

Mall People Flow Analytics

Recommends for large shopping malls with more than 100,000 Sq Ft.

CUSTOMER REQUIREMENTS

- Measure Visitor Count and People Flow in different areas of the Mall.
- Data Visualisation to identify visitors patterns and demographics.
- AI to learn, and predict the expected visitor behaviours in future events.
- Operation workspaces to maximise revenue and efficiency.
- [Case Studies >>](#)

3 TYPES OF DEPLOYMENTS

- **Entrance Only** - How many visitors? Who are they?
- **Entrance + Area** - Hot and cold zones for rental justification
- **Entrance + Area + Shops** - Where did the visitors shop?
Comprehensive shopper profiling at different events

SYSTEM DESIGN

Equipment:

- [FootfallCam 3D Pro2/ 3D Extend](#) people counter - Count entrance In/Out.
- [FootfallCam Centroid](#) - Count passage by reusing existing CCTV.
- [FootfallCam V9 Cloud](#) - Enterprise graded Software.

Metrics:

- **FootfallCam Data:** [Visitor Count \(In/Out\)](#), [Outside Traffic](#), Turn in Rate, [Dwell Time](#), [Returning Customer](#), [Live Occupancy Count](#), [Group Count](#)
- **Data Add-Ons:** Population Data, Economic Data, Global Holidays Data, Weather Data

Use Cases:

- **CEO:** [Portfolio Overview](#), [Live Dashboard](#), [Trend Analysis Report](#)
- **Marketing:** [Event Uplift](#), [Event Performance Tracker](#), [Event Compare](#)
- **Sales:** [Tenant Rental Justification](#), [Shopper Demographics](#), [Area People Flow](#), Visit Patterns
- **Operation:** [Washroom Clean Scheduling](#), [Staff Scheduling](#)
- **Data Analyst:** Report Builder, Investigative Workspace, Query Builder
- [Explore more >>](#)

Maintainability:

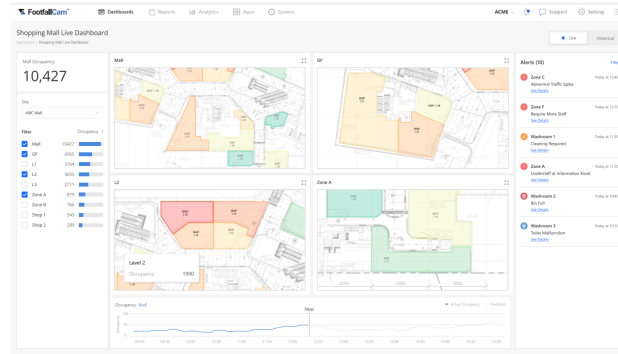
- **Data Usefulness and Process Consistency for 15 years**
- Dedicated Account Manager - for each mall customer.
- System Visibility - [Monthly Service Reporting](#), [Proactive Alerts](#), [Proactive Support](#) . [Data Integrity](#)
- [Support Helpdesk](#)
- [Support Contract Template](#), [Equipment Price List](#), Field Service Price List
- Long Term Growth - [AI](#), [FaceCam](#). No.1 and getting stronger.

Reliability:

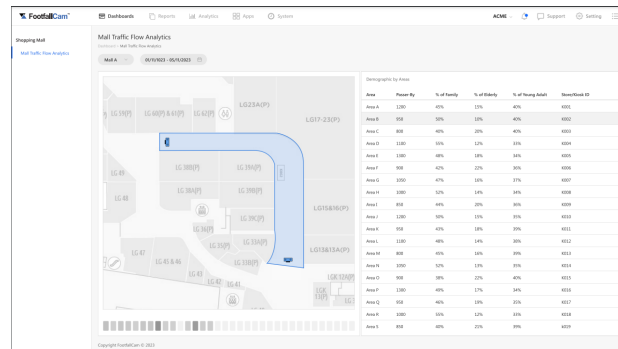
- [Data Accuracy](#), [RMA process](#)
- [System Uptime SLA](#)
- [Security and Privacy](#)



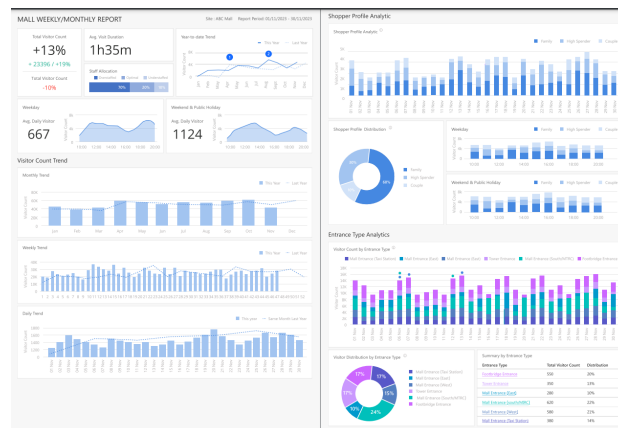
Installed in over 850 malls around the world.



[Live Operational Dashboard](#)



[Area People Flow](#)



[Trend Analysis Report](#)

Installations:

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

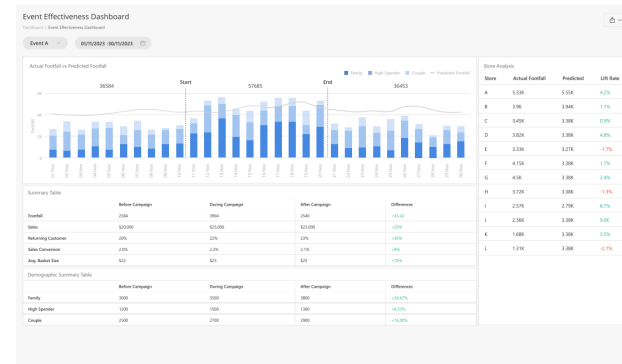
Data Integration:

- **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

NEXT STEPS

Buying Process:

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



[Event Performance Tracker](#)

Executive Summary

- ✓ FootfallCam is the global leader in Visitor Analytics for Shopping Malls.
- ✓ With over 850 shopping centre deployments, FootfallCam has proven to deliver reliable data to mall owners.
- ✓ Comprehensive set of processes and support ensure the system would operate reliably for the next 15 years.
- ✓ Operation Workspaces and AI prediction models help to maximise revenue and efficiency.

References:

- FootfallCam for Shopping Mall 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 \(SLA\)](#)