

FOOTFALLCAM – FFC_MSIA – PRODUCT ENGAGEMENT REPORT

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

Total Product

309

Total Product Engagement

15332

Total Product Touched

7800

Highest Product Engagement Rate

44.18%

Soy Protein (Chocolate)

Highest Product Touched Rate

99.31%

L.O.C. Kitchen Cleaner

Highest Product Sales Conversion

92.31%

Anti Hairfall Conditioner

Total Category

7

Total Category Engagement

15332

Total Category Touched

7800

Highest Category Engagement Rate

39.79%

XS

Highest Category Touched Rate

85.22%

Personal Shopper

Highest Category Sales Conversion

95.45%

Home Tech

NOTES

PRODUCT PASSER-BY

The number of people who pass by the shelf and product without taking into account whether he/she engages with the product.

PRODUCT ENGAGEMENT

When an individual stay [at a distance within 50cm (Default Threshold) from the Observe Zone] and facing it for more than 5 seconds (Default Threshold), then it is counted as one product engagement.

PRODUCT TOUCHED

When an individual touch the product, then it is counted as one product touched.

PRODUCT ENGAGEMENT RATE

The percentage of individuals that engage with the product zone based on the number of product engagements and the number of product passer-by. [Product Engagement Rate = Number of Product Engagement/ (Number of Passer-By + Number of Product Engagement)]

PRODUCT TOUCHED RATE

The percentage of individuals that touch the product based on the number of product touched and the number of product engagement. [Product Touched Rate = Number of Product Touched/ Number of Product Engagement]

PRODUCT ENGAGEMENT DURATION

The engaged duration on the product.

SKU SALES CONVERSION

The sales conversion of the product by dividing the quantity sold within a period of time by the number of product touched in that same period.

PRODUCT ENGAGEMENT ANALYSIS

TOP 20 PRODUCTS BY PRODUCT ENGAGEMENT RATE

Product	Category	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
Soy Protein (Chocolate)	Nutrillite	369	292	60	30	44.18%	20.55%	50.00%
Iron Folic	Nutrillite	316	249	58	36	44.07%	23.29%	62.07%
Firming Mask	Artistry	297	229	190	65	43.54%	82.97%	34.21%
Enriching Eye Cream	Artistry	400	300	225	125	42.86%	75.00%	55.56%
Daily (120tab)	Nutrillite	385	285	150	100	42.54%	52.63%	66.67%
Soy Protein (Mixed Berries)	Nutrillite	328	234	66	44	41.64%	28.21%	66.67%
eSpring Tubing	Home Tech	410	291	94	45	41.51%	32.30%	47.87%
Softening Lotion	Artistry	444	311	229	100	41.19%	73.63%	43.67%
Renewing Peel	Artistry	403	278	210	150	40.82%	75.54%	71.43%
Lifting Cream	Artistry	436	288	220	180	39.78%	76.39%	81.82%
Final Step Finishing Spray	Personal Care	371	242	88	62	39.48%	36.36%	70.45%
CH Balance	Nutrillite	403	262	55	25	39.40%	20.99%	45.45%
Siberian Ginseng	Nutrillite	436	271	94	66	38.33%	34.69%	70.21%
Milk Thistle	Nutrillite	485	293	100	49	37.66%	34.13%	49.00%
Aloe Care	Personal Care	350	210	170	77	37.50%	80.95%	45.29%
Gel Cleanser	Artistry	445	245	200	88	35.51%	81.63%	44.00%
EPO Plus	Nutrillite	540	297	59	25	35.48%	19.87%	42.37%
Refresh Lemon (Stick)	Nutrillite	497	269	56	30	35.12%	20.82%	53.57%
Hair Oil Serum	Personal Care	502	266	66	30	34.64%	24.81%	45.45%
L.O.C. Glass Cleaner	Home Care	324	167	79	45	34.01%	47.31%	56.96%

