NETAVIS Software GmbH

Heat Map Monthly Report

Month Year (Version)

Date

1 Objectives

The customer has launched a project for in-store analytics with the following objectives:

- Measuring customer frequency
- Measuring customer segmentation with regards to age group and gender
- Measuring dwell time in specific product areas

In site A the following topics were realized:

- 2 sensors for customer frequency were installed, at the entrance and at the gallery
- 1 sensor for customer behavior in front of two product display areas was installed

2 Scope for Heat Maps

Site: A

Area: 2 product displays (with products that differ in price level)

Sensors: 1

Time span: X

Measured Parameter:	Movement	(How do customers move in the store?)
	Stops	(Where do the customers stop?)
	Dwell Time	(Where do customers stay the longest?)

3 Heat Map for Motion

The main objective is to capture the customers' movement in the store and to measure the most frequently passed areas.

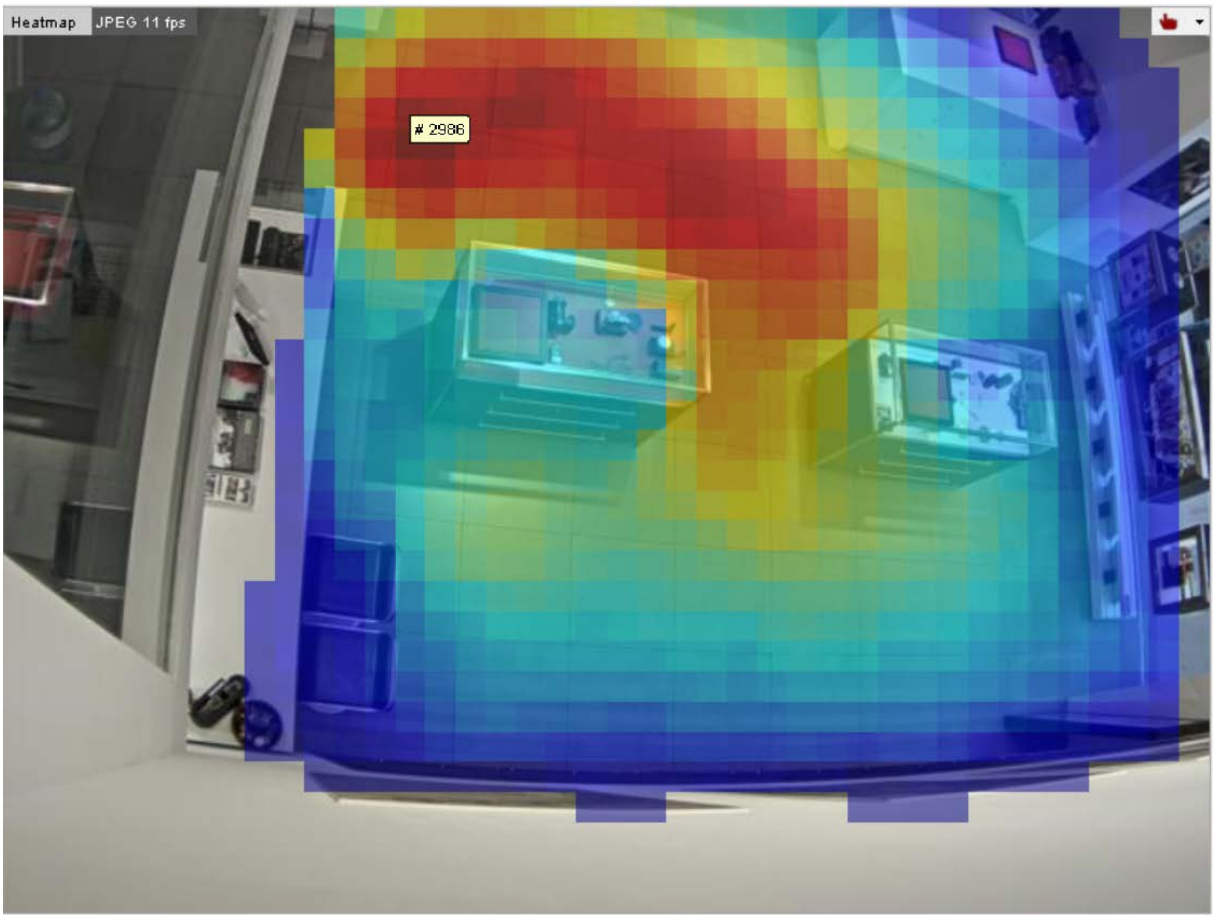

Fig. 1: Customer Movement

Legend: Max value (dark red) = 2,986 objects

Interpretation: The picture shows the typical movement of customers with a distinct flow from the entrance (left) to the information desk (top right) and to the two product displays and back.

