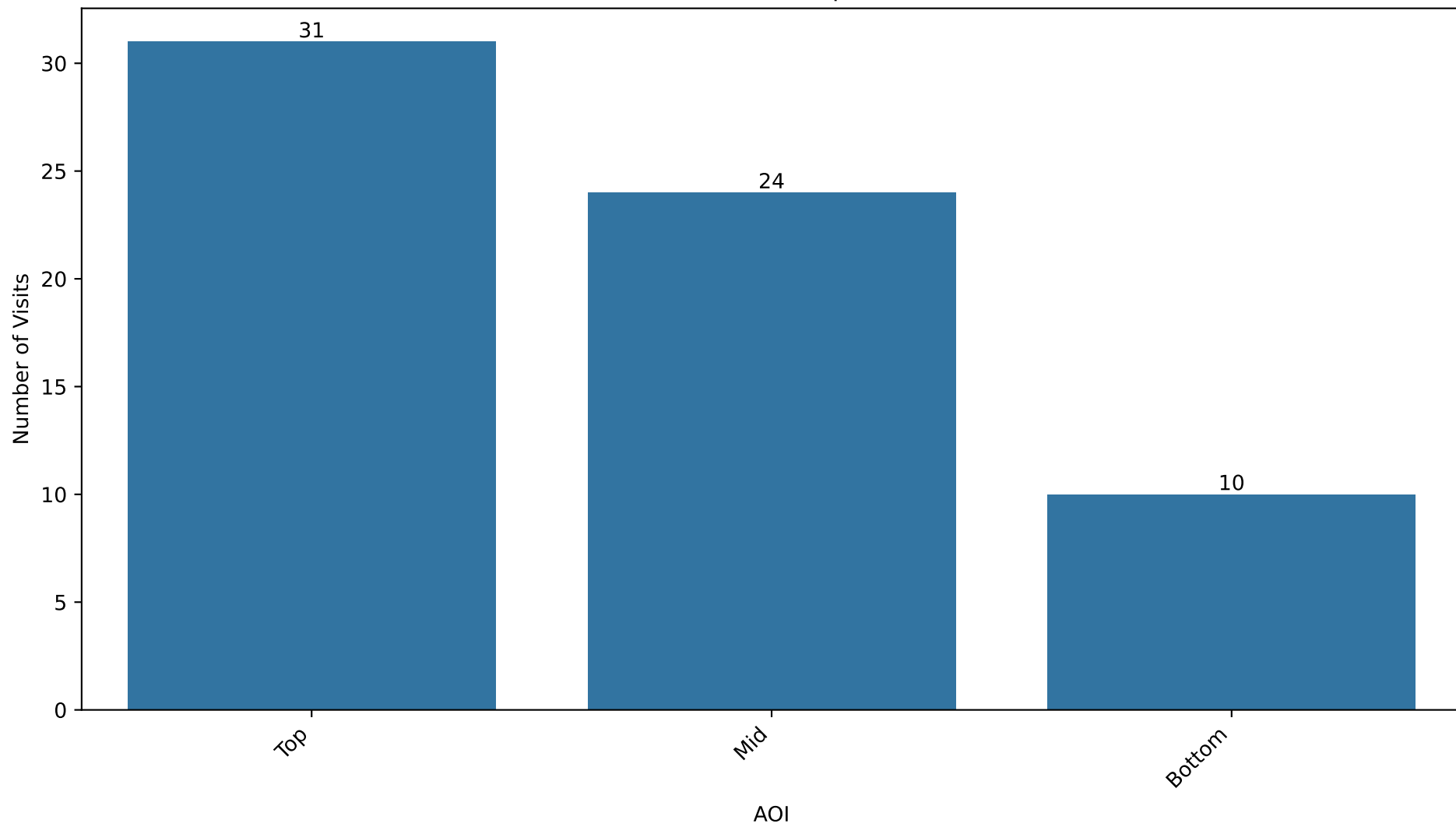
