

# Store Traffic Analytics

Optimize Store Operational Efficiency Smartly

UShop SRP-700

- ✓ Data Integration and Analytics
- ✓ Traffic and Conversion Measurement
- ✓ Cross-Store Performance Benchmarking

UShop+  
优店联网



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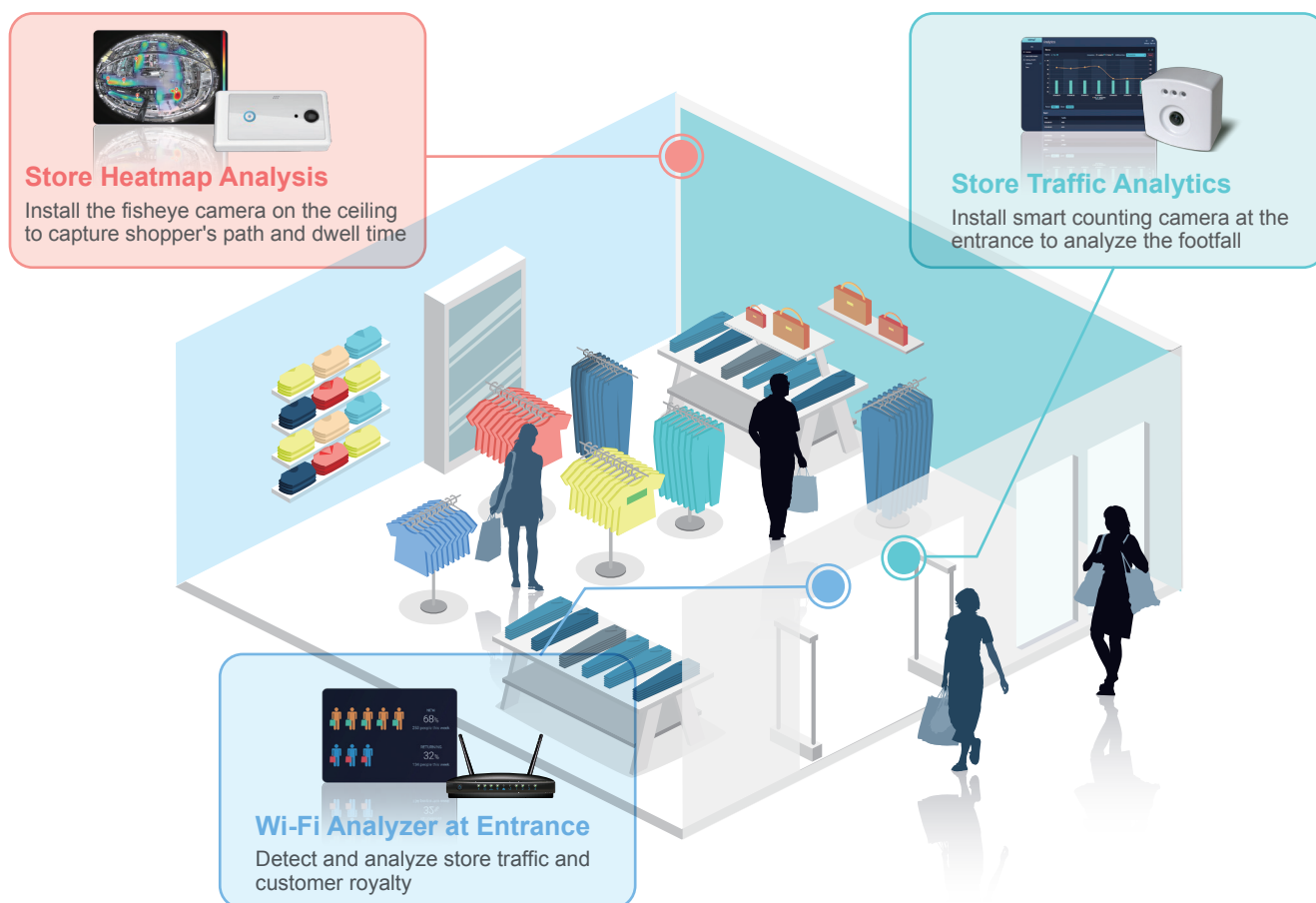
iRetail Solution  
Website

# Store Traffic Analytics Solution for Intelligent Retailers

## UShop SRP-700

For retailers, sales revenue is always a key performance metric; however, in-depth analysis of poor sales performances is rare. Advantech's UShop SRP-700 Store Traffic Analytics solution enables retailers to evaluate sales potential and establish customer service and marketing strategies for maximizing profit. UShop SRP-700 integrates 2D and 3D video analysis technology with POS transaction data for further analysis. Analysis of customer traffic data provides retailers with an in-depth knowledge of consumer shopping and purchasing habits, as well as insights into sales performance during periods of high/low traffic for each branch store.

