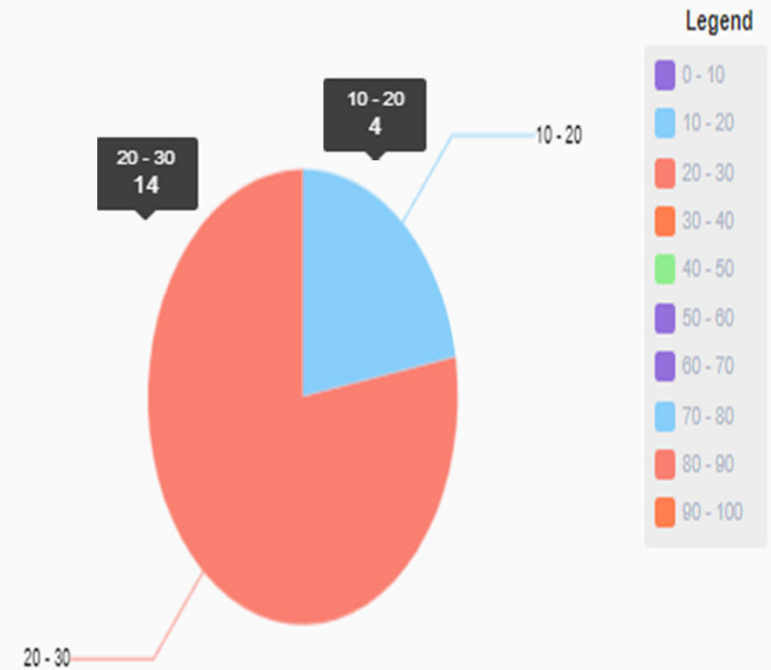
Customer Demographic Stats at Entrance



Gender



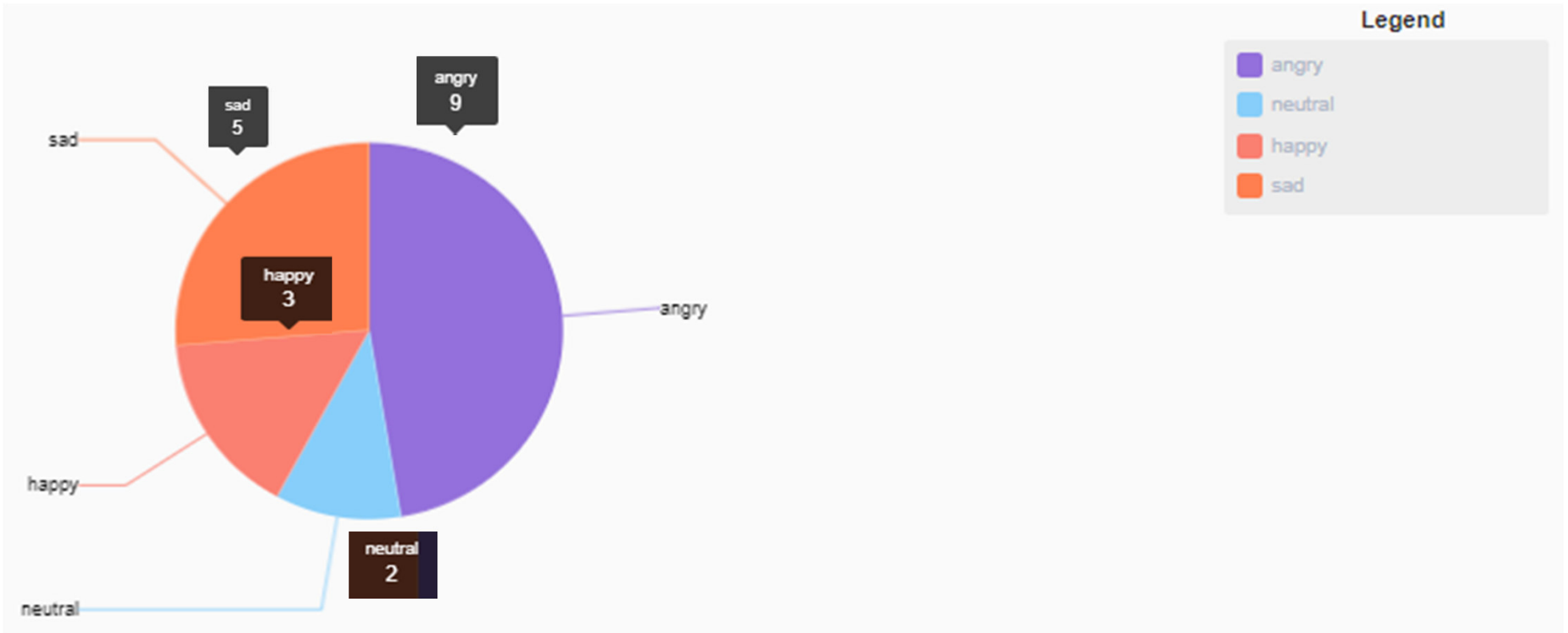
Age



Customer Demographic Stats at Entrance



Emotion



Available option in Dashboard



☰ Options

Site

- All Sites - ▼

Device

- All Devices - ▼

Site :- This drop down option is used for select the specific store for e.g :- omr Customer

Device – This drop down option is used for to select the specific camera of selected site.



Way Forward Approach



Key Decision Points

- To identify the KPI Expectations @ Company Level
(Current- People Counting- In/Out-Hourly, Daily, weekly, Monthly @ any camera
Demography – Male/Female, Age, Mood, Customer Vs. Employees, New Vs. Repeat)
- To identify how many cameras / Store required for KPI
- To identify which KPI at the Entrance of Stores
- To identify which KPI's for other sections of Stores
- To identify no. of KPI's @ Store Level
- To identify Dashboards over and above our standard set

Expectations from Customer

- Need the CCTV & NVR IP address with user-names and password
- Proper port and power to connect our AI Box at the Store
- Proper Internet Connectivity for better experience of dashboards
- Need to re-locate / adjust the CCTV camera angle for more accurate analysis

Approach

- Commercial Model finalization
- Roll out : Pilot Stores / Cities





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