

How to Use FootfallCam Analytics in Retail Business (Part 1)

- Footfall Counting
- Outside Traffic
- Visit Duration
- Returning Customers
- Cross Shopping

Graphs and Data

Dashboard

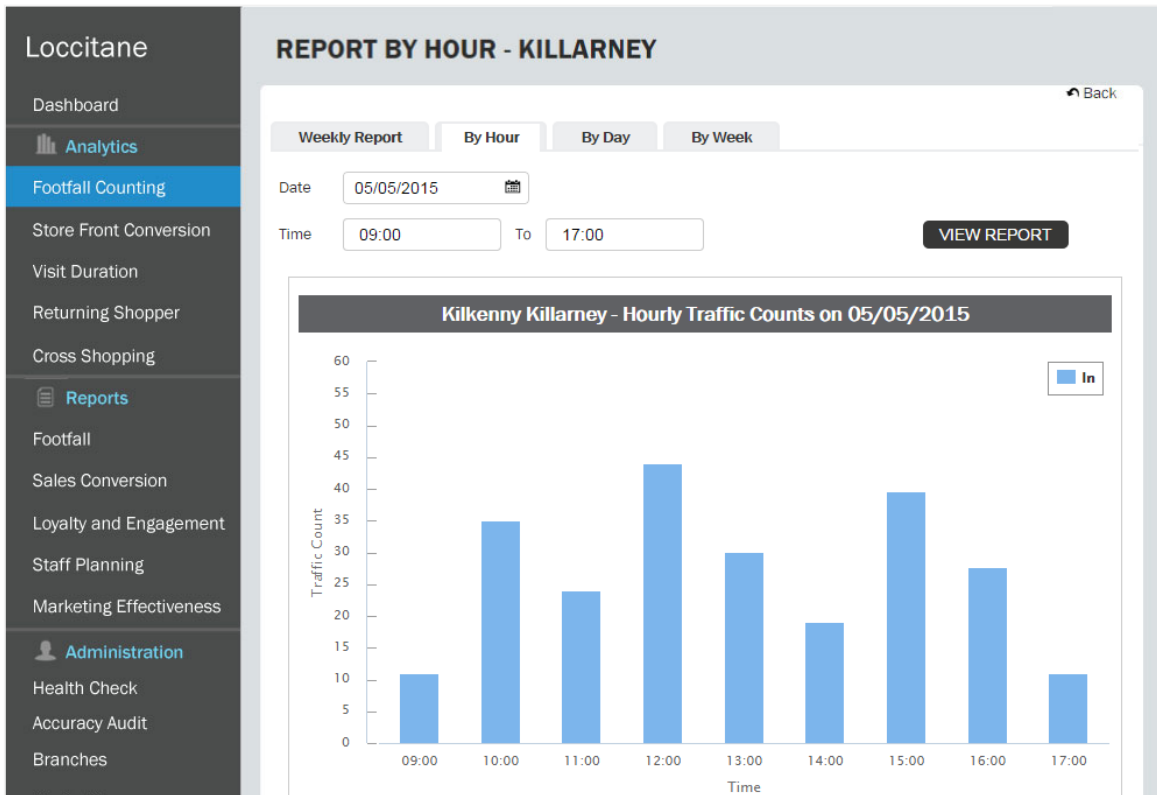
Seeing The Big Picture of Your Business



- Overview of the overall business performance with key performance indicators
- Identify the overall trend and the worst or best stores

Footfall Data

How Many Customers Visited Your Store?



Segmenting footfall counting by time of day – hourly, daily, weekly, monthly, yearly – to give in-depth insights

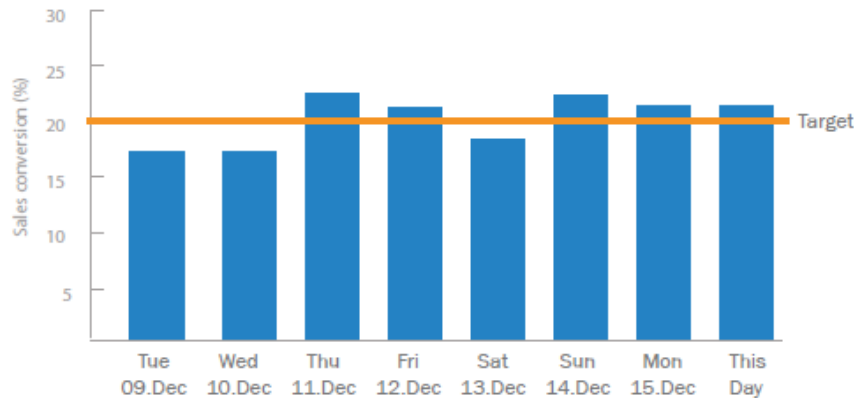
Combined with sales data and staff hours to optimize

- sales conversion
- staff planning

A. Sales Conversion Rate

How Much Sales have You Made?

