

How to Use FootfallCam Analytics in Retail Business (Part 2)

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

Overview

This slide is to give you an overview and some of the guidelines on [analyzing the data set and metrics](#) in our standard control panel.

It is designed for retail chain's manager and executives to gain deep insights into the following aspects:



Operation



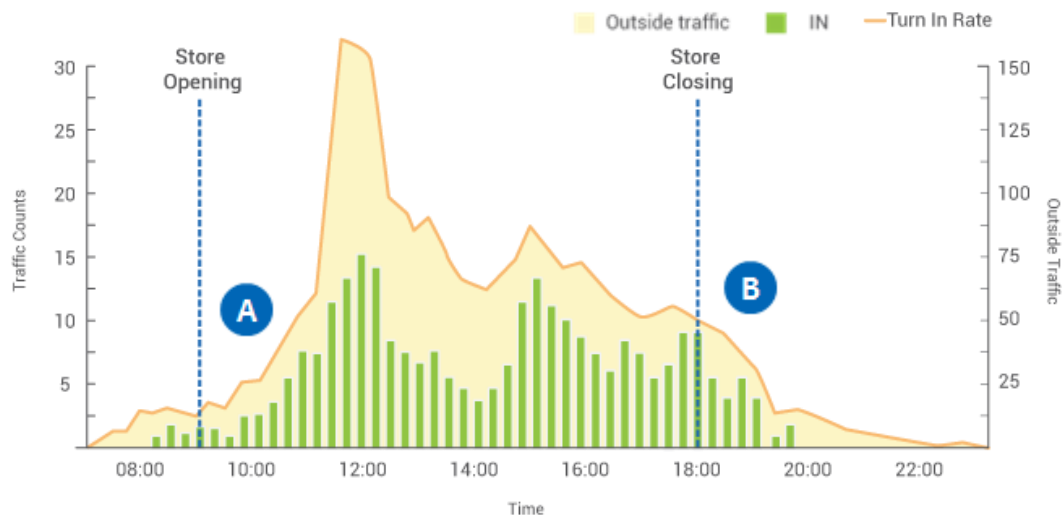
Marketing



Customer
Profiles

Guideline #1

Determine your Ideal Store Opening & Closing Time



A. Low outside traffic in the morning

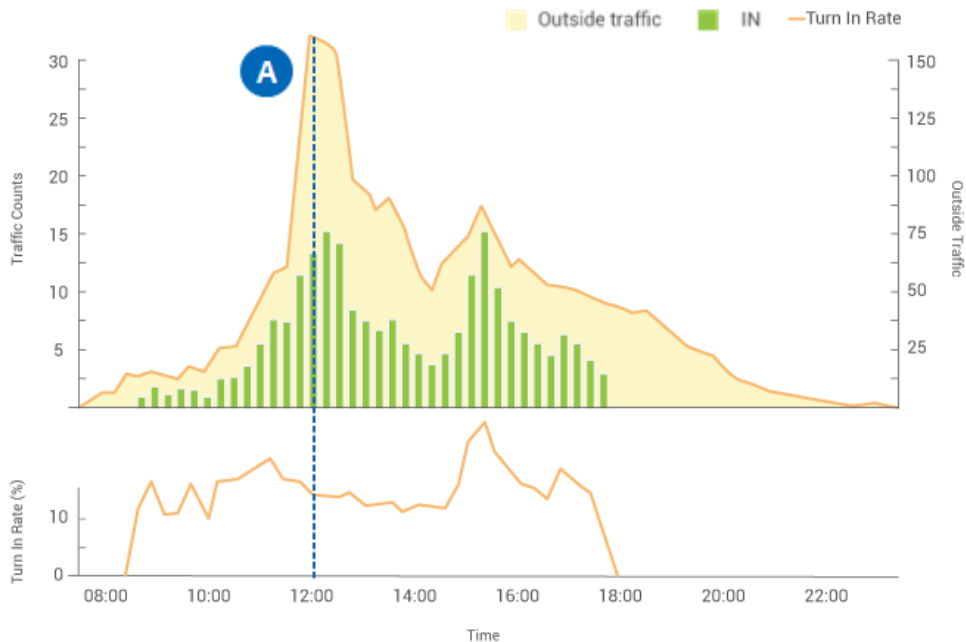
Suggestion: Postpone store opening time

B. High outside traffic after store closing

Suggestion: Extend store opening hours to catch the traffics

Guideline #2

Maximize your Store Front Conversion(1)