## UShop Store Analytics Solution Overview



## Store Traffic Analytics

### UShop SRP-700

UShop+ Store Traffic Analytics solution offers 2D and 3D smart counting camera to integrate with POS transaction data for analyzing the store traffic, sales conversion rate and returning rate. Retailers can also get an in-depth knowledge of consumer shopping habits such as duration, customer loyalty and route analysis through our smart Wi-Fi Analyzer.

## Store Heatmap Analysis

### UShop SRP-710

The Store Heatmap solution analyze the shoppers' behavior with the video from 360 degree fisheye camera installed on the top of targeted location in the store. It can easily evaluate display layouts, shopper's dwell time and shopper path for retailers to optimize its product display and encourage more optional traffic flows.

## UShop SRP-700 System Diagram



## Smart Counting Sensors

### UCAM 2D Smart Counting Camera

- 2D single lens camera with human head identification algorithm
- Low cost and easy to installation
- Accuracy guarantee
  - Traffic flow of 1,000 people per hour, ≥95%
  - Traffic flow of 3,000 people per hour, ≥90%
  - Traffic flow of 5,000 people per hour, ≥85%

### UCAM 3D Smart Counting Camera

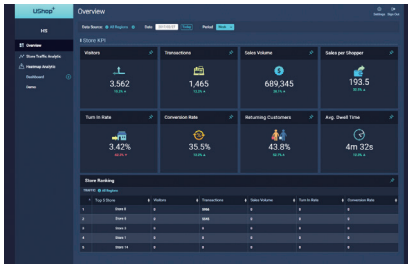
- Stereo camera with 3D depth technology
- High average counting accuracy(95% - 98%)
- Immune to shadow and reflection issues
- Detection on U-turns avoid double counting
- Get object height, width and depth information
- Simple installation and maintenance

### WiFi Analyzer

- Sense shopper intent based on analyzing Wi-Fi signal of shopper mobile device within 5-15 meters
- No Wi-Fi connection needed and No APP installation needed

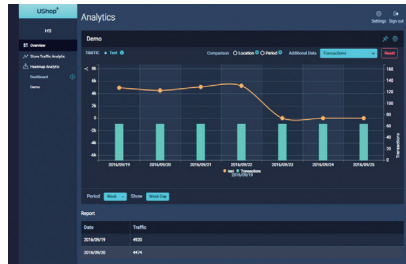
# UShop+ Store BI Software Introduction

## KPI Overview/Ranking



- Store traffic comparison
- Turn in rate in percentage
- Store performance ranking per traffic
- Sales conversion rate in percentage
- Customer returning rate in percentage

## Multiple Data Analysis



- Analyze across different stores and time periods
- Choose the analyzing index such as transaction volume, number of visitors, sales per shopper...

## UShop+ Mobile Manager APP



- Get analyzed data derived from video cameras, Wi-Fi, POS system, promotional calendar and weather all through mobile device for easy management.