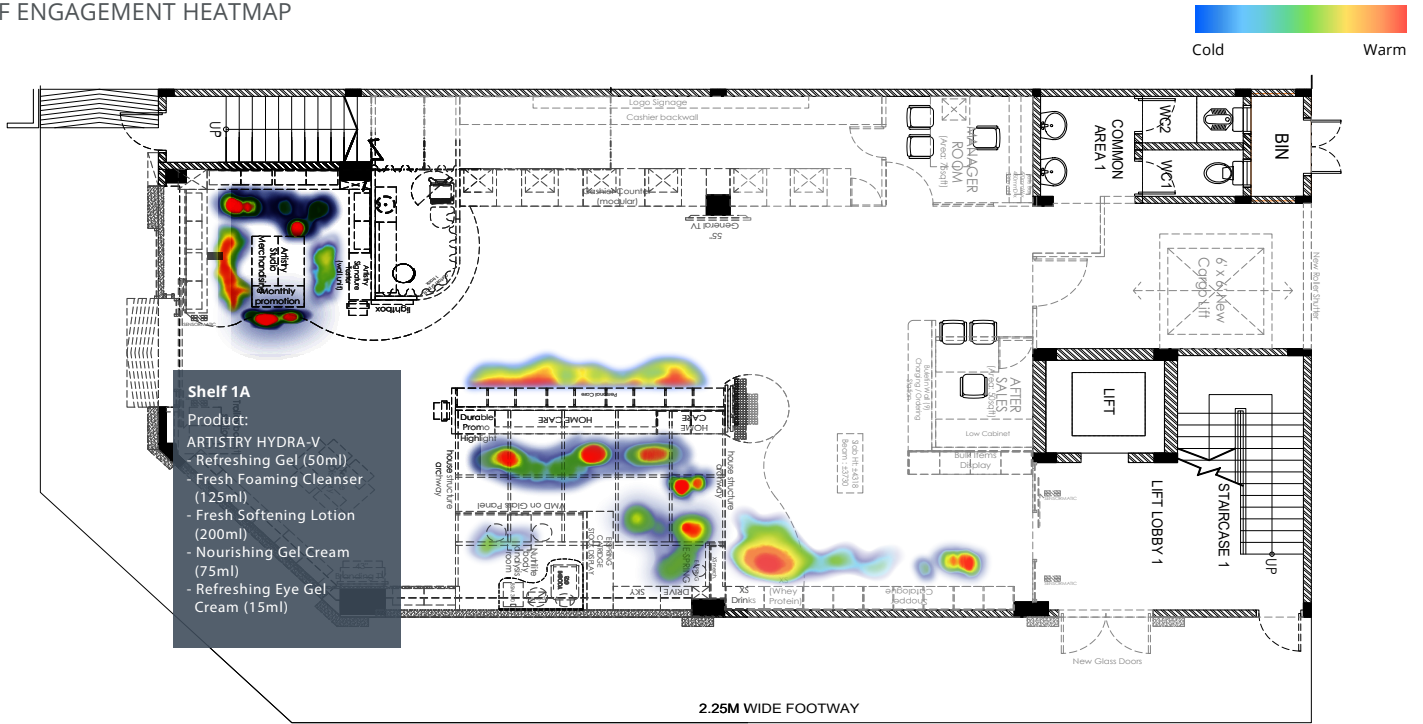
BOTTOM 20 PRODUCTS BY PRODUCT ENGAGEMENT RATE

Product	Category	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
eSpring Diverter	Home Tech	699	134	100	45	16.09%	74.63%	45.00%
Vergold Roasted Seaweed	Personal Shopper	500	100	30	15	16.67%	30.00%	50.00%
Vergold Crunchy Delights	Personal Shopper	697	146	97	66	17.32%	66.44%	68.04%
Meat Curry Premix	Personal Shopper	591	130	44	22	18.03%	33.85%	50.00%
Overnight Repair	Personal Care	554	129	111	46	18.89%	86.05%	41.44%
eSpring Wall Mount Kit	Home Tech	554	129	111	46	18.89%	86.05%	41.44%
L.O.C. Kitchen Cleaner	Home Care	594	145	144	88	19.62%	99.31%	61.11%
L.O.C. Soft Cleanser	Home Care	386	104	55	30	21.22%	52.88%	54.55%
Noxxa NutriMix Blender	Personal Shopper	593	166	75	44	21.87%	45.18%	58.67%
Noxxa Food Steamer	Personal Shopper	483	145	65	55	23.09%	44.83%	84.62%
Styling Cream	Personal Care	449	140	50	33	23.77%	35.71%	66.00%
Volumising Mousse	Personal Care	449	140	100	54	23.77%	71.43%	54.00%
Light Lotion	Artistry	719	230	196	111	24.24%	85.22%	56.63%
Noxxa Noodle Maker	Personal Shopper	515	170	90	56	24.82%	52.94%	62.22%
Bilberry Plus	Nutrillite	586	199	52	26	25.35%	26.13%	50.00%
Anti Hairfall Pack	Personal Care	500	185	100	50	27.01%	54.05%	50.00%
Soy Protein (Green Tea)	Nutrillite	525	202	100	55	27.79%	49.50%	55.00%
Anti Hairfall Conditioner	Personal Care	487	190	130	120	28.06%	68.42%	92.31%
Anti Hairfall Shampoo	Personal Care	490	196	145	85	28.57%	73.98%	58.62%
CoQ10 Plus	Nutrillite	588	236	99	44	28.64%	41.95%	44.44%

