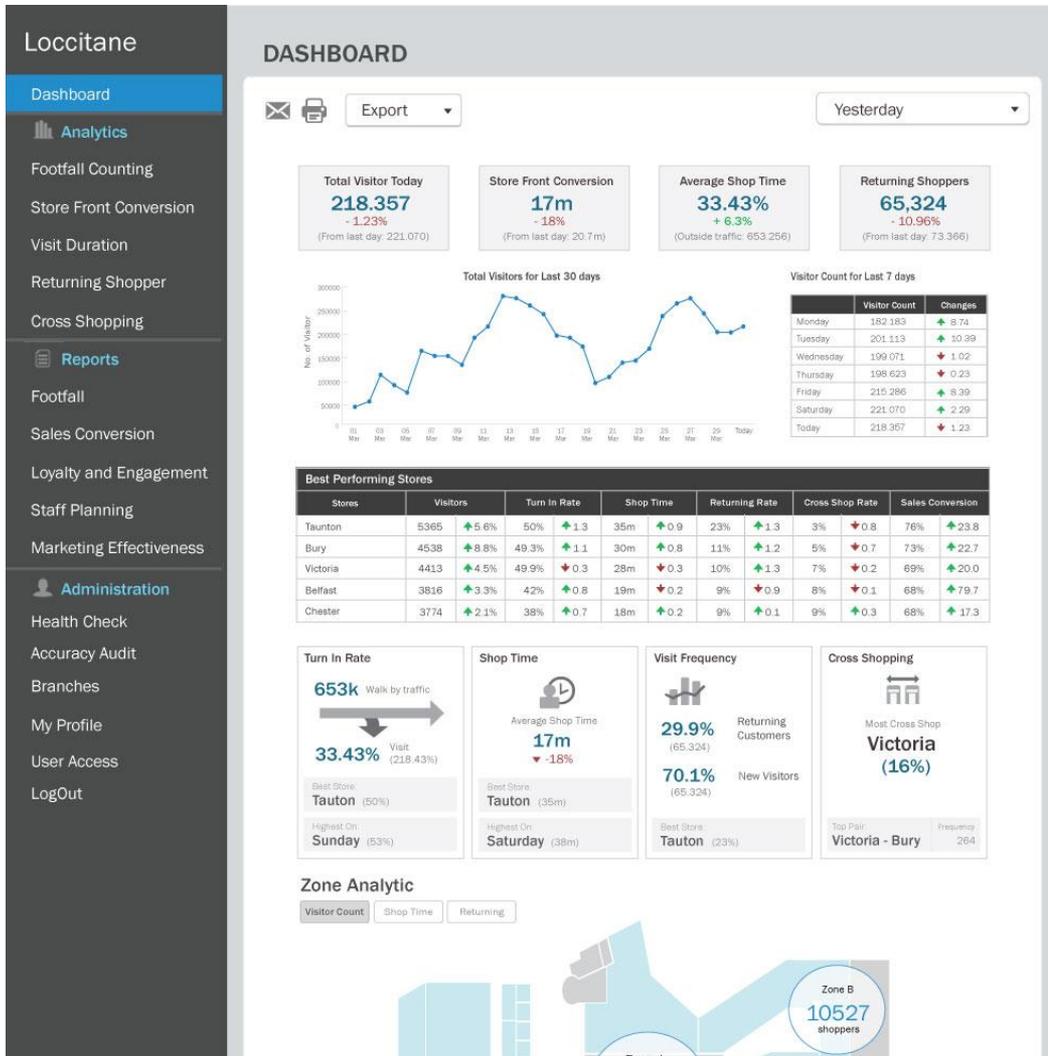# How to Use FootfallCam Analytics in Retail Business (Part 1)