4 Heat Map for Stops

The objective is to identify the number of customer stops in the area of interest.

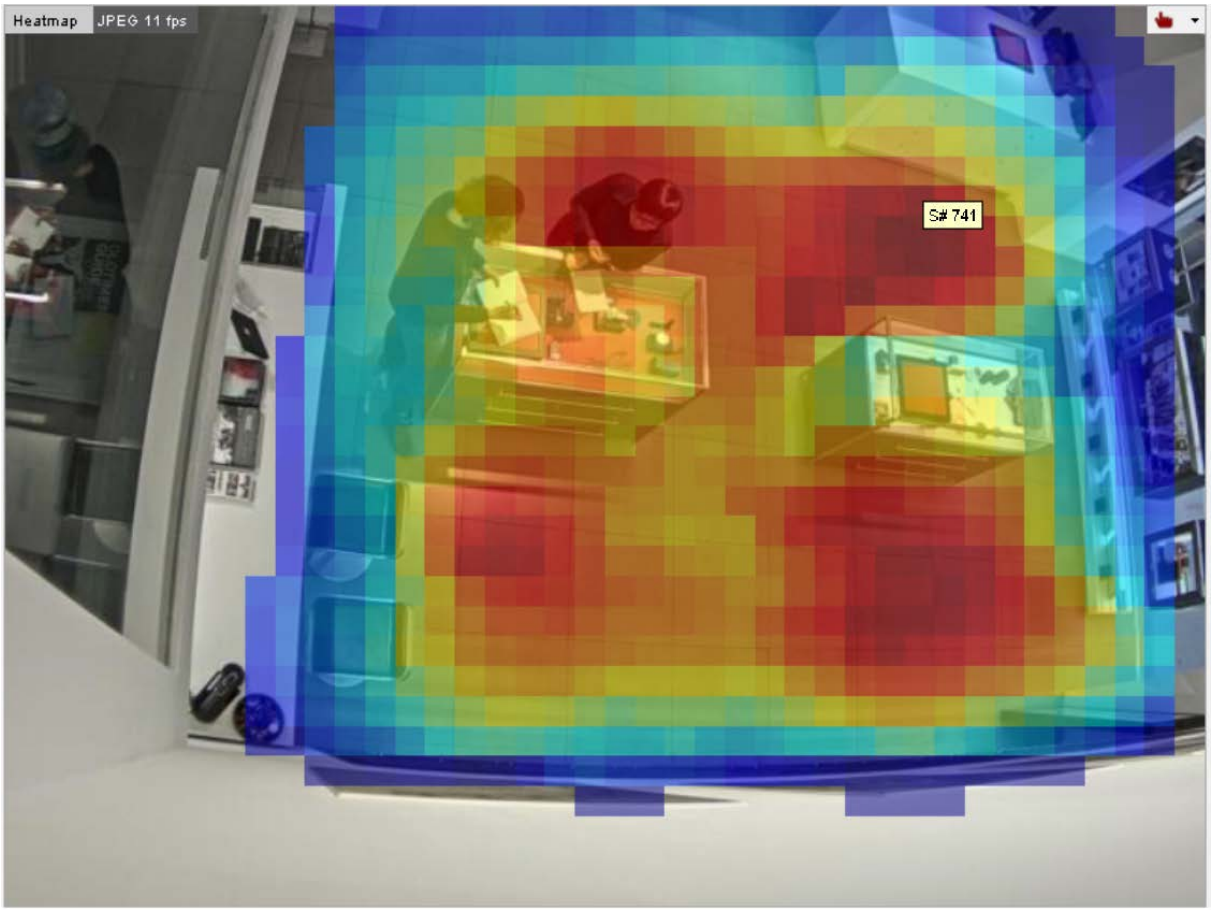

Fig. 2: Number of Customer Stops

Legend: Max value (dark red) = 741 objects

Interpretation: The number of stopping customers in the two product display areas is quite similar, with a slightly higher stopping rate at the upper right side.