Has your daily sales performance achieved your target? How do you improve your in-store operation ?

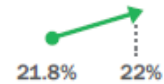


National Average

This Day: **22 %**

VS Last Week

21.8 %



+ 0.9%

VS Yesterday

20.5 %



+ 7.3%

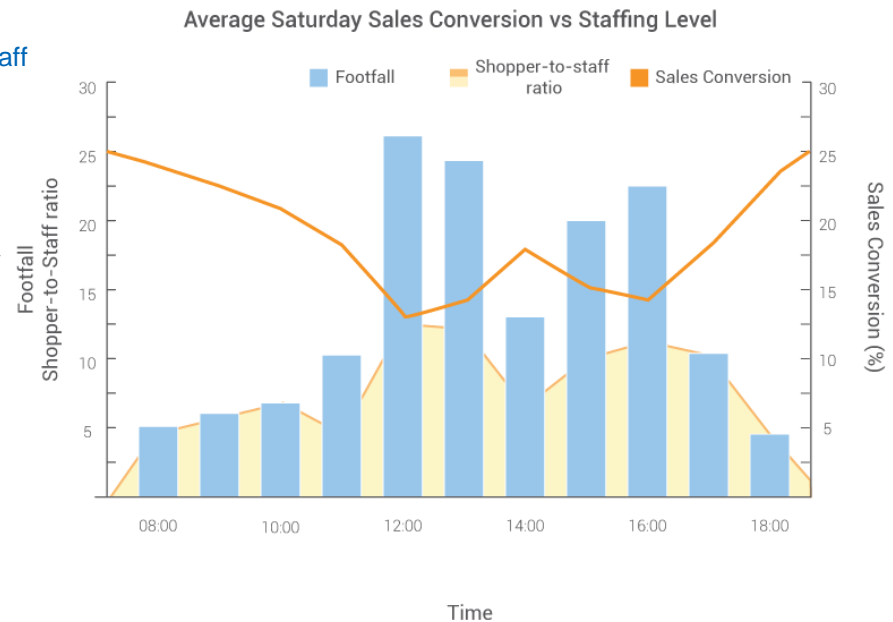
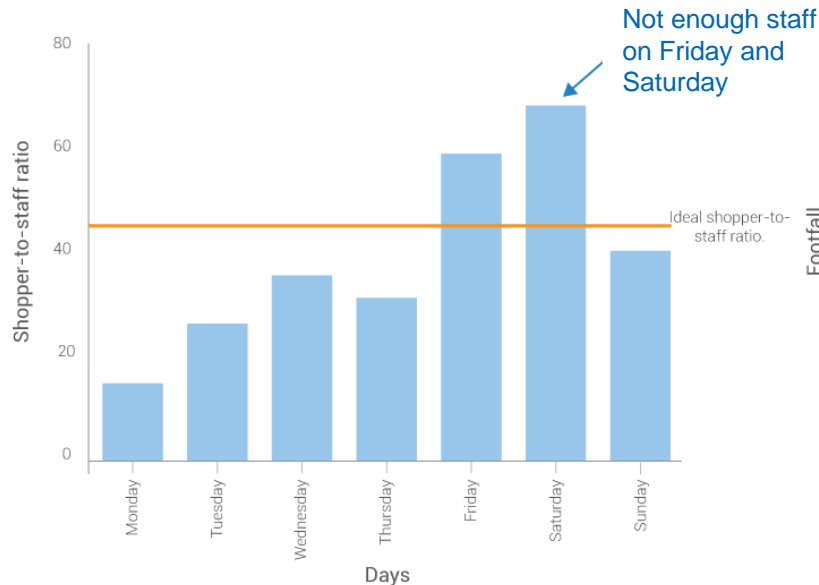
Sales Conversion

$$= \frac{\text{Number of Transactions}}{\text{Footfall}} \times 100\%$$

Combining footfall data with sales data allows you to identify the missed opportunity