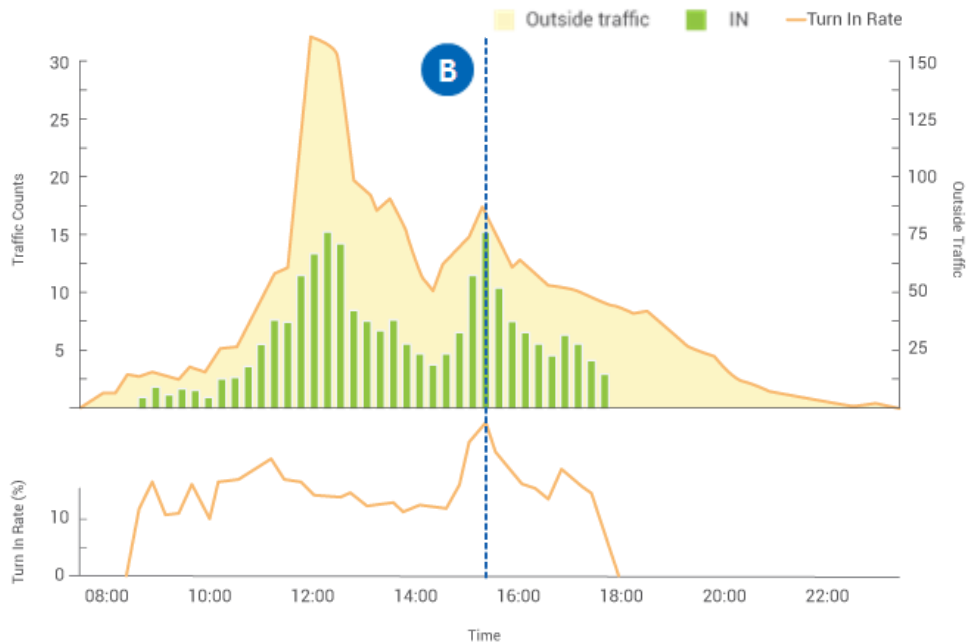


A. Low store front conversion
Suggestion: Drive in more traffics by introducing marketing initiatives, e.g.:

- Hand out free samples at the store front
- Distribute flyers

Guideline #2

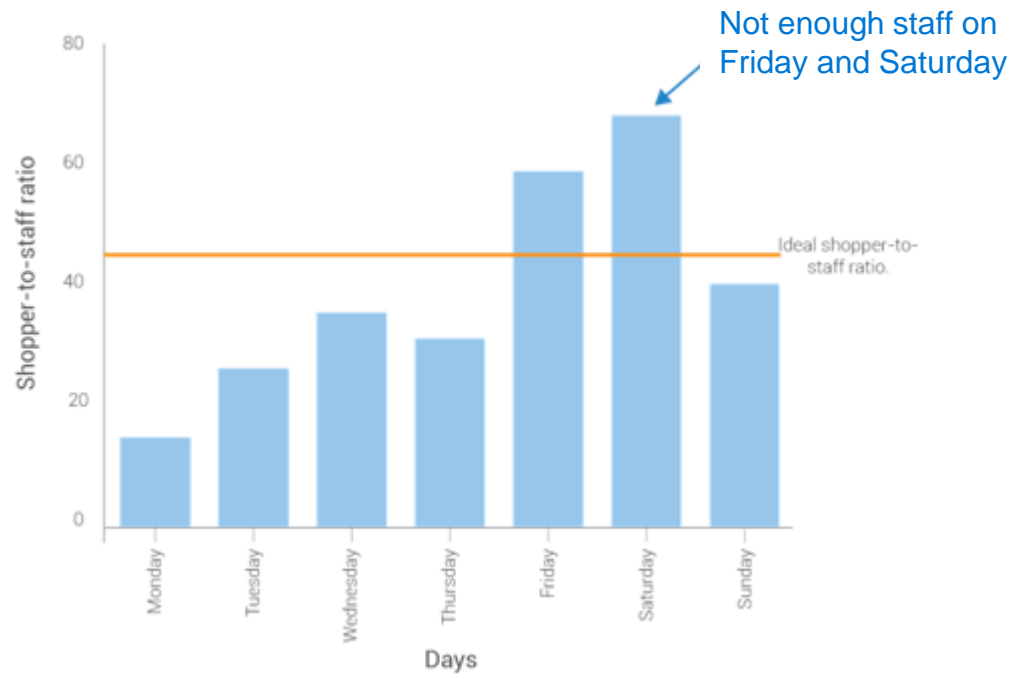
Maximize your Store Front Conversion(2)



B. High store front conversion
Explanation: There are the right demographics during these hours, e.g. many yummy mummies shopping after school hours

Guideline #3

Identify your Ideal Staff-to-Shopper Ratio



A. Understaff

The store should allocate more staff on Friday and Saturday to serve the higher shopper traffic

Guideline #4

Maximize your Sales Conversion(1)

	Store	Sales Revenue (\$)	Footfall	Sales Conversion Rate (%)
A	New York	500, 000	78, 360	15.2
	Los Angeles	385, 000	94, 800	13.5
	Chicago	420, 000	69, 200	20.7