CATEGORIES PERFORMANCE BY CATEGORY ENGAGEMENT RATE

Category	No. of Passer-By	No. of Category Engagement	No. of Category Touched	Quantity Sold	Category Engagement Rate (%)	Category Touched Rate (%)	Category Sales Conversion (%)
XS	1040	687	570	228	39.79%	82.97%	39.91%
Home Care	1400	900	675	438	39.13%	75.00%	64.81%
Artistry	1554	933	687	350	37.52%	73.63%	50.95%
Nutrilite	1411	834	630	525	37.16%	75.54%	83.33%
Home Tech	1526	864	660	630	36.15%	76.39%	95.45%
Personal Care	1558	735	600	308	32.06%	81.63%	51.33%
Personal Shopper	2517	690	588	389	21.52%	85.22%	66.07%

SHELF ENGAGEMENT HEATMAP



PRODUCT ANALYTICS

Product	Category	Distribution of Product Engagement Duration (%)			Total Product Engagement Duration (hh:mm:ss)	Avg. Product Engagement Duration (mm:ss)	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
		< 1 min	1-3 mins	> 3 mins									
Softening Lotion	Artistry	70	20	10	2:35:30	00:30	444	311	229	100	41.19%	73.63%	43.67%
Enriching Eye Cream	Artistry	77	18	5	2:00:00	00:24	400	300	225	125	42.86%	75.00%	55.56%
Lifing Cream	Artistry	78	13	9	1:26:24	00:18	436	288	220	180	39.78%	76.39%	81.82%
Renewing Peel	Artistry	80	15	5	2:46:48	00:36	403	278	210	150	40.82%	75.54%	71.43%
Gel Cleanser	Artistry	85	12	3	3:16:00	00:48	445	245	200	88	35.51%	81.63%	44.00%
Light Lotion	Artistry	88	2	10	1:55:00	00:30	719	230	196	111	24.24%	85.22%	56.63%
Firming Mask	Artistry	87	5	8	2:17:24	00:36	297	229	190	65	43.54%	82.97%	34.21%
Purifying Mask	Artistry	70	20	10	1:30:00	00:24	511	225	185	85	30.57%	82.22%	45.95%
Hydrating Mask	Artistry	76	16	8	1:06:00	00:18	440	220	180	80	33.33%	81.82%	44.44%
Aloe Care	Personal Care	80	10	10	2:06:00	00:36	350	210	170	77	37.50%	80.95%	45.29%
Advance Toothbrush	Personal Care	71	19	10	2:40:00	00:48	417	200	166	140	32.41%	83.00%	84.34%
Anti Hairfall Shampoo	Personal Care	78	17	5	1:38:00	00:30	490	196	145	85	28.57%	73.98%	58.62%
Anti Hairfall Conditioner	Personal Care	80	11	9	1:35:00	00:30	487	190	130	120	28.06%	68.42%	92.31%
Anti Hairfall Pack	Personal Care	78	17	5	1:51:00	00:36	500	185	100	50	27.01%	54.05%	50.00%
Anti-Dandruff Shampoo	Personal Care	83	12	5	1:12:00	00:24	400	180	98	77	31.03%	54.44%	78.57%
Styling Cream	Personal Care	76	16	8	1:24:00	00:36	449	140	50	33	23.77%	35.71%	66.00%
Final Step Finishing Spray	Personal Care	80	10	10	3:13:36	00:48	371	242	88	62	39.48%	36.36%	70.45%
Volumising Mousse	Personal Care	71	19	10	1:52:00	00:48	449	140	100	54	23.77%	71.43%	54.00%
Hair Oil Serum	Personal Care	78	17	5	2:13:00	00:30	502	266	66	30	34.64%	24.81%	45.45%
Overnight Repair	Personal Care	80	10	10	0:38:42	00:18	554	129	111	46	18.89%	86.05%	41.44%
Noxxa Noodle Maker	Personal Shopper	86	4	10	0:51:00	00:18	515	170	90	56	24.82%	52.94%	62.22%
Noxxa NutriMix Blender	Personal Shopper	86	6	8	1:39:36	00:36	593	166	75	44	21.87%	45.18%	58.67%
Noxxa Food Steamer	Personal Shopper	69	20	11	0:43:30	00:18	483	145	65	55	23.09%	44.83%	84.62%
Meat Curry Premix	Personal Shopper	75	17	8	1:18:00	00:36	591	130	44	22	18.03%	33.85%	50.00%
Vergold Roasted Seaweed	Personal Shopper	79	10	11	1:20:00	00:48	500	100	30	15	16.67%	30.00%	50.00%
Vergold Crunchy Delights	Personal Shopper	77	18	5	1:56:48	00:48	697	146	97	66	17.32%	66.44%	68.04%
Vergold Mixed Dried Fruits	Personal Shopper	78	13	9	1:30:00	00:30	362	180	72	50	33.21%	40.00%	69.44%
Cal Mag D	Nutrilite	80	15	5	1:33:00	00:30	411	186	111	55	31.16%	59.68%	49.55%
Soy Protein (90g)	Nutrilite	70	20	10	2:27:36	00:36	550	246	63	58	30.90%	25.61%	92.06%
Soy Protein (Mixed Berries)	Nutrilite	76	16	8	1:33:36	00:24	328	328	66	44	41.64%	28.21%	66.67%
Soy Protein (Green Tea)	Nutrilite	78	17	5	1:00:36	00:18	525	202	100	55	27.79%	49.50%	55.00%
Soy Protein (Chocolate)	Nutrilite	83	12	5	2:26:00	00:30	369	292	60	30	44.18%	20.55%	50.00%
CoQ10 Plus	Nutrilite	86	4	10	1:34:24	00:24	588	236	99	44	28.64%	41.95%	44.44%
CH Balance	Nutrilite	86	6	8	1:18:36	00:18	403	262	55	25	39.40%	20.99%	45.45%
Iron Folic	Nutrilite	69	20	11	2:29:24	00:36	316	249	58	36	44.07%	23.29%	62.07%
Daily (60tab)	Nutrilite	86	4	10	2:21:36	00:48	439	177	117	55	28.73%	66.10%	47.01%
Daily (120tab)	Nutrilite	86	6	8	2:51:00	00:36	385	285	150	100	42.54%	52.63%	66.67%
Multi Carotene	Nutrilite	69	20	11	2:48:48	00:48	420	211	68	33	33.44%	32.23%	48.53%
EPO Plus	Nutrilite	75	17	8	2:28:30	00:30	540	297	59	25	35.48%	19.87%	42.37%
Bilberry Plus	Nutrilite	79	10	11	1:39:30	00:30	586	199	52	26	25.35%	26.13%	50.00%
M-Plus Tablet	Nutrilite	70	20	10	2:29:24	00:36	564	249	88	70	30.63%	35.34%	79.55%
Siberian Ginseng	Nutrilite	77	18	5	2:15:30	00:30	436	271	94	66	38.33%	34.69%	70.21%
Milk Thistle	Nutrilite	78	13	9	1:57:12	00:24	485	293	100	49	37.66%	34.13%	49.00%
Refresh Lemon (Stick)	Nutrilite	80	15	5	1:20:42	00:18	497	269	56	30	35.12%	20.82%	53.57%

