

# Customer Traffic Heatmap Analytics Software

This software provides visual data aggregation of customer traffic in different scenarios. It generates multi-dimensional reports to improve area settings and product display.



## ADDITIONAL IMAGES



## Overview

### Customer Traffic Heatmap Analytics Software

This advanced analytics solution provides comprehensive insights into customer behavior by tracking movement trajectories and dwell times within retail environments. By generating visual heatmaps, the system enables businesses to optimize store layouts, product placement, and staffing levels based on real-world traffic data. Designed for seamless integration, it supports multi-device communication and centralized management across multiple floors or locations.

## Core Capabilities



The system utilizes concealed sensors for contactless data collection, ensuring accurate statistics without disrupting the customer experience.

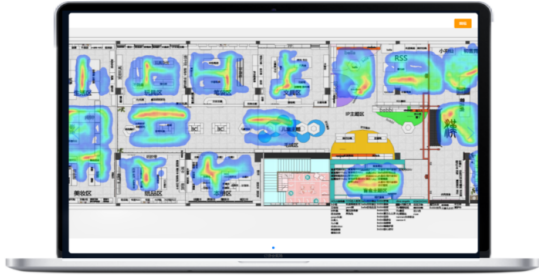
### Key Features

Multi-store management, Data aggregation, Visual data representation, Multi-dimensional reports, Contactless data collection

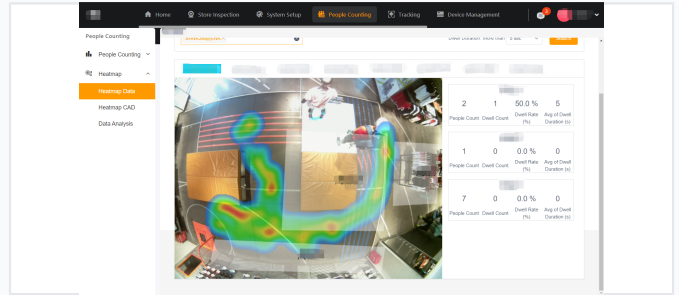
### Installation Style

Concealed installation

## Analytics & Functionality



Visual data representation of customer flow across different zones, allowing for precise identification of high-traffic areas.



Comprehensive data analysis tools enable store managers to monitor dwell duration and traffic patterns effectively.

### Analysis Functions

- People counting (pass, focus, stay)
- Dwell time analysis
- Movement trajectory tracking
- Commodity zone attraction analysis
- Automatic task assignment between devices

### Application Scenarios

Merchandise areas • Retail stores • Floors • Commercial centers