

FOOTFALLCAM - FFCMSIA - DEMOGRAPHIC ANALYSIS REPORT

Report Period: 25/01/2020 - 31/01/2020

Total Visitor Count

2598

▲ 8.0%

Sales Volume (USD)

250,921

▲ 8.0%

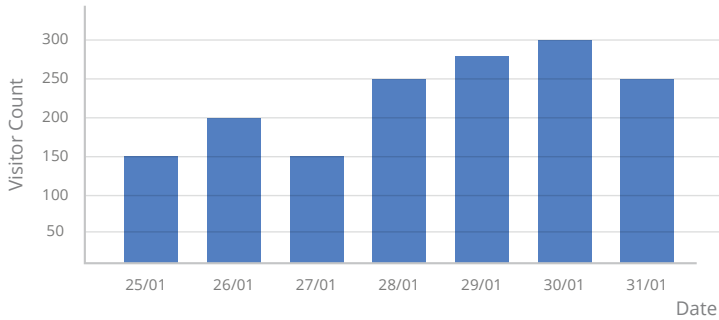
Sales Conversion (%)

50.2

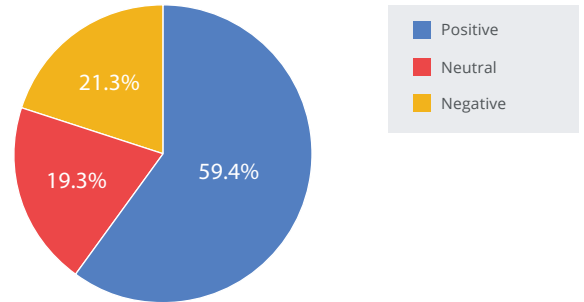
▲ 3.0%

RETAIL MARKET - DEMOGRAPHIC ANALYSIS

VISITOR COUNT



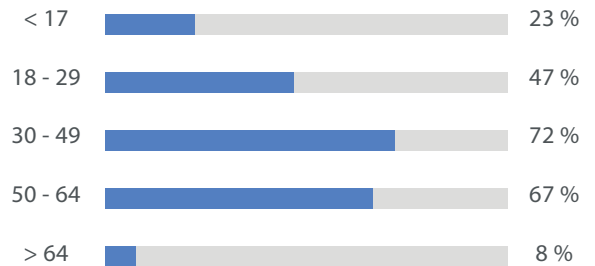
CUSTOMER SENTIMENT



GENDER



AGE GROUP



MALE VS AGE GROUP



	< 17	18 - 29	30 - 49	50 - 64	> 64
25 Jan 2019	12	12	29	5	9
26 Jan 2019	2	11	39	15	12
27 Jan 2019	6	9	42	8	10
28 Jan 2019	5	18	41	15	16
29 Jan 2019	6	15	50	15	6
30 Jan 2019	4	6	34	48	43
31 Jan 2019	18	16	27	15	12

FEMALE VS AGE GROUP



	< 17	18 - 29	30 - 49	50 - 64	> 64
25 Jan 2019	8	9	31	5	8
26 Jan 2019	3	11	27	11	12
27 Jan 2019	5	9	38	9	8
28 Jan 2019	9	13	46	17	16
29 Jan 2019	11	18	55	13	8
30 Jan 2019	4	8	39	42	37
31 Jan 2019	8	12	24	19	16

DEMOGRAPHIC ANALYSIS BY CATEGORY

Category	Sales Volume (USD)	Sales Conversion (%)	Gender (%)		Age Group (%)					Customer Sentiment (%)		
			Male	Female	< 17	18 - 29	30 - 49	50 - 64	> 64	Positive	Neutral	Negative
Fresh Food Dept.	65,895	20	12	88	12	22	33	18	15	68	12	20
Process Food Dept.	88,721	30	35	65	6	45	31	25	24	35	35	30
Clothing Dept.	33,550	10	20	80	16	10	32	31	11	80	20	10
Accessory Dept.	16,590	20	55	45	5	43	26	13	12	70	55	20
Pet Dept.	7,103	30	67	33	15	33	22	18	12	43	27	30
Toy Dept.	8,950	10	42	58	24	31	23	25	16	48	42	10
Electronic Dept.	32,112	20	75	25	11	32	10	31	8	45	35	20