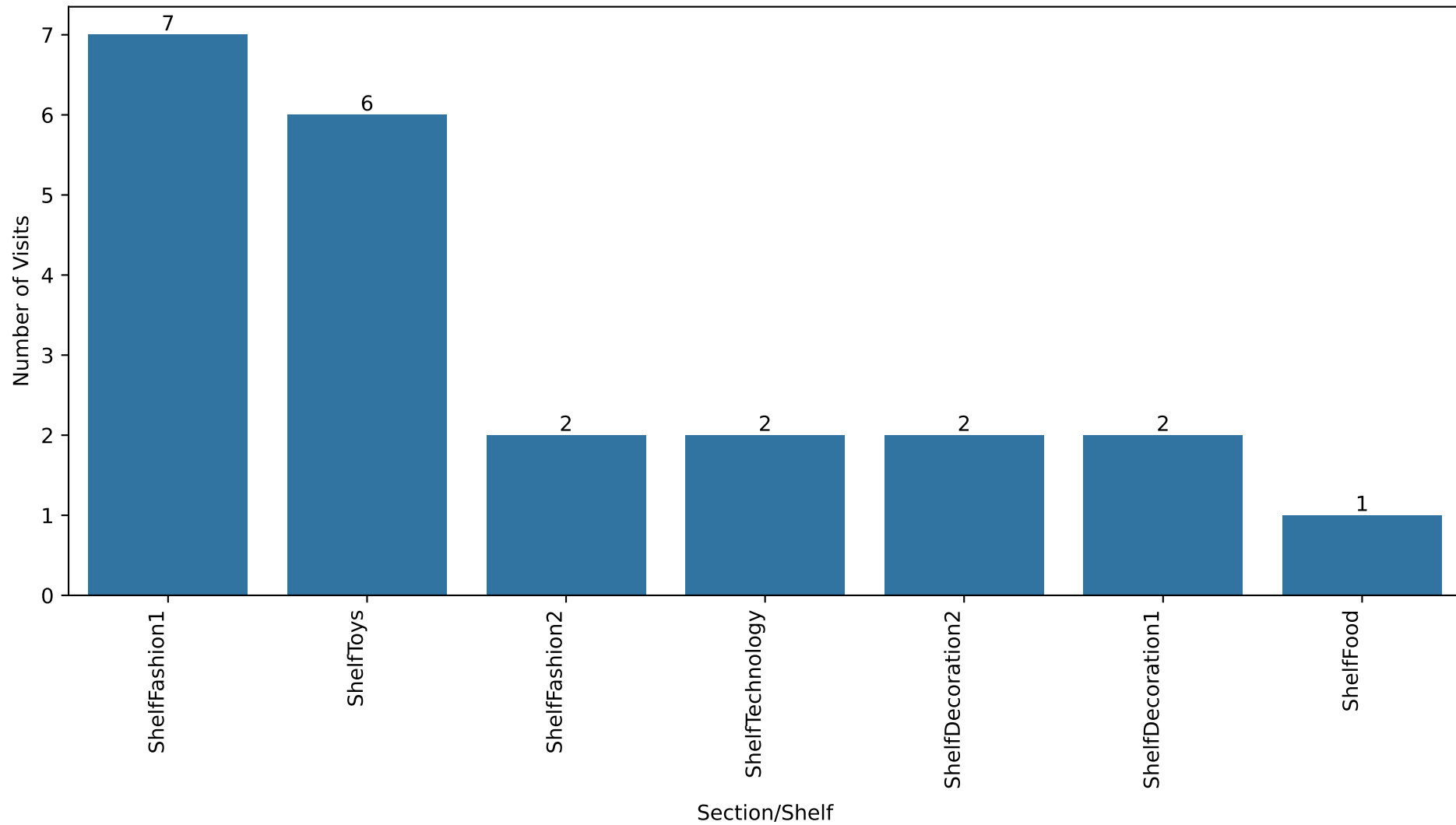


