

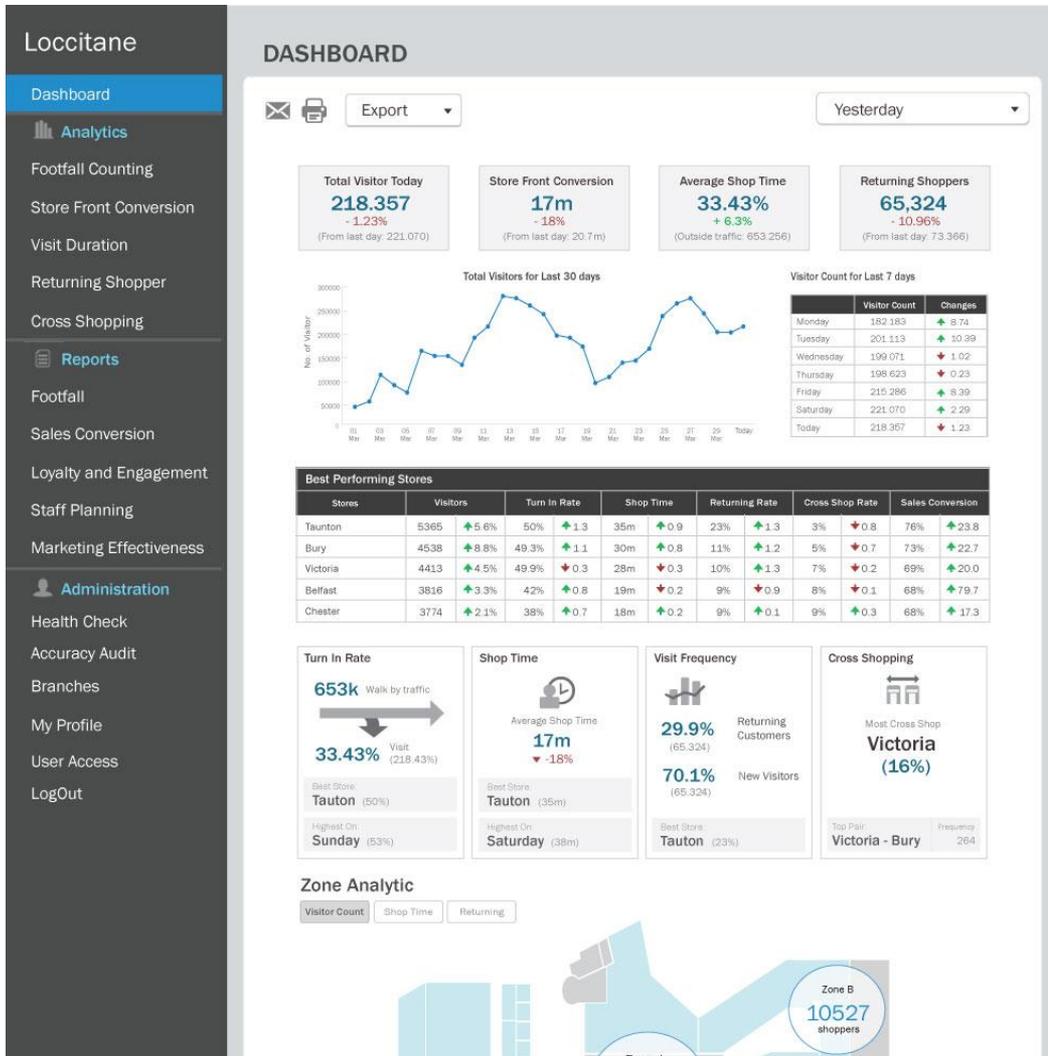
How to Use FootfallCam Analytics in Retail Business (Part 1)