B. Staff Planning

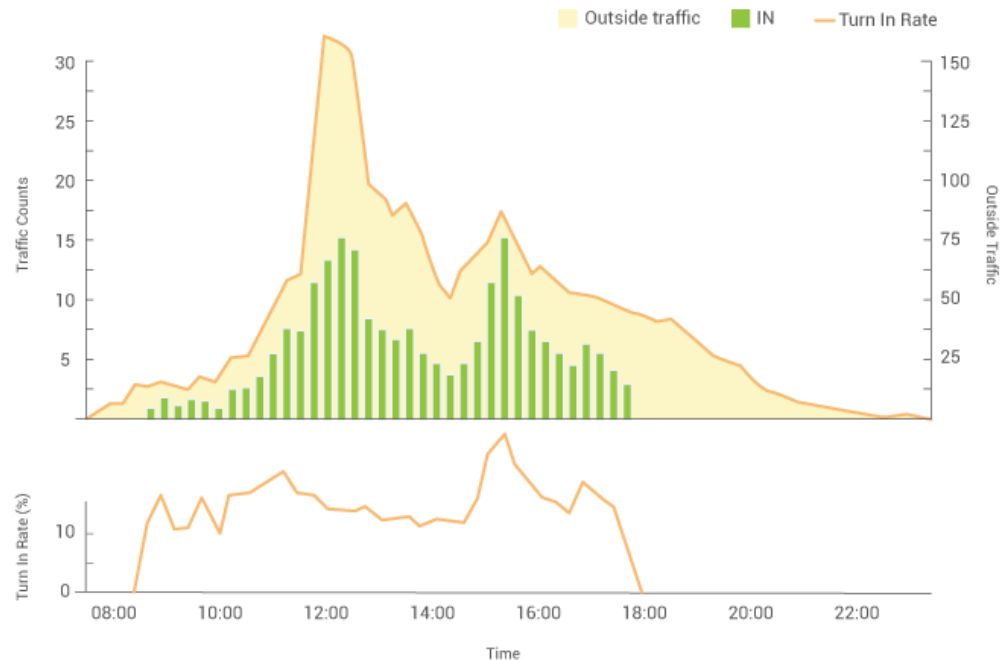
Did Your Staff Allocation Align with the Traffic Flow?



Combined with footfall data, you can identify the **shopper-to-staff ratio** – maximizes profit by optimizing resources.

Store Front Conversion

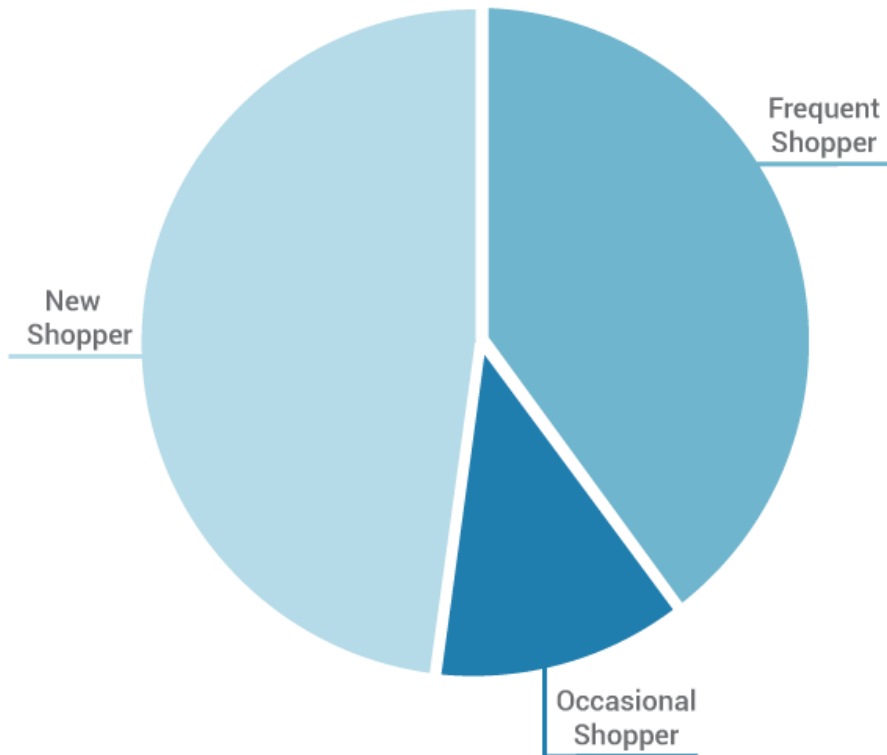
How Many People Passing By has Visited Your Store?