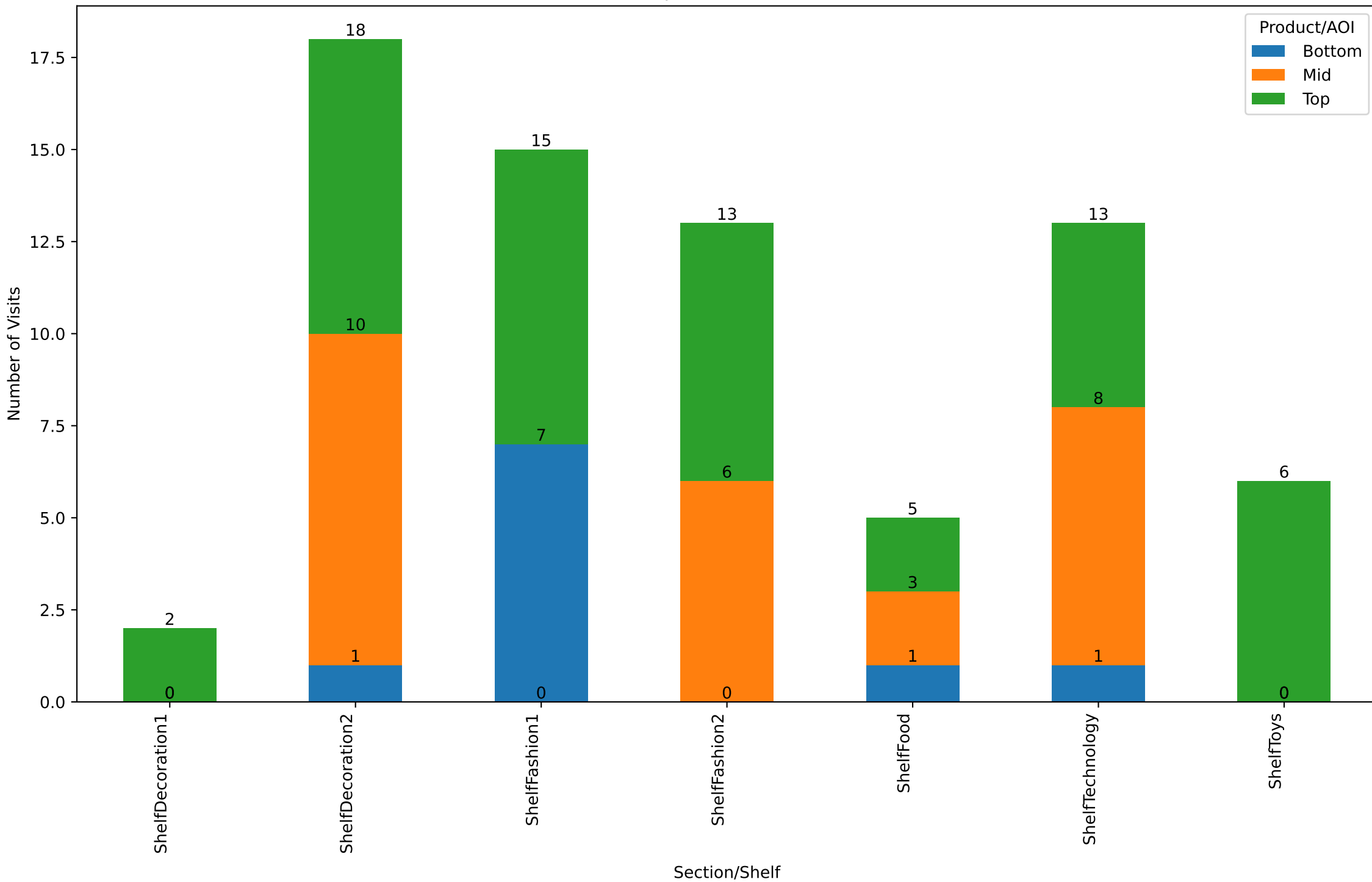
Number of Visits per AOI



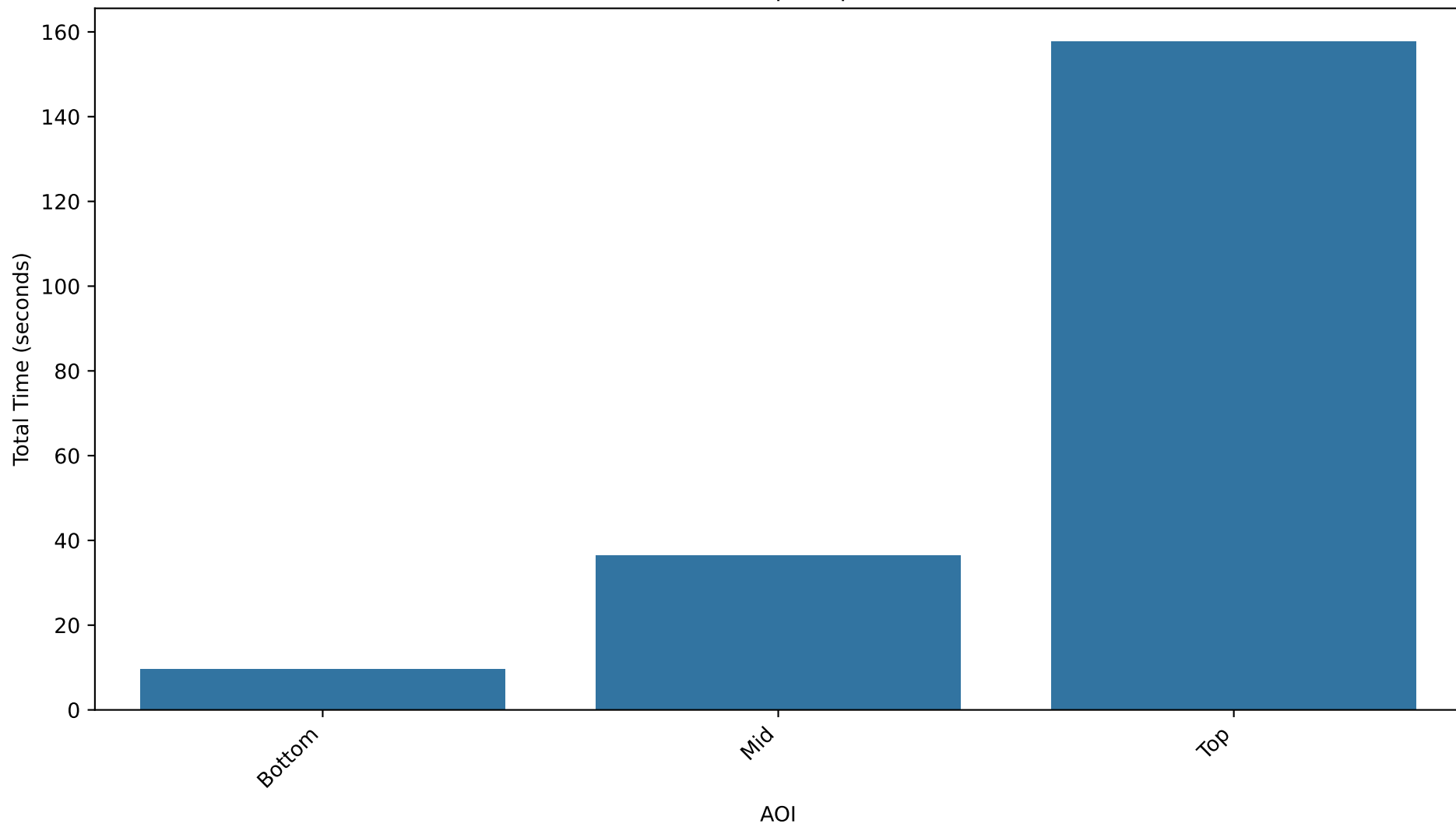