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

Graphs and Data

Dashboard

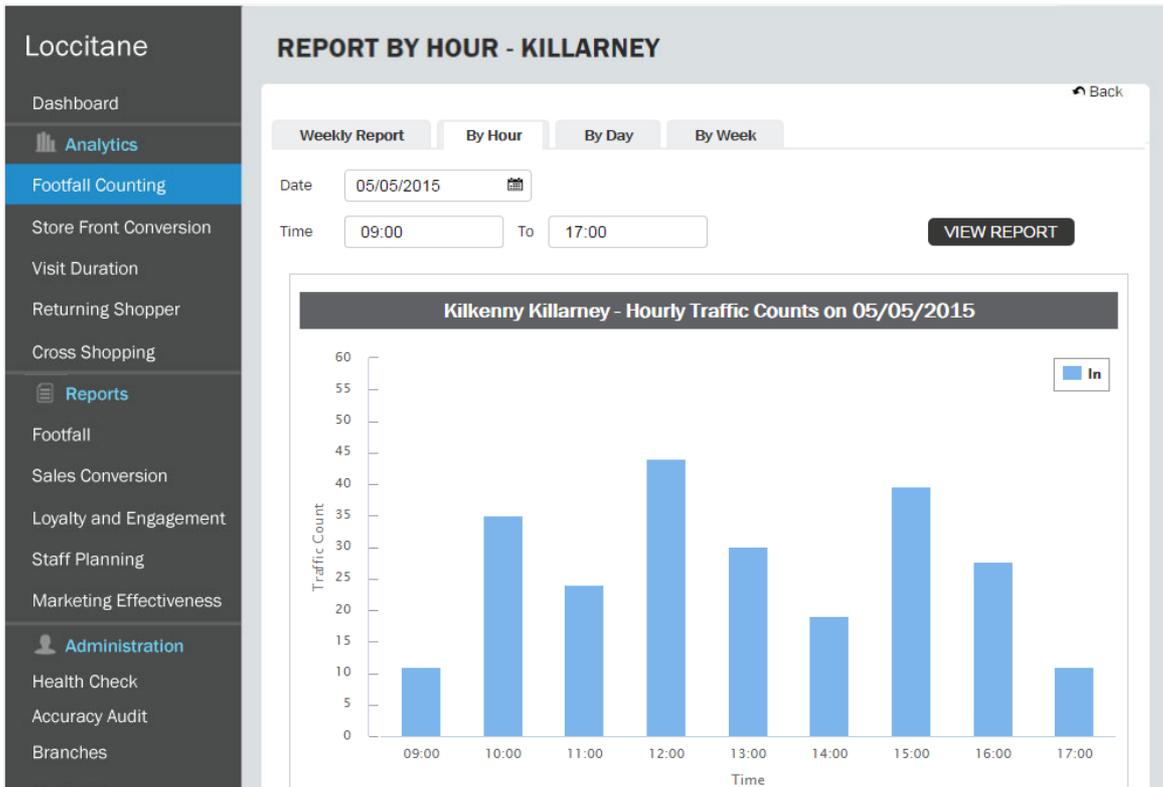
Seeing The Big Picture of Your Business



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

Analytics 8.0 Data

How Many Customers Visited Your Store?



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

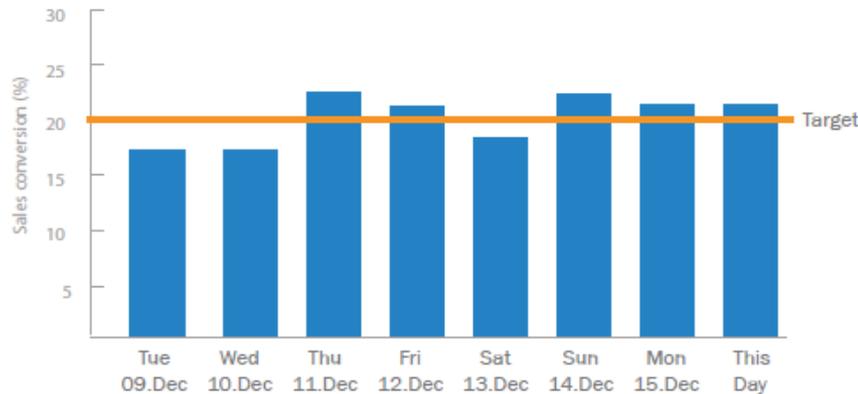
Combined with sales data and staff hours to optimize

- 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 ?