Assumption

New York store is the best performing store among these three locations because it has the highest revenue

Fact

The sales conversion is not good even with higher traffic

Guideline #4

Maximize your Sales Conversion(2)

Store	Sales Revenue (\$)	Footfall	Sales Conversion Rate (%)
New York	500, 000	78, 360	15.2
B Los Angeles	385, 000	94, 800	13.5
Chicago	420, 000	69, 200	20.7

Assumption

Los Angeles store is not performing good

Fact

It not able to achieve high sales revenue even though it is having high traffic

Suggestion

Review store management to optimize staff allocation

Guideline #4

Maximize your Sales Conversion(3)

Store	Sales Revenue (\$)	Footfall	Sales Conversion Rate (%)
New York	500, 000	78, 360	15.2
Los Angeles	385, 000	94, 800	13.5
C Chicago	420, 000	69, 200	20.7

Assumption

Chicago store is not performing as good as New York store

Fact

It has the highest sales conversion rate, i.e. the sales performance of this store is the best even though it has low traffic

Suggestion

[Review the store's location](#) to maximize the sales opportunity

Guideline #5

Evaluate the Marketing Effectiveness



MARKETING CAMPAIGN EFFECTIVENESS REPORT
KINGSTON STORE. Week 51, 20/12/2014 - 28/12/2014

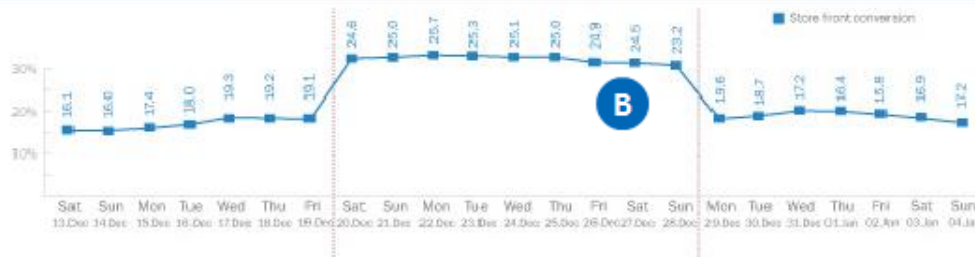
Footfall and outside traffic

Did your marketing campaign successfully drive in more visitors?



Store front conversion

Has your store front conversion been improved during and after the campaign period?



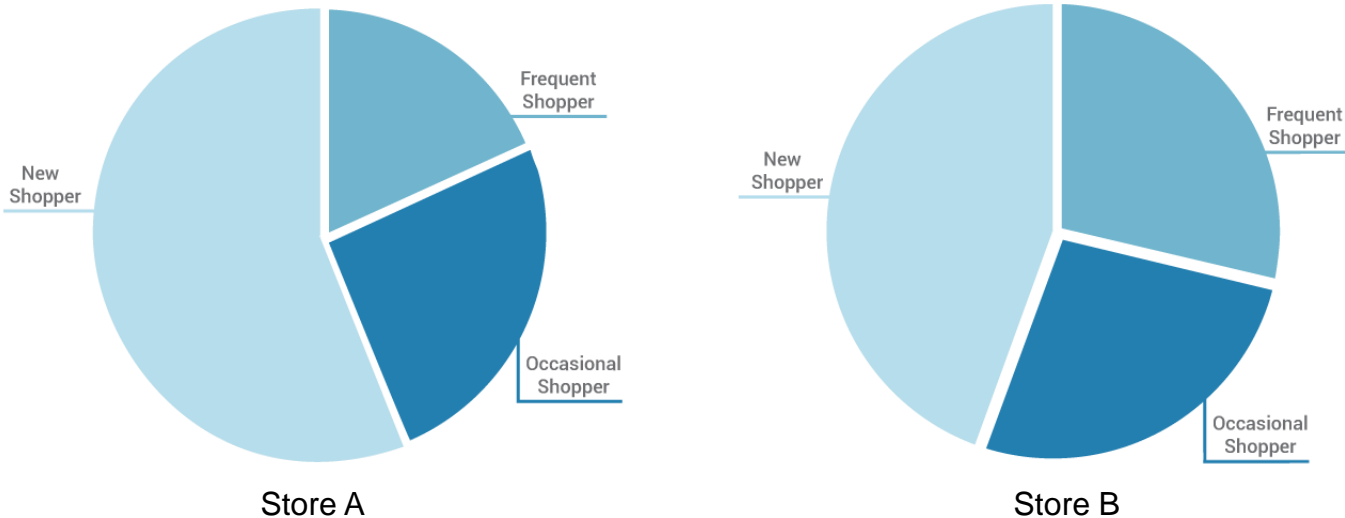
The positive signs of an effective marketing campaign:

- A. Higher shopper traffic during and even after the campaign (improved brand awareness)
- B. Increased store front conversion while the outside traffic remain the same

Using this graph, you will be able to quantify the success of the marketing campaign.