Number of Visits per Section/Shelf



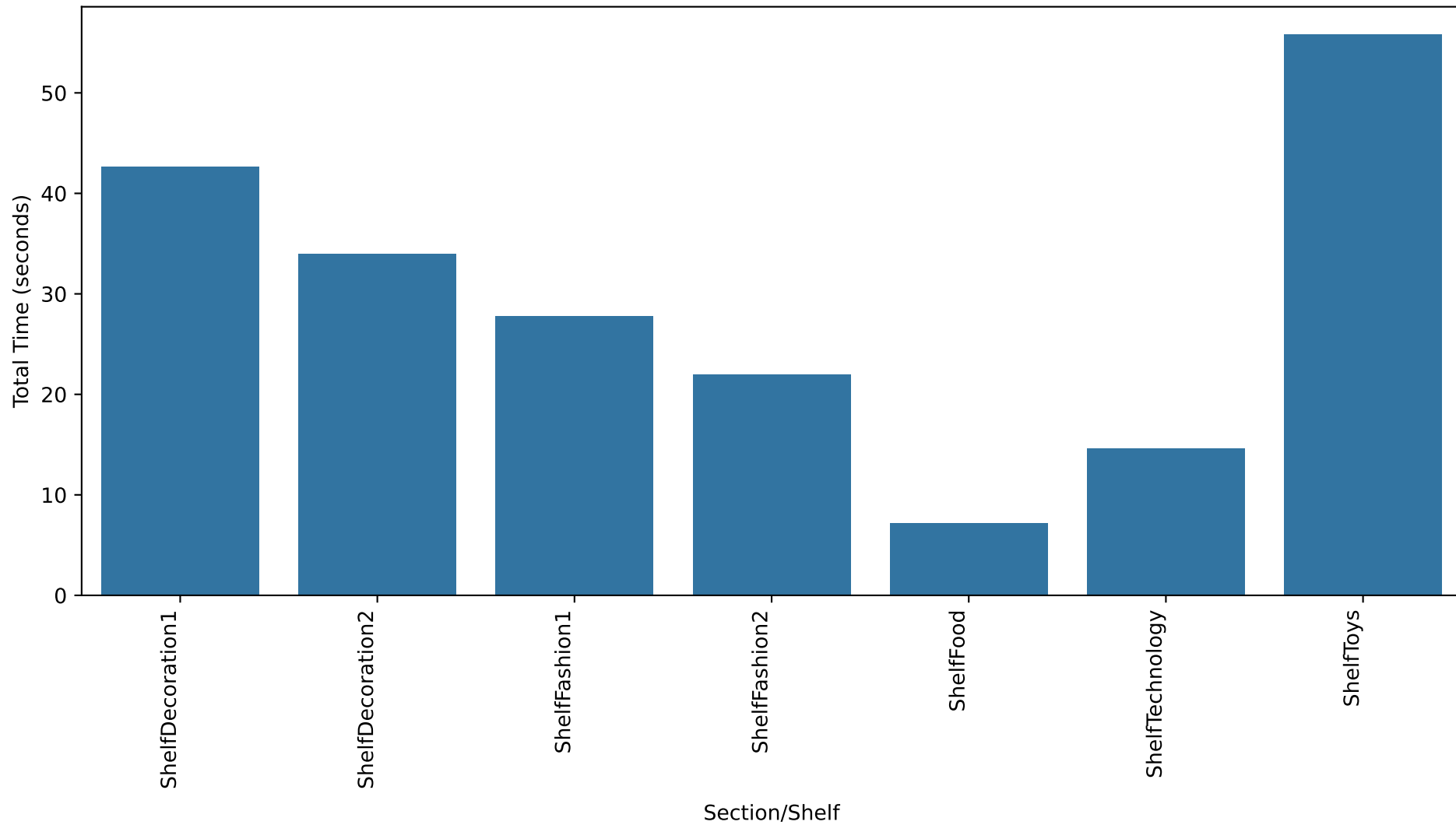
Number of Visits per Section/Shelf for each AOI