- Footfall Counting
- Outside Traffic
- Visit Duration
- Returning Customers
- Cross Shopping
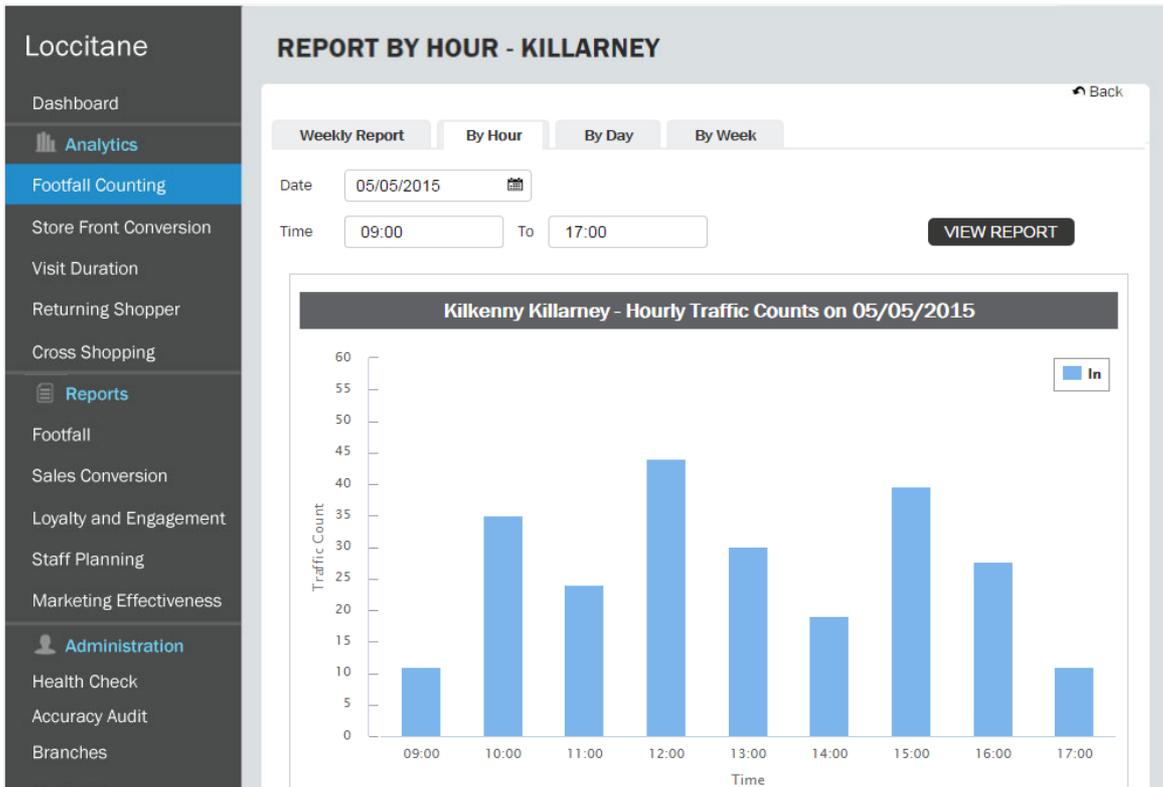
Graphs and Data

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

Analytics 8.0Data
How Many Customers Visited Your Store?

Segmenting footfall counting by time of day – hourly, daily, weekly, monthly, yearly – to give in-depth insights
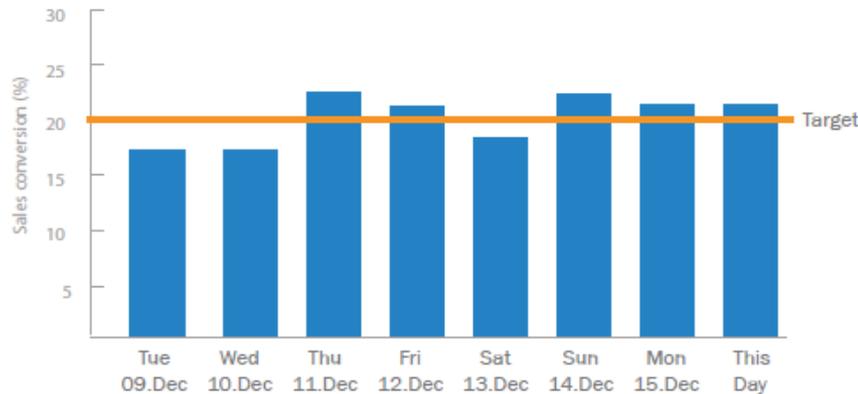
Combined with sales data and staff hours to optimize
- sales conversion
- staff planning

A. Sales Conversion Rate
How Much Sales have You Made?

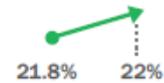Has your daily sales performance achieved your target? How do you improve your in-store operation ?

