Post Event Evaluation dashboard

Post Event Evaluation Dashboard

Dashboard > Post Event Evaluation Dashboard

Christmas 2022 Sale ⌄   01/12/2022 - 03/01/2023 📅
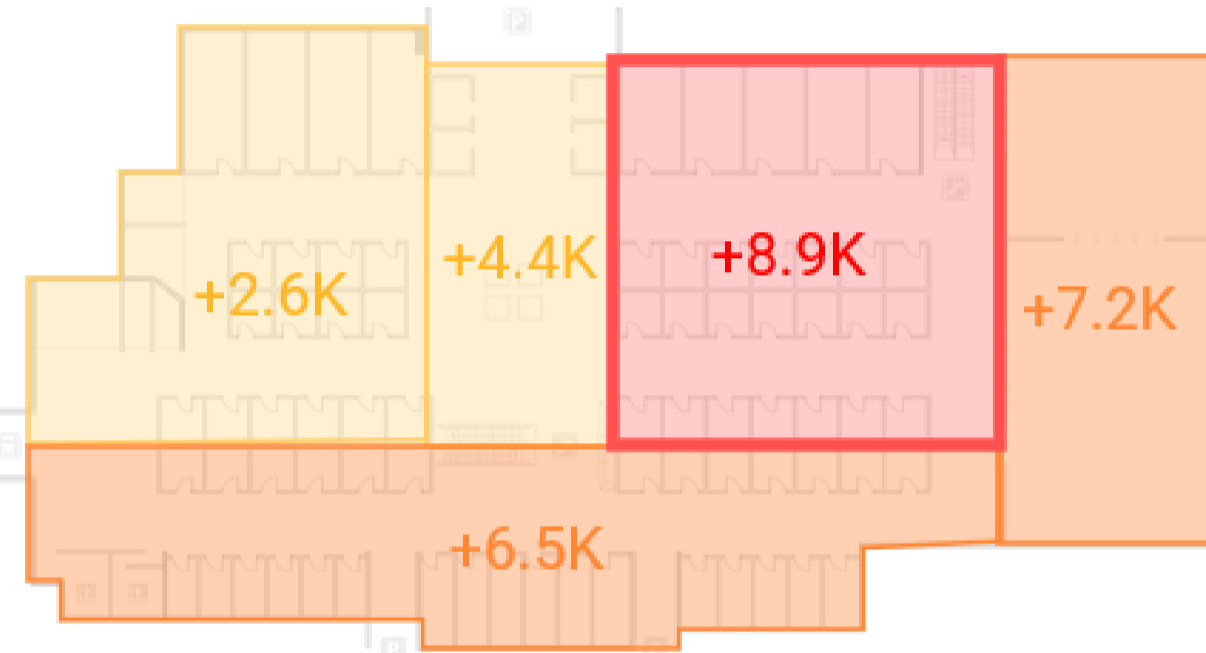
Total Footfall
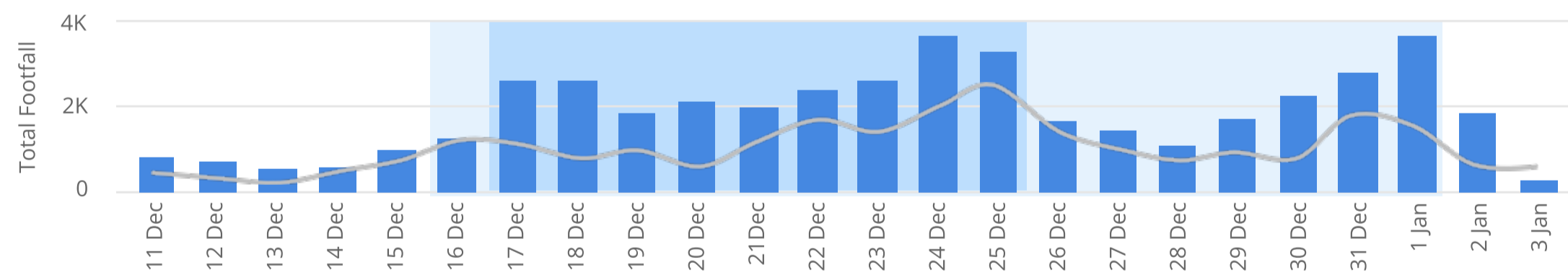
58.6K

+ 23396 / +19%

Avg. Dwell Time ⓘ

4h32m

+ 48m / +23%

Zone Analytics   1F- Luxury Retail

+2.6K   +4.4K   +8.9K   +7.2K

+6.5K

Total Footfall (Actual vs Prediction)   1F- Luxury Retail

Actual Footfall   — Predicted Footfall   Evaluation Period   Event Period

Avg.Dwell Time (Actual vs Prediction)   1F-Luxury Retail

Avg Dwell Time   — Predicted Avg Dwell Time   Evaluation Period   Event Period

Footfall and Avg.Dwell Time by Zone   1F- Luxury Retail

Zone ↑	Total Footfall ↑	vs. Predicted Footfall ↑	Avg. Dwell Time ↓	vs. Predicted Avg. Dwell Time ↑	% of Engaged shopper ↑
GF - Centre Court	9.2K	+2.2K /+26%	2h15m	+1h20m /+26%	64%
1F - Luxury Retail	8.9K	+2.0K /+23%	2h10m	+1h15m /+22%	62%
2F - Fashion Avenue	7.3K	+1.8K /+20%	2h02m	+1h04m /+20%	55%
GF - Fashion Avenue	7.2K	+1.3K /+19%	1h25m	-0h10m /-10%	52%
1F - Anchors	7.1K	+1.2K /+16%	1h18m	+0h48m /+15%	54%
GF - Food Republic	6.5K	+1.0K /+15%	1h15m	+0h35m /+12%	52%
2F - Dining	6.2K	+1.0K /+13%	1h12m	-0h14m /-11%	43%
1F - Dining	6.1K	+1.3K /+12%	1h04m	+0h17m /-10%	41%
2F - Anchors	5.2K	+0.8K /+10%	1h02m	+0h15m /-8%	40%
3F - Electronic	5.0K	+0.7K /+11%	0h58m	+0h24m /-15%	40%
1F - Accessories	4.2K	+0.6K /+11%	0h55m	+0h12m /+5%	37%
3F - Homewares	4.1K	-0.9K /-12%	0h52m	-0h26m /-13%	34%
2F - Kids Apparels	4.0K	-1.0k /-10%	0h45m	-0h28m /-17%	30%
1F - Services	3.5K	+1.7K /+15%	0h43m	+0h35m /+13%	25%
3F - Entertainment	3.1K	+0.6K /+11%	0h40m	+0h38m /+14%	22%
2F - Health & Beauty	2.5K	+0.4K /+9%	0h35m	+0h25m /+18%	15%
GF - Services	2.2K	+0.2K /+5%	0h25m	+0h05m /+7%	12%