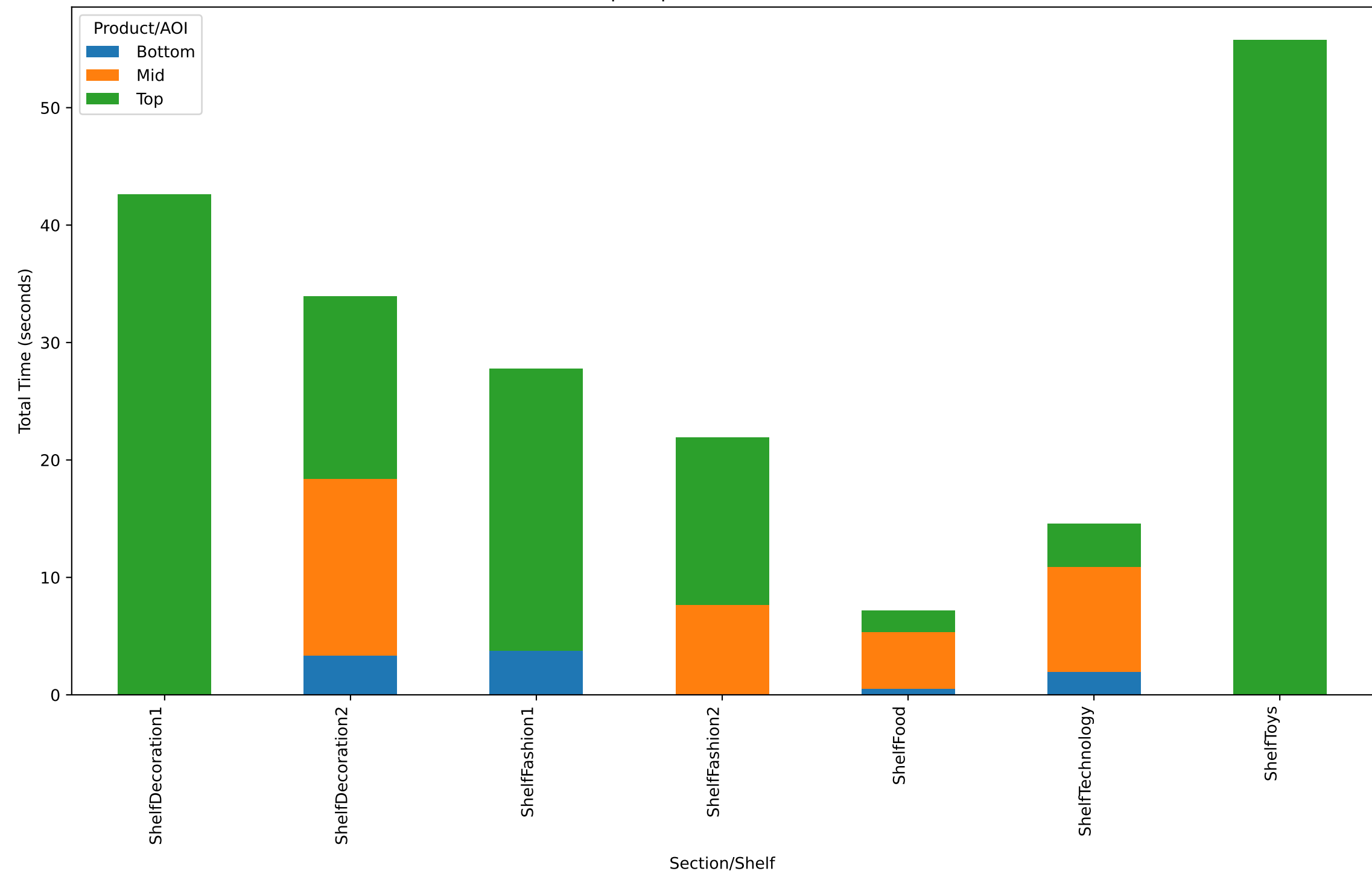
Total Time Spent per AOI