5 Heat Map for Dwell Time

The objective is to identify the areas with the longest dwell time.

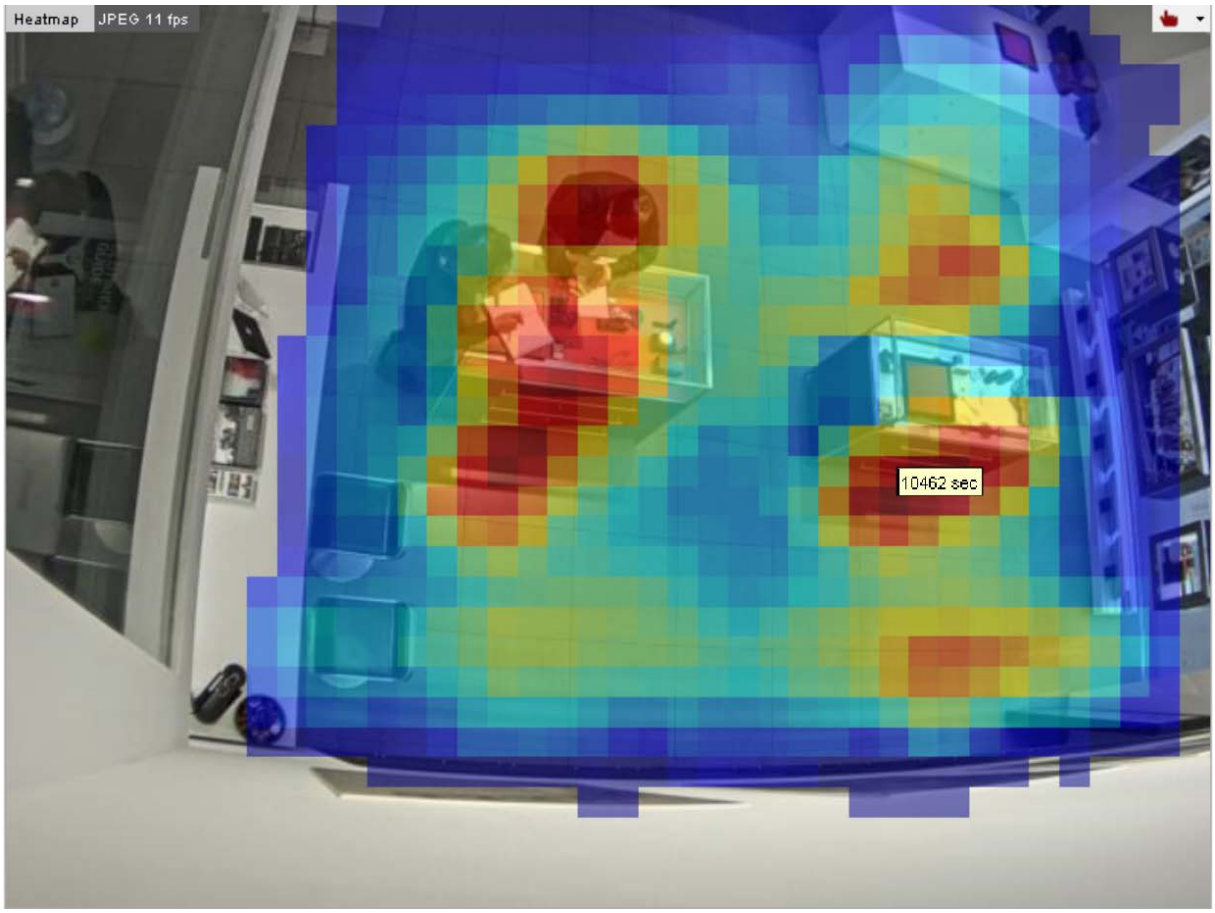

Fig. 3: Dwell Time

Legend: Max value (dark red) = 10,462 sec

Interpretation: as captured with the heat map, the image shows significant differences in the two product areas regarding the dwell time of customers!