# UShop+ Store BI Software Feature

Management Center	Store Management	<ul style="list-style-type: none"> <li>• Add / delete / modify store information</li> <li>• Provide system and user-defined tags to classify store properties</li> <li>• Input POS data (including total amount, transactions and number of items sold.)</li> <li>• Quickly search through keyword and tags to find the store you want to focus on</li> </ul>
	User Management	<ul style="list-style-type: none"> <li>• Add / delete / modify user information</li> <li>• Provide user rights management mechanism, to define the user authority of stores data access</li> </ul>
	Device Management	Real-time monitor the status of the store equipment, system will notify the administrator when device status abnormal
BI Dashboard	Statistic Widget	<ul style="list-style-type: none"> <li>• Analysis data: traffic, sales volume, transactions, conversion rate, sales per shopper, turn-in rate, returning customers, average dwell time, shopper gender &amp; age, store heatmap</li> <li>• Chart type: KPI indicator, line chart, bar chart, stacked bar chart, matrix, ranking table</li> </ul>
	Data Investigation	<ul style="list-style-type: none"> <li>• Cross region/store, time period, multi-data comparison</li> <li>• Daily/weekly/monthly/Yearly/User defined report</li> </ul>
	User-Defined Dashboard	<ul style="list-style-type: none"> <li>• Pin or create user defined widgets</li> <li>• Flexible adjust widget size and its placement</li> </ul>
	Cross Platform Support	<ul style="list-style-type: none"> <li>• Support Google Chrome and Microsoft Edge web browsers</li> <li>• Support all devices with resolution higher than 1024x768 and automatically adjust the report layout by device resolution</li> </ul>
	Data Security & Third Party Software Integration	<ul style="list-style-type: none"> <li>• The data transfer format is binary-coded and uses AES 256-bit encryption with high security</li> <li>• Provide complete RestFul API for third-party software integration</li> <li>• Provide complete RestFul API for POS integration</li> </ul>
Enterprise System Architecture	Public and Private Cloud Supported	<ul style="list-style-type: none"> <li>• Public cloud : Microsoft Azure</li> <li>• Private cloud : Microsoft server 2012</li> </ul>
	Stability	Support system redundant and database auto backup



# Application Story

## A Taiwan's Well-Known Telecommunication Company

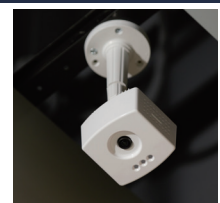
According to a smartphone penetration report which was released by eMarketer in 2016, the smartphone adoption rate for Asia-Pacific is the highest in the world. Comparing the adoption rate with Singapore (71.8%) and South Korea (70.4%), Taiwan's is slightly higher, 73.4%. The telecommunication industry is therefore quite competitive in Taiwan; people has clear preference for higher Internet connection speed, and better service quality. To satisfy the market demand, Taiwanese telecommunication firms allocate various resources to gain market share over the competitors, and of course, how to provide value-added service to expand the market share and maximize the revenue become key indicators for the companies.

T company, a Taiwan's top telecommunication service provider, which has approximately 500 physical stores all over Taiwan, has allocated a lot of effort on doing outdoor advertising to attract more customer to visit its stores. Inside each store, the company also has spent a lot of resources to design product display to differentiate itself to the competitors. However, the revenue turned out did not go up with the investments. T company conducted UShop<sup>+</sup> and install store traffic solution in their selected stores. After 3 months, they found out that the managers not only save a lot of time visiting branch stores in person by using UShop+ cloud platform, but also able to modify marketing strategy according to the analytics result. Most importantly, the entering rate and conversion rate are improved for stores which implement this solution.

Matrix																	
Date	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	
2017/10/16	7	142	18	18	264	442	39	15	13	8	38	13	8	6	1	0	
2017/10/17	1	147	9	21	297	444	27	18	11	8	48	6	11	9	0	0	
2017/10/18	7	138	20	16	229	462	29	15	10	17	77	6	6	4	1	0	
2017/10/19	8	139	23	22	293	490	33	13	23	13	75	6	23	24	2	0	
2017/10/20	12	134	27	24	216	369	28	26	23	9	0	0	0	0	0	0	
2017/10/21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

## Carrefour Taiwan

In Carrefour, the store managers always face a problem of not having enough cashiers during peak hours (or having idle part-time worker during low traffic day). We implement UShop<sup>+</sup> Store Traffic Analytics with total 8 2D UCAM at Carrefour Taiwan branch store and the UShop<sup>+</sup> Store BI report helps the store manager to easily find out the peak/off peak trend in daily, weekly, monthly or annual report. So store managers can optimize his or her plan on daily manpower arrangement.



## Ordering Information



Edge Computing Device



Store BI Cloud Report

Solution Type	Hardware P/N	Public Cloud P/N	Private Cloud P/N
UCAM-2D	UCAM-120A-U01	<b>968SPUSTL0</b> (Annual License Fee)	<b>968SPUSTS0</b> Max. 25 Channels
UCAM-3D	9680016713		<b>968SPUSTS1</b> Max. 50 Channels <b>968SPUSTS2</b> Max. 300 Channels
Wi-Fi Analysis	<b>968SPUSWL0</b> (Service Activation Fee)	<b>968SPUSWL1</b> (Annual License Fee)	No Support Private Cloud

## Order in 3 Easy Steps

Go MyAdvantech

1.



Step 1: Login & Register

Add to Cart

2.



Step 2: Configuration

Confirm Order

3.



Step 3: Check & Submit

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