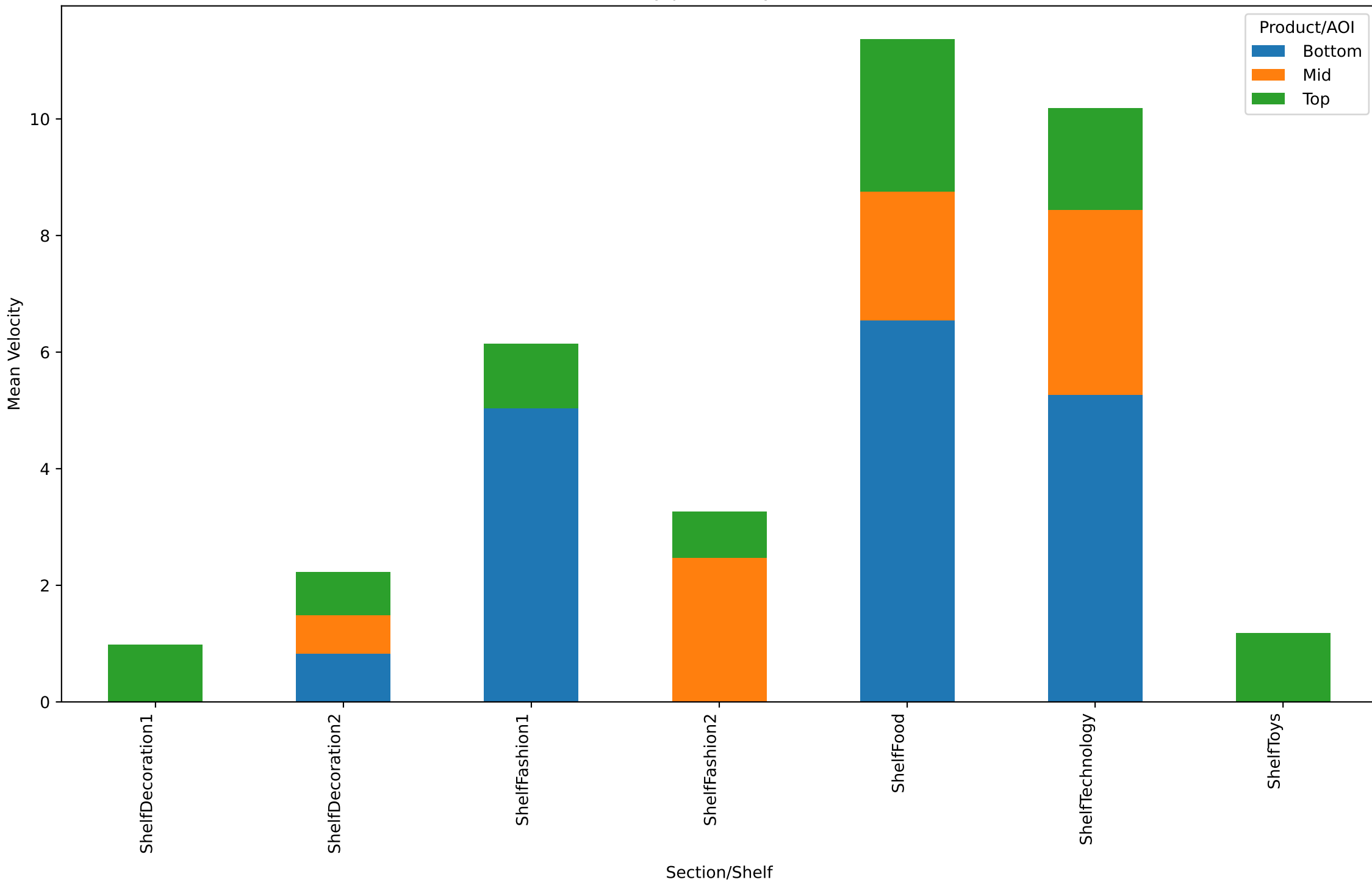
Total Time Spent per Section/Shelf



