

Intelligent Computer Vision System for Customer Behavior Analysis in Jarir Bookstores

Hassan Mohammed Nasr, Abderrahmene Mehenni, Khalid Alkaabi, Mentor: Dr. Muhammad Mubashar

Problem

- Understanding in-store customer behavior is difficult.
- Manual observation is unreliable and time-consuming.
- Valuable CCTV data remains underutilized.
- For Jarir, this means missed opportunities to optimize layouts, improve customer experience, and boost sales.

Aim



Data



Results

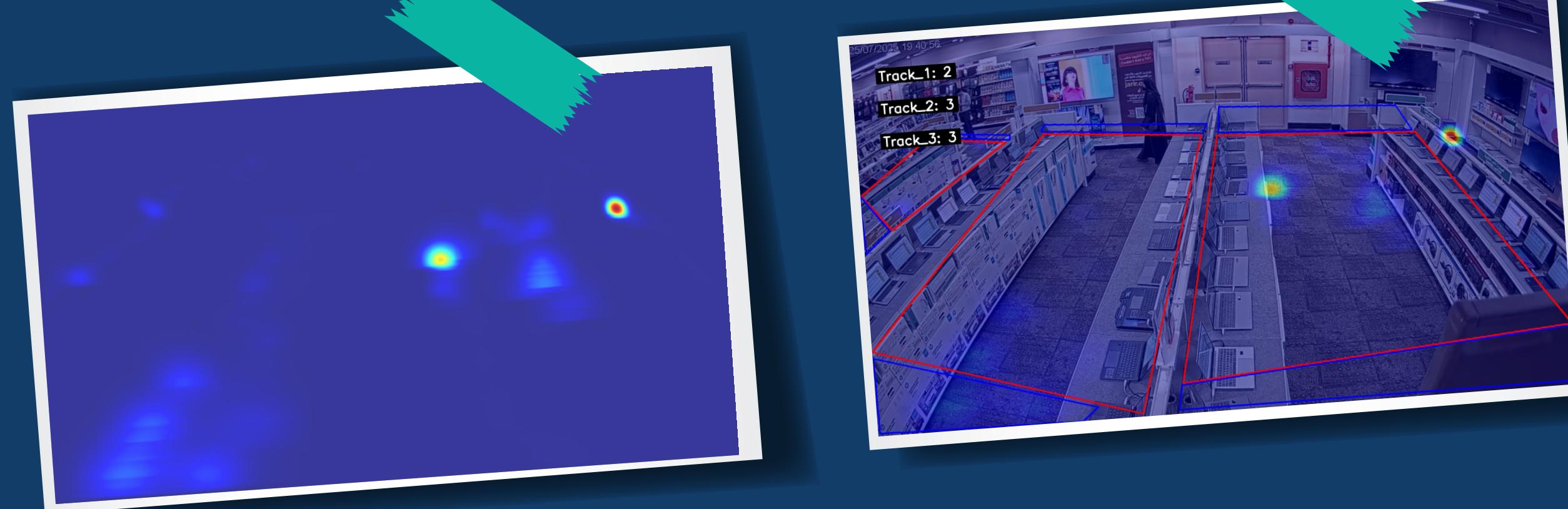
The system successfully processes video footage to generate quantitative data and visual insights.

Dwell Time Analysis

Category	Count	percentage	ID	dwell time seconds
Dwelled	2	66.7	1	365.23
Passed By	1	33.3	42	160.47
Total	3	100.0		



HeatMap



Future Work