Guideline #6

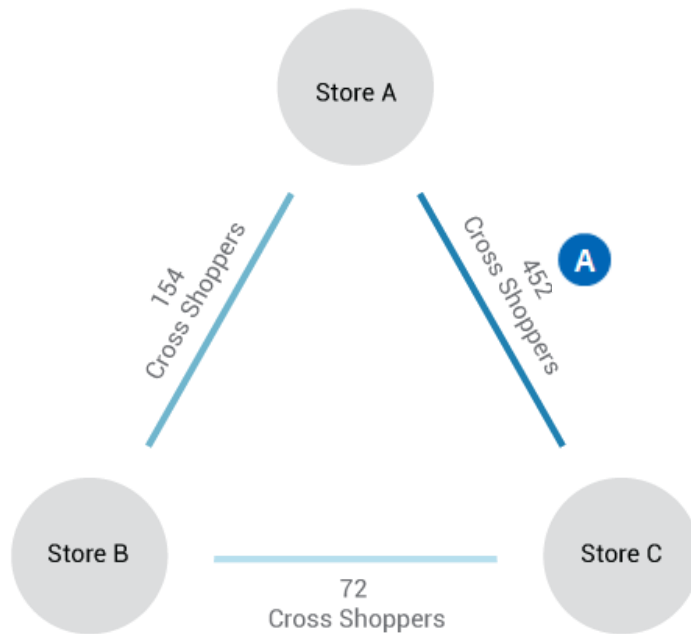
Quantify the Loyalty of your Existing Customer Base



Each store may be having different demographics due to the location of the store. FootfallCam Analytics give you the 3 critical insights to help you in [tailor made your marketing and loyalty initiative](#) for each store.

Guideline #7

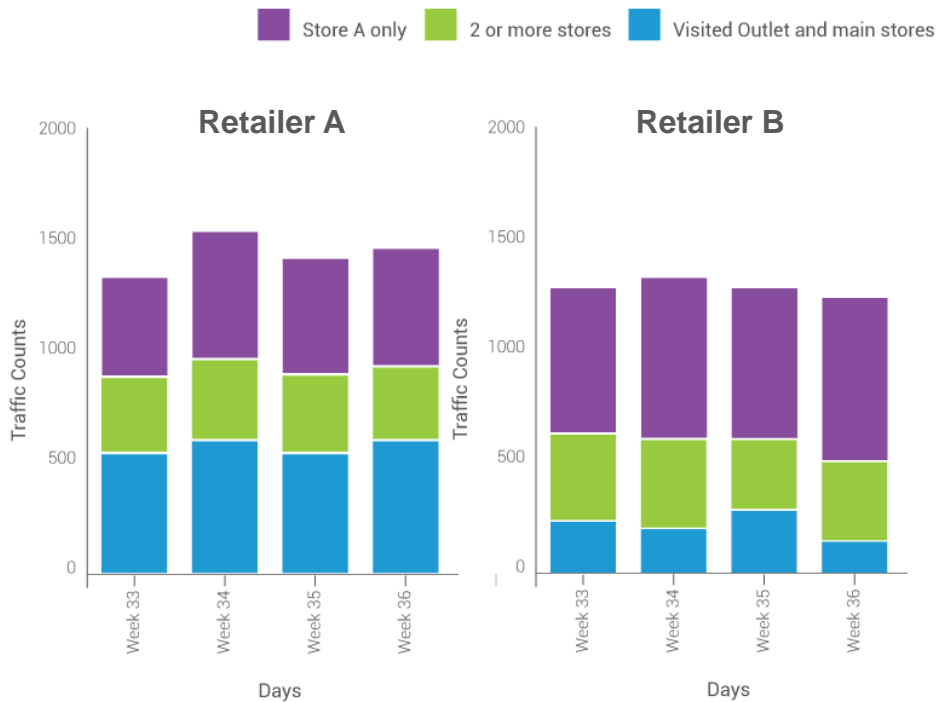
Identify the Pattern of Cross Shopping(1)



A. High cross shopping frequency could be a sign of indicating that the stocks in one of these stores is not enough and thus shoppers will go to another stores to buy

Guideline #7

Identify the Pattern of Cross Shopping(2)



B. If the cross shopping between main store and outlet store is high, perhaps Retailer A should consider moving the outlet store further out from the main stores.

Guideline #8

Quantify Shopper Engagement based on Visit Duration

Store	Avg. Visit Duration per Shopper (minutes)	Sales Conversion Rate (%)
New York	10	15.2
Los Angeles	8	13.5
A Chicago	15	20.7

A. The longer the shopper stay in the shop, the higher probability they will make a purchase.