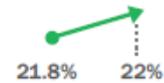


National Average

This Day: **22 %**

VS Last Week

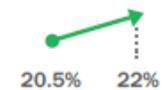
21.8 %



+ 0.9%

VS Yesterday

20.5 %



+ 7.3%

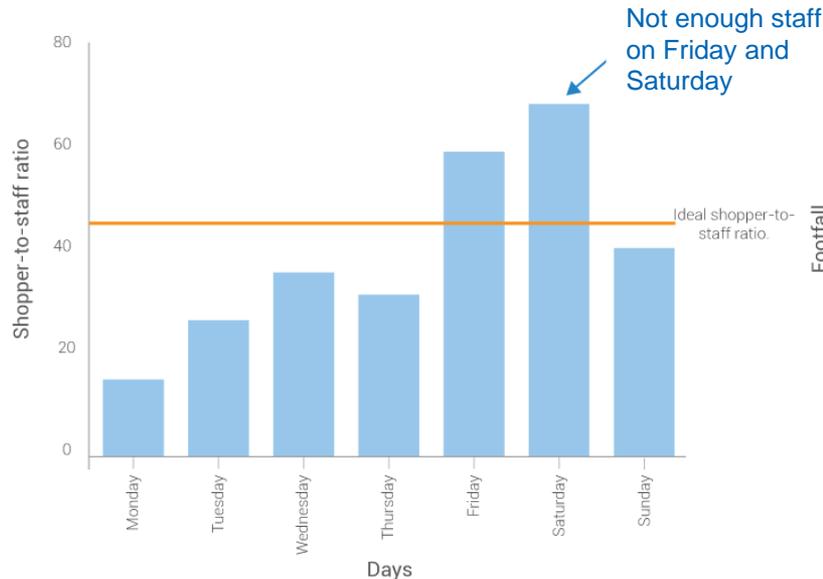
Sales Conversion

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

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

B. Staff Planning

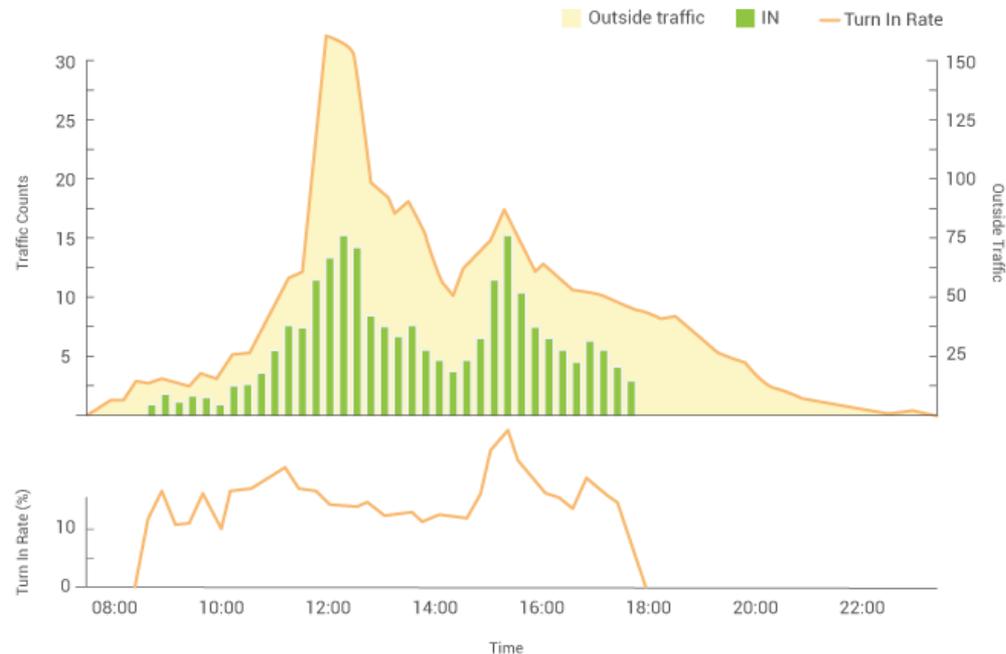
Did Your Staff Allocation Align with the Traffic Flow?