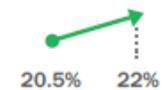**National Average**

This Day: **22** %

VS Last Week
21.8 %   21.8%   22%
        + 0.9%
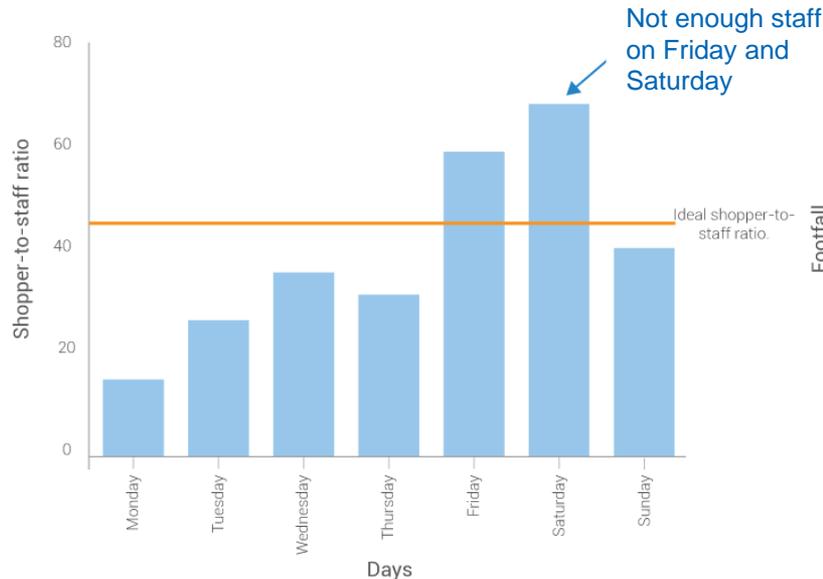
VS Yesterday
20.5 %   20.5%   22%
        + 7.3%

Sales Conversion

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

Combining footfall data with sales data allows you to identify the missed opportunity
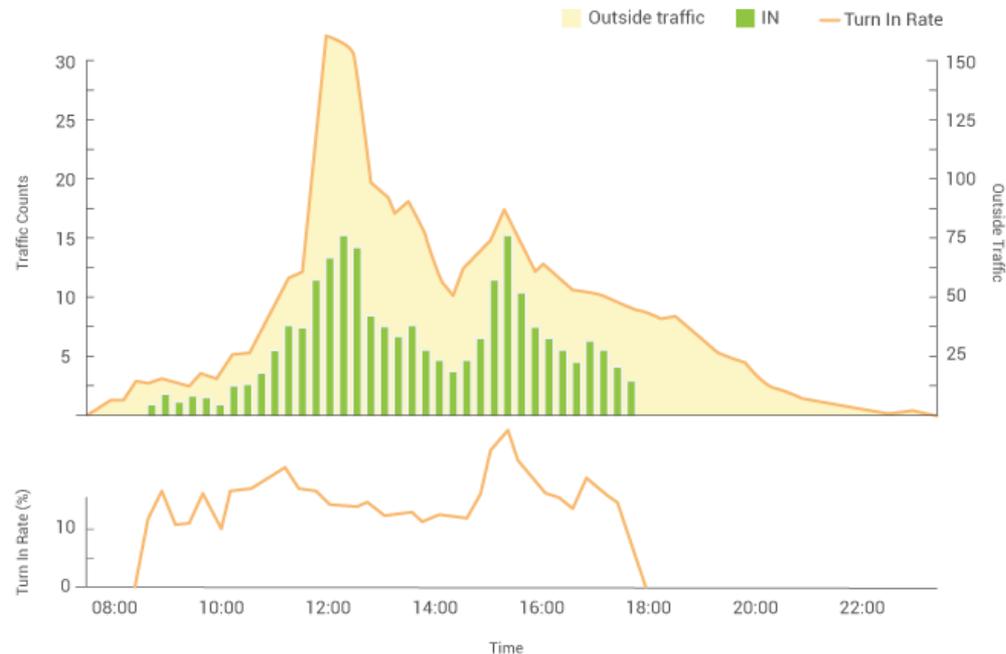
B. Staff Planning
Did Your Staff Allocation Align with the Traffic Flow?