$$\text{Store Front Conversion} = \frac{\text{number of people coming in}}{\text{outside traffic}} \times 100\%$$

Returning Customers

Quantify the Loyalty of your Existing Customer Base

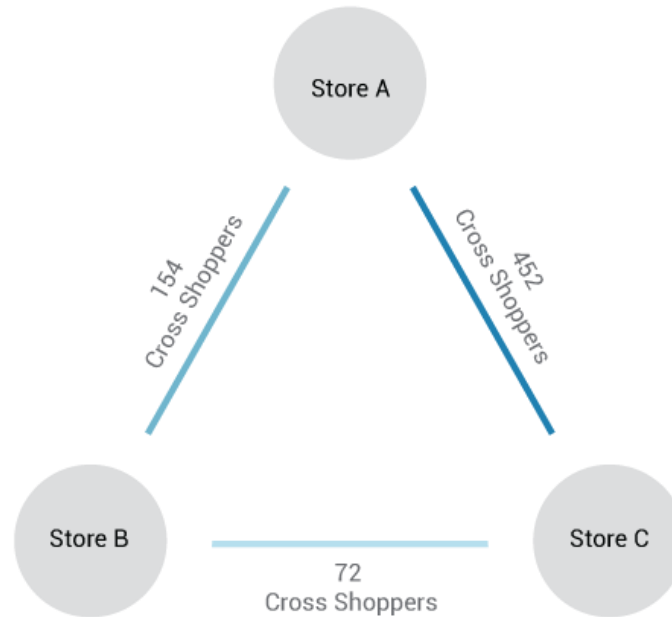


Using Wi-Fi beacon, we can distinguish if the customer has visited the store before by comparing the device's unique identifier code with previous record

Note: We do not store any personal info nor Wi-Fi data. We only use aggregated, anonymous data. [Read more](#)

Cross Shopping

Identify the Pattern of Cross Shopping



We can see how often shoppers shop at more than 1 store and identify the pattern of cross shopping.

Reports

Store Level Footfall Weekly Report

- A standardized report summarizing the weekly analytics on
 - footfall
 - visit duration
 - returning customers
 - cross shopping
- Designed for store manager to identify the best practices for daily store operations

Loccitane

Dashboard

Analytics

Footfall Counting

Store Front Conversion

Visit Duration

Returning Shopper

Cross Shopping

Reports

Footfall

Sales Conversion

Loyalty and Engagement

Staff Planning

Marketing Effectiveness

Administration

Health Check

Accuracy Audit

Branches

My Profile

User Access

Logout

STORE LEVEL WEEKLY REPORT

FootfallCam™

KINGSTON WEEKLY REPORT
10/11/2014 to 16/11/2014

Footfall This Week
Are your initiatives bringing in more visitors?

Day	Footfall	Outside traffic	Store front conversion
Mon	430	115	25.7%
Tue	450	120	25.0%
Wed	614	140	25.5%
Thu	480	120	25.0%
Fri	590	140	25.4%
Sat	815	190	26.0%
Sun	930	240	27.2%

Store Front Conversion

This Store: **26.2%**

National		
Highest	Average	Lowest
25.0%	21.0%	15.2%

Store Ranking: **6/75**

Week 52	Footfall		Conversion	
	Today (Last Week)	Changes	Today	Changes
Monday	430 (x15)	+ 15	25.7%	+ 9.2%
Tuesday	450 (x20)	+ 27	25.3%	+ 11.6%
Wednesday	614 (x21)	+ 212	25.1%	+ 12.5%
Thursday	480 (x21)	+ 259	25.0%	+ 8.4%
Friday	590 (x40)	+ 130	26.9%	+ 4.2%
Saturday	815 (x40)	+ 35	26.5%	+ 6.2%
Sunday	930 (x40)	+ 90	27.2%	+ 3.7%

Traffic Profile Last Week Does your store sharing the same footfall pattern over the weekdays? E.g. having a happy hours promotion during off peak hours, etc.