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

Store Front Conversion

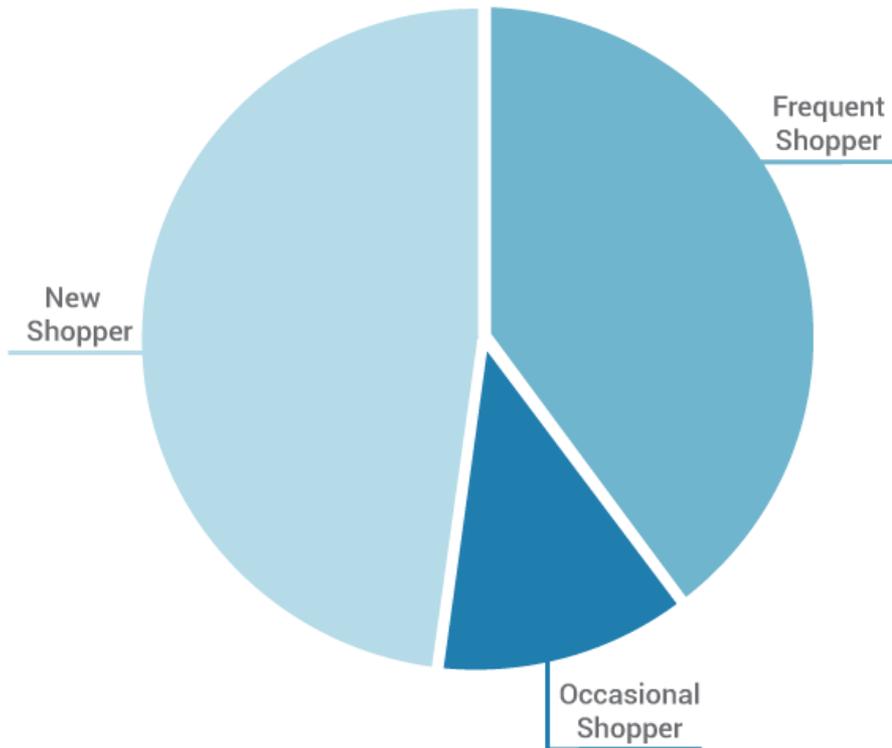
How Many People Passing By has Visited Your Store?



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

Returning Customers

Quantify the Loyalty of your Existing Customer Base

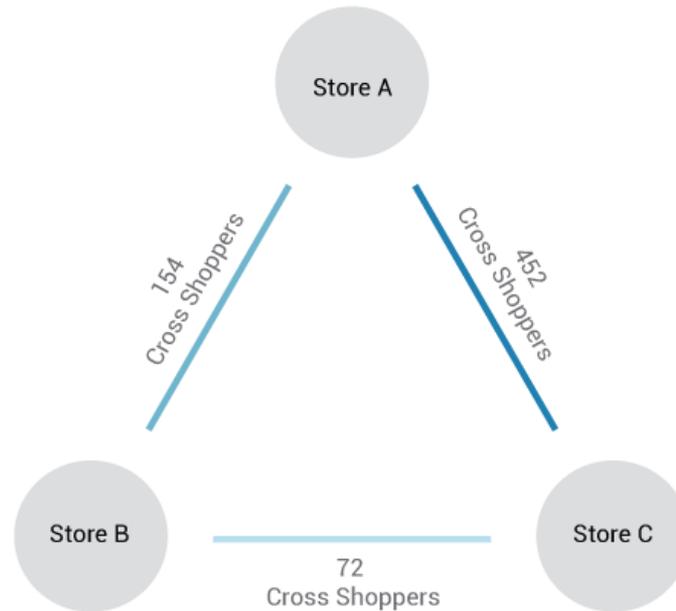


Using Wi-Fi beacon, we can distinguish if the customer has visited the store before by comparing the device's unique identifier code with previous record

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



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

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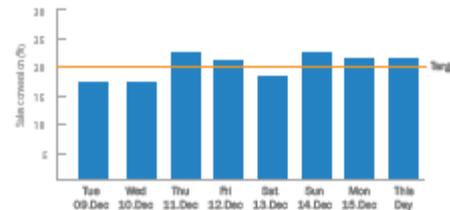
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SALES CONVERSION REPORT