Not enough staff on Friday and Saturday

Average Saturday Sales Conversion vs Staffing Level

Combined with footfall data, you can identify the shopper-to-staff ratio – maximizes profit by optimizing resources.
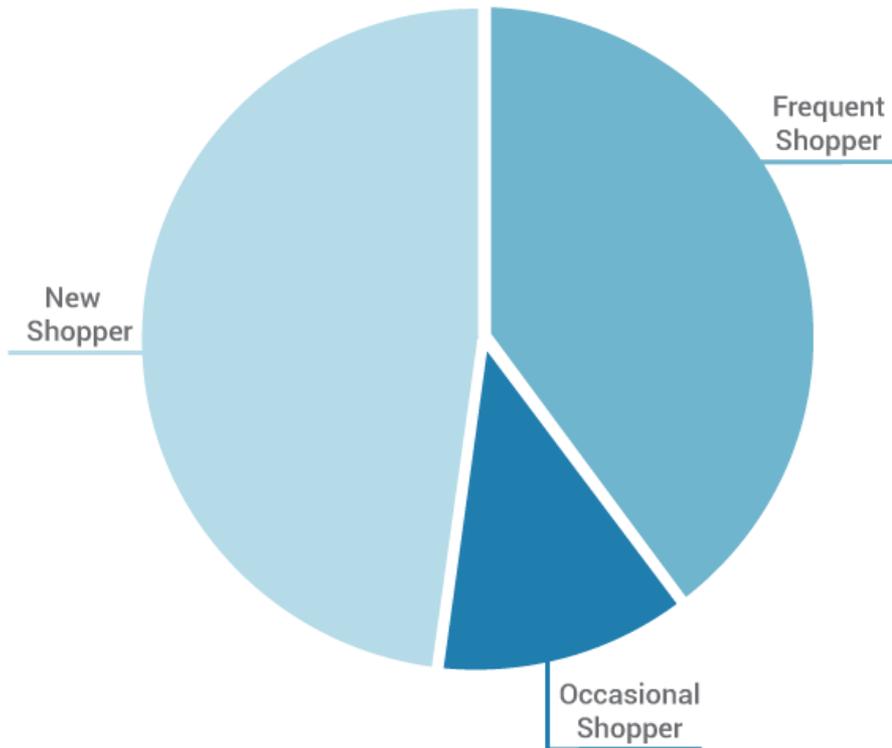
Store Front Conversion
How Many People Passing By has Visited Your Store?

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

Returning Customers
Quantify the Loyalty of your Existing Customer Base

Frequent Shopper

New Shopper

Occasional Shopper

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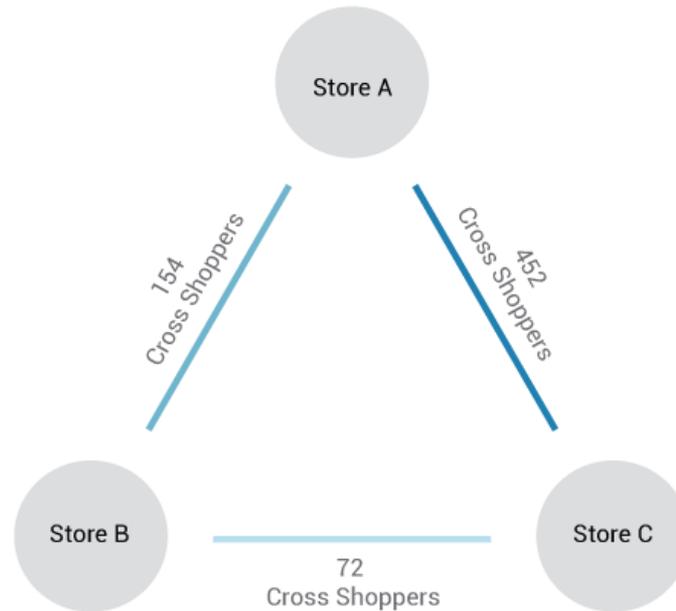
We can see how often shoppers shop at more than 1 store and identify the pattern of cross shopping.