Weather - Footfall Trend Does bad weather having negative impact on your store footfall? How do you grab weather opportunity to increase the footfall?

Weekly trend (■ This year vs ■ Last year) How do you plan your operation strategies based on last year footfall trend line?

Sales Conversion Report

- A standardized report showing the relationship between footfall and sales conversion rate
- Designed for C-level executives, marketing manager, operation manager, etc. to plan on staff allocation or marketing initiatives to maximize sales

Loccitane

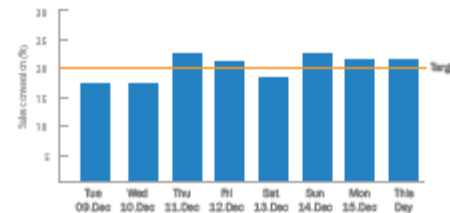
- Dashboard
- Analytics
- Footfall Counting
- Store Front Conversion
- Visit Duration
- Returning Shopper
- Cross Shopping
- Reports
- Footfall
- Sales Conversion**
- Loyalty and Engagement
- Staff Planning
- Marketing Effectiveness
- Administration
- Health Check
- Accuracy Audit
- Branches
- My Profile
- User Access
- Logout

SALES CONVERSION REPORT



SALES CONVERSION REPORT 16/12/2014

Has your daily sales performance achieved your target? How do you improve your in-store operation?