Product	Category	Distribution of Product Engagement Duration (%)			Total Product Engagement Duration (hh:mm:ss)	Avg. Product Engagement Duration (mm:ss)	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
		< 1 min	1-3 mins	> 3 mins									
L.O.C. Kitchen Cleaner	Home Care	85	12	3	1:27:00	00:36	594	145	144	88	19.62%	99.31%	61.11%
L.O.C. Glass Cleaner	Home Care	88	2	10	2:13:36	00:48	324	167	79	45	34.01%	47.31%	56.96%
L.O.C. Soft Cleanser	Home Care	87	5	8	1:02:24	00:36	386	104	55	30	21.22%	52.88%	54.55%
eSpring Tubing	Home Tech	70	20	10	3:52:48	00:48	410	291	94	45	41.51%	32.30%	47.87%
eSpring Diverter	Home Tech	76	16	8	1:20:24	00:36	699	134	100	45	16.09%	74.63%	45.00%
eSpring Wall Mount Kit	Home Tech	80	10	10	0:38:42	00:18	554	129	111	46	18.89%	86.05%	41.44%

* In order to count and display the sales conversion data, end user must provide the data for "quantity sold", or else the sales conversion will not be shown.

CATEGORY ANALYTICS

Category	Distribution of Category Engagement Duration (%)			Total Category Engagement Duration (hh:mm:ss)	Avg. Category Engagement Duration (mm:ss)	No. of Passer-By	No. of Category Engagement	No. of Category Touched	Quantity Sold	Category Engagement Rate (%)	Category Touched Rate (%)	Category Sales Conversion (%)
	< 1 min	1-3 mins	> 3 mins									
Artistry	70	20	10	4:39:54	00:18	1554	933	687	350	37.52	73.63	50.95
Home Care	77	18	5	9:00:00	00:36	1400	900	675	438	39.13	75.00	64.81
Home Tech	78	13	9	11:31:12	00:48	1526	864	660	630	36.15	76.39	95.45
Nutrilite	80	15	5	6:57:00	00:30	1411	834	630	525	37.16	75.54	83.33
Personal Care	85	12	3	9:48:00	00:48	1558	735	600	308	32.06	81.63	51.33
Personal Shopper	88	2	10	4:36:00	00:24	2517	690	588	389	21.52	85.22	66.07
XS	87	5	8	3:26:06	00:18	1040	687	570	228	39.79	82.97	39.91

* In order to count and display the sales conversion data, end user must provide the data for "quantity sold", or else the sales conversion will not be shown.