

Customer Behavior Heatmap System

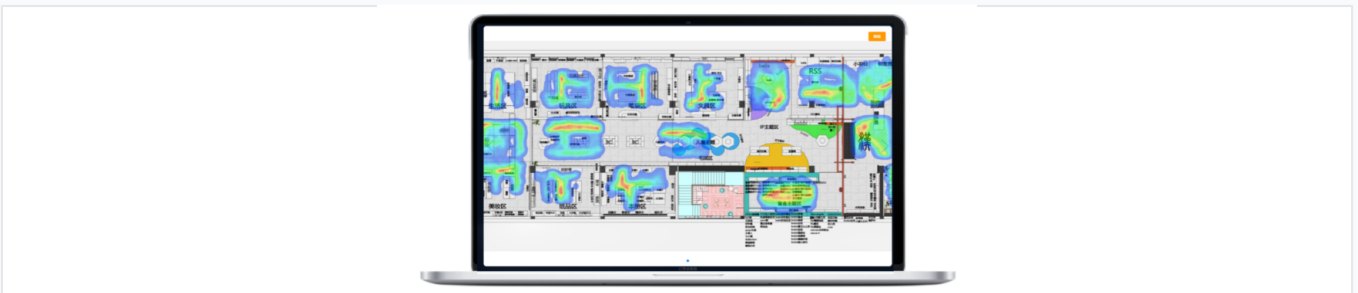
This system graphically displays areas with high customer flow and dwell times. The data helps improve area settings and product display.



ADDITIONAL IMAGES



Overview

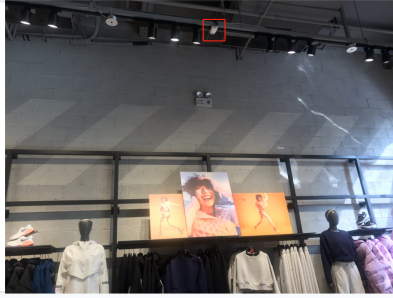


Color-coded heatmaps provide an intuitive understanding of density and activity levels within any given space.

Advanced Customer Behavior Analytics

The Customer Behavior Heatmap System is a comprehensive data visualization solution designed to track and analyze how customers interact with physical spaces. By graphically displaying high-traffic areas and long-stay zones, it empowers headquarters to optimize product displays and floor settings. This contactless system ensures accurate data collection without affecting the customer experience, providing real business value through efficient and cost-effective statistics.

Core Features



Sensors can be installed discretely to maintain store aesthetics while collecting accurate behavioral data.

Key Capabilities

Easy Installation, Multi-store Management, Data Aggregation, Visual Data Representation, Multi-dimensional Reports, Contactless Collection

Functionality

Tracking Metrics

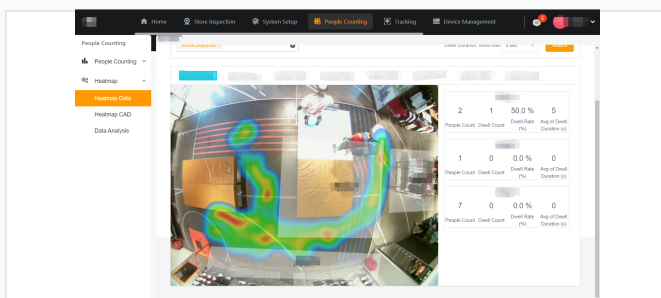
- People passing count
- Customer focus areas
- Stay duration (Dwell time)
- Walking trajectory tracking
- Commodity zone attraction analysis
- Dwell rate by zone

System Architecture

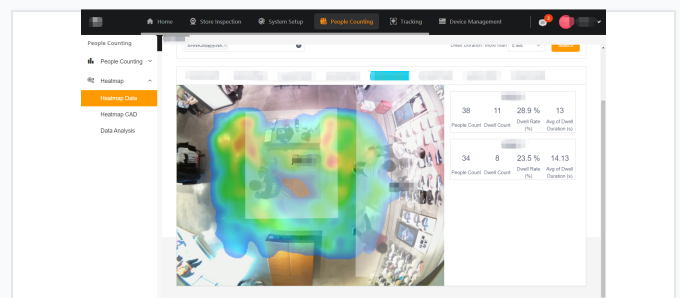
Multi-Device Integration

The system supports multi-device communication with automatic task assignment between units. This allows for seamless heatmap generation across entire merchandise areas, multiple floors, or large commercial centers.

Data Analytics



The dashboard provides real-time tracking of people counts, dwell rates, and average stay duration integrated with floor plans.



Detailed spatial analysis using CAD overlays to identify high-traffic zones and customer behavior patterns.

Analysis Tools

- Heatmap Data Visualization
- CAD Floor Plan Integration
- Hotspot Data Analysis
- Date Selection Filtering
- Layer Control (Show/Hide)

Application Scenarios



The system is ideal for retail environments to analyze how promotional sales and product placements affect customer flow.

Ideal Deployment Locations

Retail Stores • Commercial Centers • Merchandise Areas • Multi-floor Buildings • Hospitality • Urban Planning

Technical Performance

Key Performance Indicators

5 s

Min Dwell Threshold