National Average

This Day: **22%**

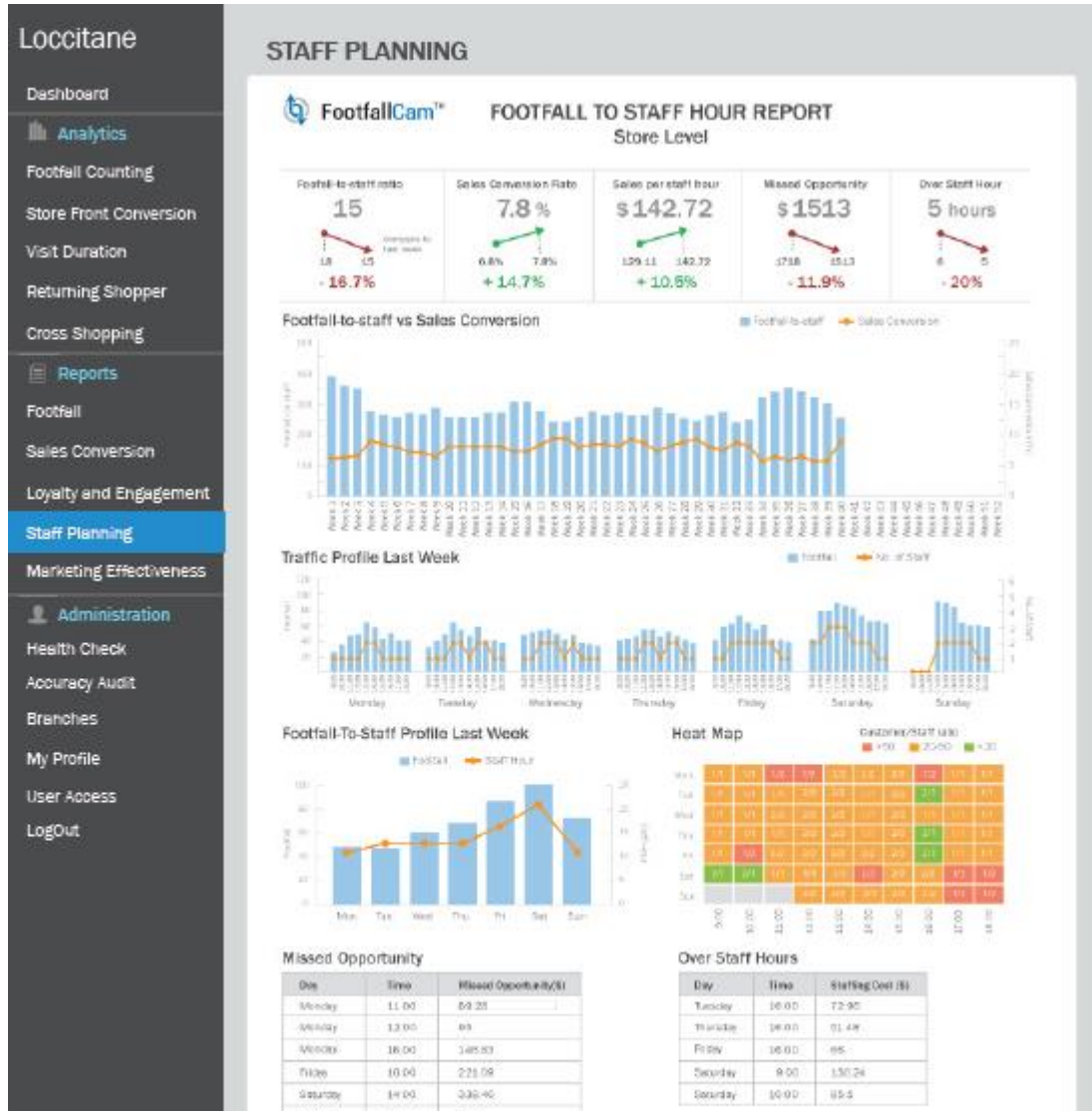
VS Last Week: **21.8%** ↑ 22%
+ 0.8%

VS Yesterday: **20.5%** ↑ 22%
+ 7.3%

Rank	Branch	This Day (%)	Changes from yesterday (%)	Sales Amount (£)	Trend	Rank	Branch	This Day (%)	Changes from yesterday (%)	Sales Amount (£)	Trend
1	Edinburgh	25.7	+ 3.2	3782	📈	39	White City	18.7	+ 2.3	1520	📈
2	Glapham	25.3	+ 3.2	3528	📈	40	Braewer	18.7	+ 1.4	1931	📈
3	Bromley	25.1	+ 3.1	3401	📈	41	Canary Wharf	18.7	+ 0.4	1629	📈
4	Liverpool	25.0	+ 3.5	2978	📈	42	Newbury	18.6	+ 2.1	1492	📈
5	Glasgow	24.9	+ 3.0	2952	📈	43	Reading	18.6	+ 1.9	1182	📈
6	Wington	24.5	+ 2.8	2714	📈	44	Stafford Upon Avon	18.6	+ 1.5	1284	📈
7	Stainesbury	23.2	+ 2.9	2612	📈	45	Portsmouth	18.5	+ 1.2	1026	📈
8	Wilton-on-Thames	19.9	+ 3.0	2931	📈	46	Cambridge	18.5	+ 1.0	1927	📈
9	Turbridge Wells	19.9	+ 2.0	2636	📈	47	Richmond	18.5	+ 1.5	1035	📈
10	Bath	19.8	+ 2.7	2613	📈	48	Cardiff	18.5	+ 1.3	1129	📈
11	Aberdeen	19.8	+ 1.0	2511	📈	49	Hereford	18.5	+ 2.0	1206	📈
12	Brighton	19.8	+ 1.2	2301	📈	50	Stafford	18.4	+ 2.3	1383	📈
13	Blackrock, Dublin	19.7	+ 2.3	2230	📈	51	Windsor	18.4	+ 2.1	1285	📈
14	Canterbury	19.6	+ 2.1	2972	📈	52	Putney Melita	18.4	+ 0.6	1042	📈
