

# Museum People Flow Analytics

Recommended for Museums

## CUSTOMER REQUIREMENTS

- Measure Visitor Counts and People Flow in different areas of the Museum.
- Data Visualisation to identify visitors patterns and demographics.
- AI to learn, and predict the expected visitor behaviours in future events.
- Operation workspaces to allocate the right level of staffing resources.
- [Case Studies >>](#)

## 2 TYPES OF DEPLOYMENTS

- **Entrance Only** - How many visitors? Who are they?
- **Entrance + Area** - The number of visitors in each room during a special exhibition. [Sample Floor Plans](#)

## SYSTEM DESIGN

### Equipment:

- [FootfallCam 3D Pro2](#) - Count visitor In/Out on entrances.
- [FootfallCam Centroid](#) - Reusing existing CCTV camera for the number of visitors per room.
- [FootfallCam V9 Cloud](#) - Dashboards, AI and operation workspaces for Museums.

### Metrics:

- **FootfallCam Data:** [Visitor Count \(In/Out\)](#), [Live Occupancy Count](#), [Dwell Time](#)
- **Data Add-Ons:** Population Data, Economic Data, Global Holidays Data, Weather Data,
- **Customer Data:** Ticketing sales, merchandising sales, staff numbers.

### Use Cases:

- **Directors:** [Portfolio Overview](#), [Live Dashboard](#), [Traffic Analysis Report](#), [Area People Flow](#), Funding Justification
- **Marketing:** [Event Uplift](#), [Event Performance Tracker](#), [Event Compare](#)
- **Sales:** Ticketing audits
- **Operation:** [Staff Scheduling](#)
- **Data Analyst:** Report Builder, Investigative Workspace, Query Builder
- [Explore more >>](#)

### Maintainability:

- Dedicated Account Manager - for each museum customer.
- Self Support: Health Check, [Support Helpdesk](#)
- Support Contract: [Support Contract Template](#), Field Service Price List

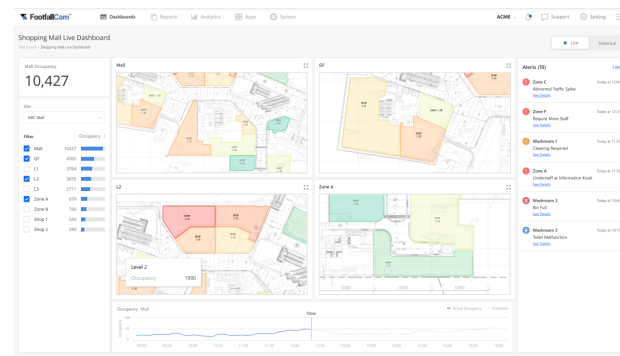
### Reliability:

- [Data Accuracy](#), [RMA process](#)
- [System Uptime SLA](#)
- [Security and Privacy](#)

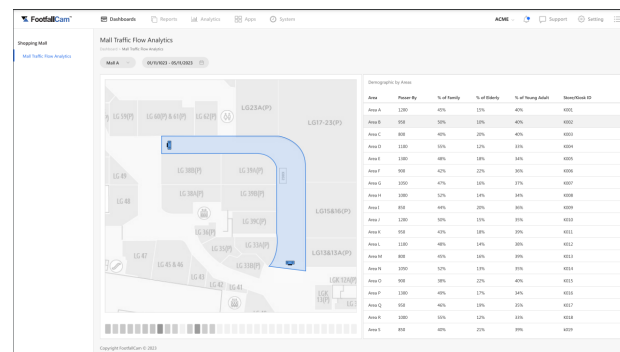
### Installations:



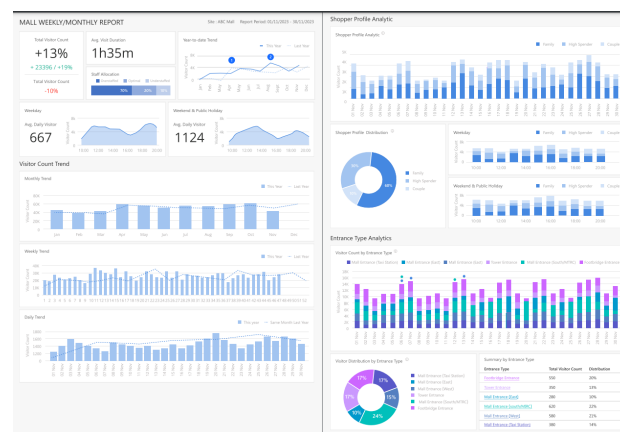
Installed in over 850 malls around the world.



[Live Operational Dashboard](#)



[Area People Flow](#)

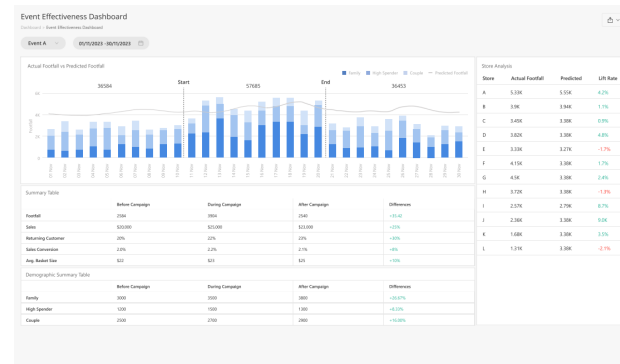


[Trend Analysis Report](#)

- [Project Management Process](#)- Project Scoping, Configuration, Data Audit, Review and Feedback -Your selected installation partner or by a FootfallCam approved installer
- Configuration- Inclusive Area Planning, System Configuration and Data Audit, [Accuracy tuning service](#)

#### Data Integration:

- **Import and Export data** - Raw sensor data and AI metrics data can be added into your BI systems such as Power BI. Analytics Manager V9 comes with [custom API](#) or ready made [PowerBI connectors](#).
- **Customisation Support** - up to 2,000 FREE engineering hours



[Event Performance Tracker](#)

#### NEXT STEPS

##### Buying Process:

- RFP - [Request for Proposal template](#)
- Pilot - [Pilot Project template](#)
- RFQ - [Request for Quotation template](#)

### Executive Summary

- ✓ FootfallCam is the global leader in Visitor Analytics for Museums.
- ✓ Live dashboards for operation team to manage the crowd for different area during events
- ✓ Combining with their event data, for justification, audit and operation recommendations.
- ✓ Local support of Footfallcam.

##### References:

- FootfallCam for Museum Powerpoint [Slides](#)
- FootfallCam 3D Pro2 People Counter [Datasheet](#)
- FootfallCam V9 Essential Edition [Datasheet](#)
- FootfallCam 3D Pro2 [Installation Guide](#)
- [GDPR compliance](#)
- [Warranty And RMA Policy](#)
- [Service Level Agreement \(SLA\)](#)