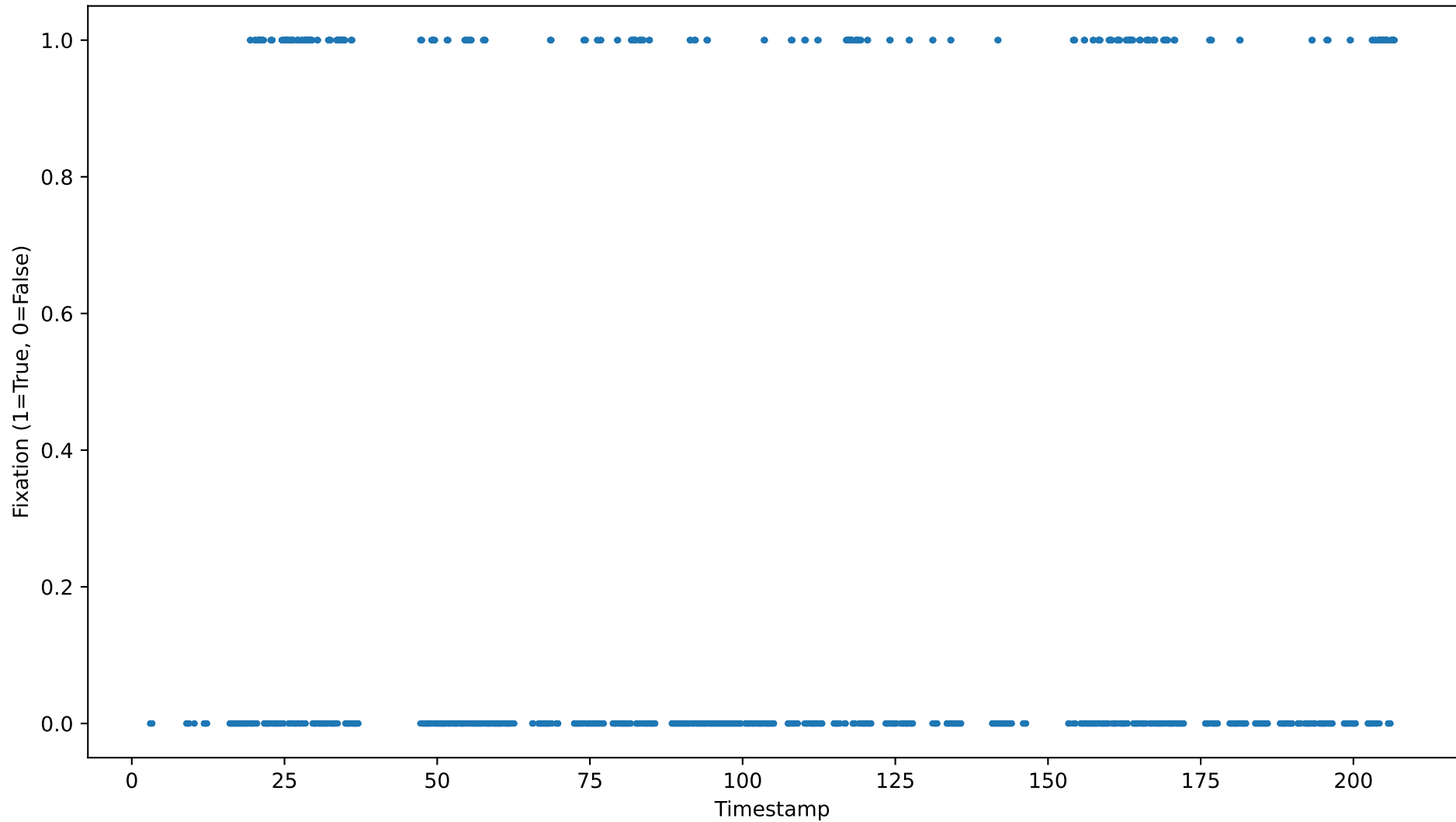
Total Time Spent per Section/Shelf for each AOI