15	Kilenny, Ireland	19.6	+ 1.5	2014	📈	53	Cannon Street	18.3	+ 1.2	1027	📈
16	Leamington Spa	19.5	+ 1.0	2719	📈	54	Galway, Ireland	18.3	+ 0.4	1029	📈
17	Liffey Street, Dublin	19.5	+ 0.8	2618	📈	55	Lancaster	18.3	+ 0.2	927	📈
18	Threeheads	19.5	+ 2.1	2419	📈	56	Blanchardstown	18.2	+ 1.4	3027	📈
19	Dundrum, Dublin	19.4	+ 1.3	2310	📈	57	Geese Court	18.2	+ 2.1	1192	📈
20	Conk, Ireland	19.3	+ 1.4	2308	📈	58	Bristol	18.2	+ 1.8	1185	📈
21	Nottingham	19.3	+ 1.0	2182	📈	59	Cheshire Oaks	18.2	+ 1.5	1289	📈
22	Guildford	19.3	+ 0.5	2291	📈	60	Harrigate	18.2	+ 0.2	1194	📈
23	Chester	19.3	+ 1.3	2103	📈	61	Milton Keynes	18.1	+ 1.4	1182	📈
24	Birmingham	19.2	+ 3.0	2011	📈	62	Regent Street	18.1	+ 1.0	1281	📈
25	Sicester Village	19.2	+ 2.2	2910	📈	63	Ilrington	18.1	+ 1.2	1201	📈
26	Wotork	19.2	+ 0.5	2691	📈	64	Gateshead	18.0	+ 1.0	1301	📈
27	Covent Garden	19.1	+ 2.0	2281	📈	65	Beter	18.0	+ 2.1	1104	📈
28	Kildare, Ireland	19.1	+ 1.0	2179	📈	66	Leeds	17.9	+ 2.1	1207	📈
29	Norwich	19.0	+ 2.0	2018	📈	67	Belfast, Ireland	17.5	+ 1.9	3022	📈
30	Oxford	19.0	+ 1.8	1982	📈	68	Cheltenham	17.1	+ 1.5	1024	📈
31	Manchester	19.0	+ 1.6	1920	📈	69	Salisbury	17.0	+ 0.5	3028	📈