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

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

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.

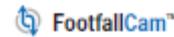- Designed for marketing manager to evaluate the effectiveness of marketing campaign
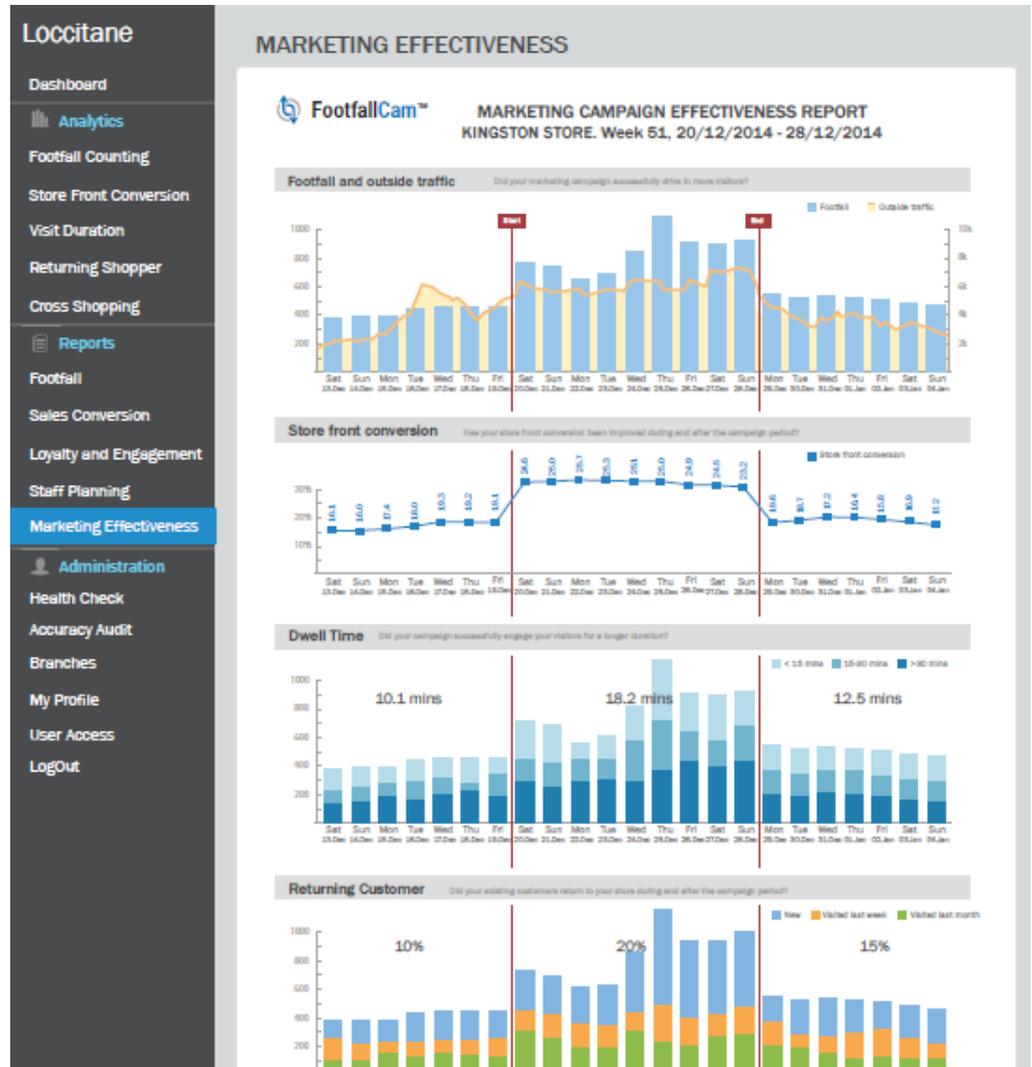
Loyalty and Engagement Report

- 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