

Zone Traffic Analytics Dashboard

Dashboards > Mall Performance Dashboard

1F-Luxury Retail, 1F..

Last 3 Months

Total Footfall ^①

58.6K

+43396 / +19%

Avg. Dwell Time ^①

4h32m

+48m / +23%



Zone Ranking per Floor 1F ^①

Rank	Zone	Engaged Shopper
#1	1F – Luxury Retail ★	5.5K
#2	1F – Fashion Avenue	4.6K
#3	1F – Parkson Elite	3.2K
#4	1F – Centre Court	2.9K
#5	1F – Fashion Couture	2.1K

Footfall and Avg. Dwell Time by Zone ^①

1F-Luxury Retail is the zone with the highest number of engaged shoppers where they spent averagely 1 hour and 4 minutes in the zone.

Zone	Total Footfall	Avg. Dwell Time	% of Engaged Shopper	Total Engaged Shopper
1F – Luxury Retail	8.1K	1h04m	68%	5508
GF – Gourmet	12.6K	1h04m	42%	5292
GF – Food Republic	8.1K	1h04m	68%	5508
GF – Merchant Grocer	12.6K	1h04m	42%	5292
1F – Fashion Avenue	8.1K	1h04m	68%	5508
1F – Centre Court	12.6K	1h04m	42%	5292
6F – Cinema	8.1K	1h04m	68%	5508
6F – Food Republic	12.6K	1h04m	42%	5292
1F – Parkson Elite	8.1K	1h04m	68%	5508
3F – Home & Living	12.6K	1h04m	42%	5292
2F – Kids Clothing	12.6K	1h04m	42%	5292