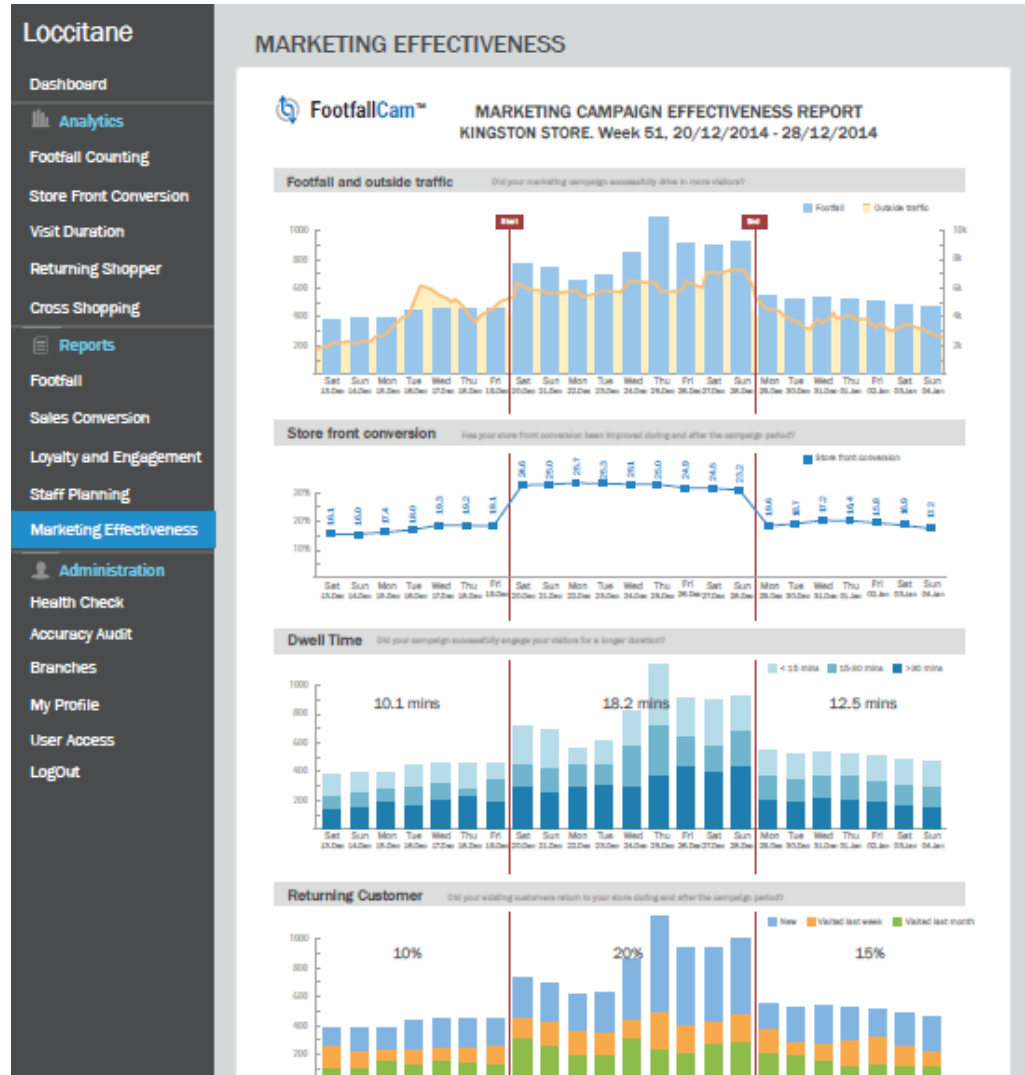
Staff Planning Report

- A standardized report detailing the footfall-to-staff ratio at different period of time
- Designed for HR manager or store manager to optimize staff allocation to handle different traffic volume



Marketing Effectiveness Report

- A standardize report summarizing the impact of marketing campaign on store front conversion, visit duration and returning customer.
- Designed for marketing manager to evaluate the effectiveness of marketing campaign



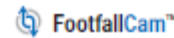
Loyalty and Engagement Report

- A standardized report to quantify your customer loyalty based on the number of returning customers and the visit frequency.
- Designed for operation manager or area manager to find out if they need to take steps to drive customer engagement

Loccitane

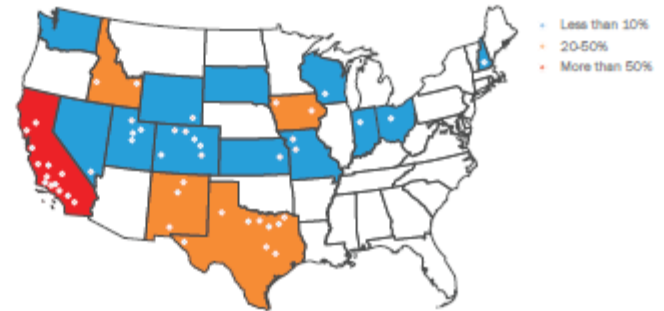
- Dashboard
- Analytics
- Footfall Counting
- Store Front Conversion
- Visit Duration
- Returning Shopper
- Cross Shopping
- Reports
- Footfall
- Sales Conversion
- Loyalty and Engagement**
- Staff Planning
- Marketing Effectiveness
- Administration
- Health Check
- Accuracy Audit
- Branches
- My Profile
- User Access
- LogOut

LOYALTY AND ENGAGEMENT REPORT



LOYALTY AND ENGAGEMENT REPORT for December 2014

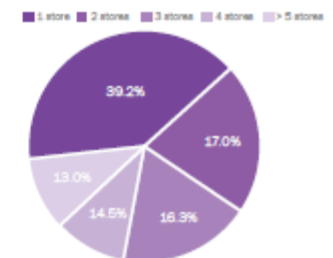
Are the stores in the most cross shopped region located too close to each other?
Should you increase the store number in low cross shopped region to maximize your market potential?



Top 10 Stores with Most Cross Shoppers

Rank	Store	Cross shopper (%)
1	Boulevard in Las Vegas	24.0%
2	Oakridge in San Jose	22.9%
3	Valley Plaza in Bakersfield	22.5%
4	Westminster CA	20.6%
5	Sugar Land	20.1%
6	Lafayette	19.7%
7	Lakeline in Cedar Park	19.5%
8	Santa Fe	19.2%
9	Oak Park in Overland Park	18.5%
10	Colorado Springs	18.0%

Breakdown of Cross Shoppers



Top 20 Pairs of Stores

Rank	Store Pair	Frequency
1	Boulevard in Las Vegas - Victorville	264
2	Boulevard in Las Vegas - Cedar Rapids	263
3	Boulevard in Las Vegas - Colorado Springs	241
4	Boulevard in Las Vegas - St. Joseph	213
5	Boulevard in Las Vegas - Meadows in Las Vegas	204
6	Oakridge in San Jose - Colorado Springs	194
7	Oakridge in San Jose - Riverside	193

Rank	Store Pair	Frequency
11	Westminster CA - Victorville	164
12	Westminster CA - Oak Park in Overland Park	161
13	Sugar Land - Santa Fe	158
14	Sugar Land - Lakeline in Cedar Park	152
15	Lafayette - Twin Falls	146
16	Lafayette - St. Joseph	140
17	Arlington - Sunland in El Paso	137