Mean Velocity per AOI by Section/Shelf



Temporal Graph of Fixations



AOIs statistics

AOI	Count	Percentage	Total Observation Time (s)
Top	3328	75.0	157.68
Mid	960	22.0	36.44
Bottom	144	3.0	9.64

Section/Shelf	Product/AOI	Count	Total Observation Time (s)
ShelfDecoration1	Bottom	0	0.0
ShelfDecoration1	Mid	0	0.0
ShelfDecoration1	Top	724	42.6
ShelfDecoration2	Bottom	7	3.3400000000000003
ShelfDecoration2	Mid	510	15.040000000000001
ShelfDecoration2	Top	321	15.56
ShelfFashion1	Bottom	126	3.7800000000000002
ShelfFashion1	Mid	0	0.0
ShelfFashion1	Top	653	24.0
ShelfFashion2	Bottom	0	0.0
ShelfFashion2	Mid	171	7.68
ShelfFashion2	Top	411	14.26
ShelfFood	Bottom	5	0.54
ShelfFood	Mid	69	4.8
ShelfFood	Top	53	1.8
ShelfTechnology	Bottom	6	1.98
ShelfTechnology	Mid	210	8.92
ShelfTechnology	Top	106	3.68
ShelfToys	Bottom	0	0.0
ShelfToys	Mid	0	0.0
ShelfToys	Top	1060	55.78

Section/Shelf	AOI	Mean Visit Time (s)
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ShelfDecoration1	Top	16.1
ShelfDecoration2	Bottom	0.16
ShelfDecoration2	Mid	1.54
ShelfDecoration2	Top	1.27
ShelfFashion1	Bottom	0.51
ShelfFashion1	Top	5.31
ShelfFashion2	Mid	0.77
ShelfFashion2	Top	1.6
ShelfFood	Bottom	0.12
ShelfFood	Mid	1.86
ShelfFood	Top	0.87
ShelfTechnology	Bottom	0.14
ShelfTechnology	Mid	1.24
ShelfTechnology	Top	0.56
ShelfToys	Top	11.29

Section/Shelf	AOI	Mean Velocity
ShelfDecoration1	Bottom	0.0
ShelfDecoration1	Mid	0.0
ShelfDecoration1	Top	0.98
ShelfDecoration2	Bottom	0.83
ShelfDecoration2	Mid	0.66
ShelfDecoration2	Top	0.74
ShelfFashion1	Bottom	5.04
ShelfFashion1	Mid	0.0
ShelfFashion1	Top	1.1
ShelfFashion2	Bottom	0.0
ShelfFashion2	Mid	2.47
ShelfFashion2	Top	0.79
ShelfFood	Bottom	6.55
ShelfFood	Mid	2.21
ShelfFood	Top	2.61
ShelfTechnology	Bottom	5.27
ShelfTechnology	Mid	3.17

ShelfTechnology	Top	1.74
ShelfToys	Bottom	0.0
ShelfToys	Mid	0.0
ShelfToys	Top	1.18

Metric	Value
Total Fixation Time (s)	26.88
Total Saccade Time (s)	176.88
Fixation Percentage (%)	13.19
Saccade Percentage (%)	86.81
Mean Fixation Duration (s)	Product/AOI Bottom 0.02 Mid 0.10 Top 0.21 dtype: float64

Section/Shelf	AOI	Total Fixation Duration (s)	Fixation Times
ShelfDecoration1	Top	1.38	6
ShelfDecoration2	Mid	2.26	7
ShelfDecoration2	Top	0.34	1
ShelfFashion1	Bottom	0.34	1
ShelfFashion1	Top	1.48	7
ShelfFashion2	Top	0.92	4
ShelfFood	Mid	0.18	1
ShelfTechnology	Mid	0.16	1
ShelfTechnology	Top	1.48	2
ShelfToys	Top	2.0	7