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%**

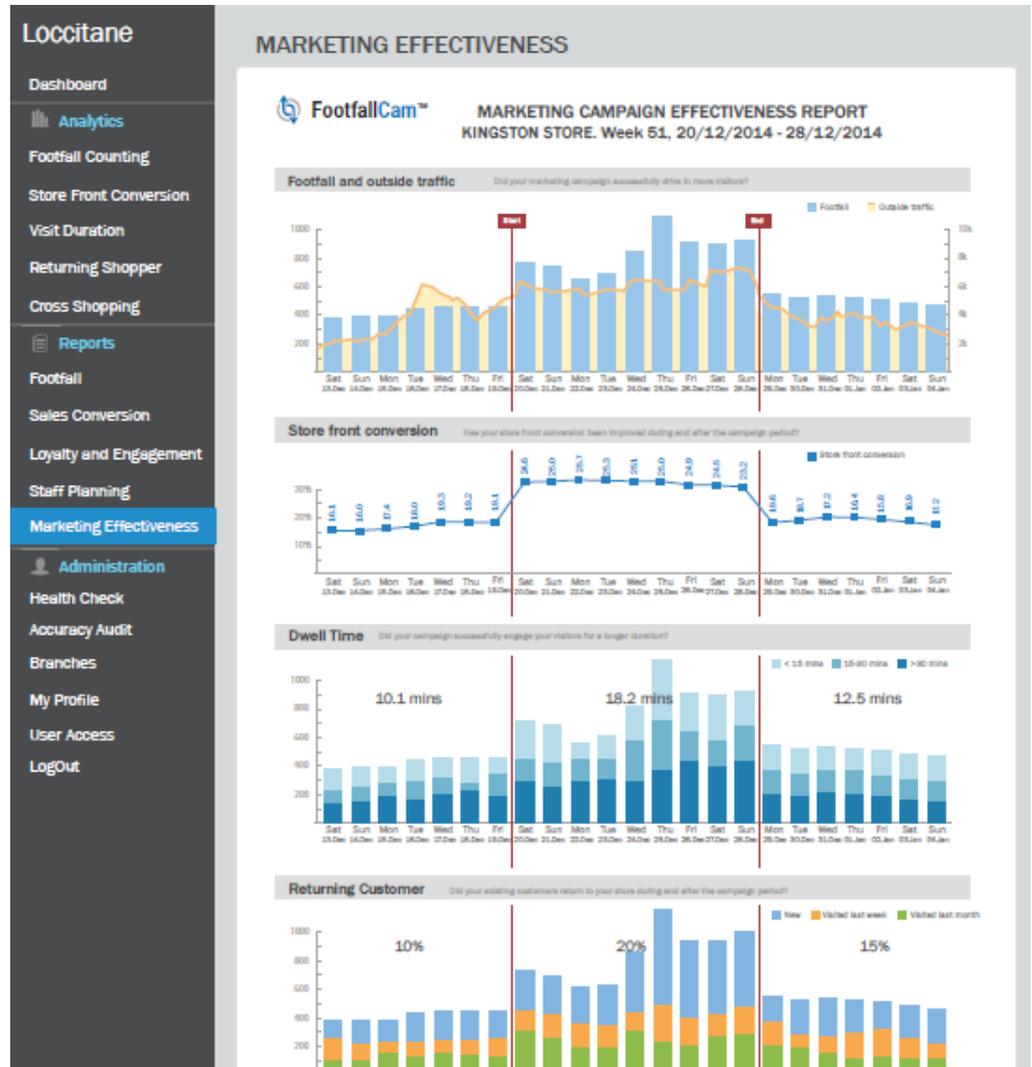
VS Last Week: **21.8%** ↑ 0.2%
21.8% → 22%

VS Yesterday: **20.5%** ↑ 7.3%
20.5% → 22%

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	+ 2.5	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	Luton	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	2105	📈	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	📈

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



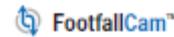
Loyalty and Engagement Report

- 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

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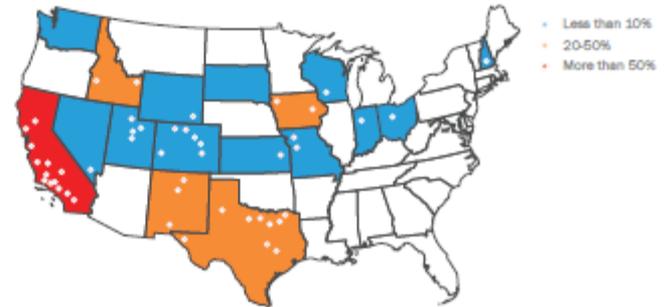
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LOYALTY AND ENGAGEMENT REPORT



LOYALTY AND ENGAGEMENT REPORT for December 2014

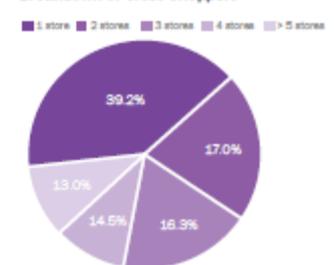
Are the stores in the most cross shopped region located too close to each other?
Should you increase the store number in low cross shopped region to maximize your market potential?



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