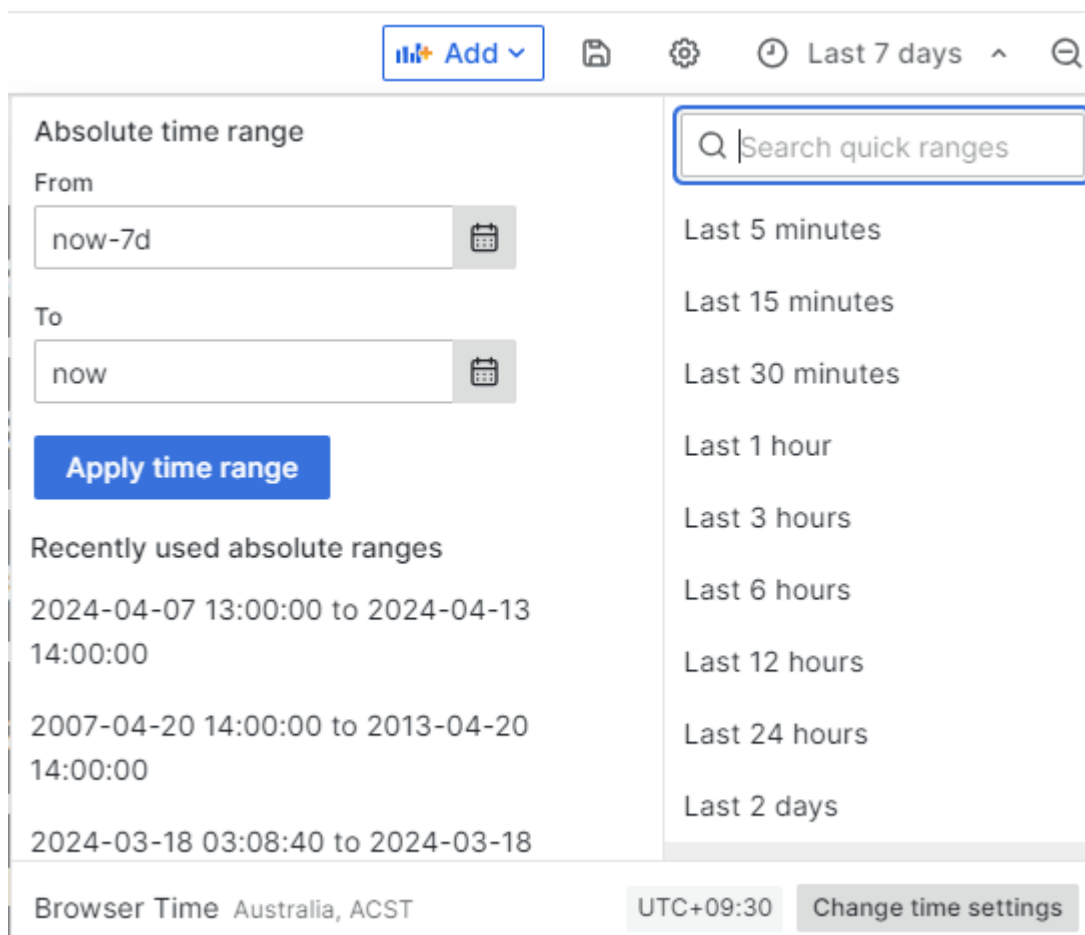# North Adelaide Golf Course Visitor Analytics

## 1 Selecting Data Range and Sites

1.1 Date Range

In the top right corner of the page, there is a clock icon next to the words 'Last 7 days' by selecting this, you are able to adjust the date range that is displayed in the data. There are a few pre-select options on the right, and a manual time range selector on the left. The default option is past 7 days.

1.2 Site Selection

On the top left of the page, above the title card, there is a box labelled 'sites' with a drop down menu next to it. From here you can select any combination of sites that you would like to visualise the data from. The default option is all sites
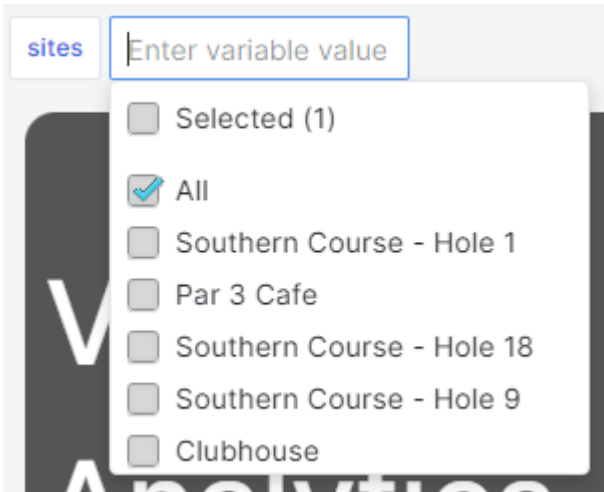
2   Visualisations

2.1   Discovering Visitor Movements

The dashboard has a table combining data to show how visitors are moving between sites. It can be seen under 'path analytics' and is useful in determining how often visitors move between sites, and how long it usually takes them.

This data is also available to be downloaded as a .csv file by selecting the three dots in the top left corner, selecting inspect, and then 'Download CSV'. This process to download can be done for all panels on the dashboard

2.2   Find Where Guests Visit

The dashboard will allow you to determine the locations the most guests visit. Under the panel 'Sites by Detection', a map will display the number of detections made at each site by increasing in size and changing colours to show the percentage of total detections made at that site. This is useful to identify the most popular sites of the course

Hovering over a site will show the exact number of detections, and the site name for ease of use.
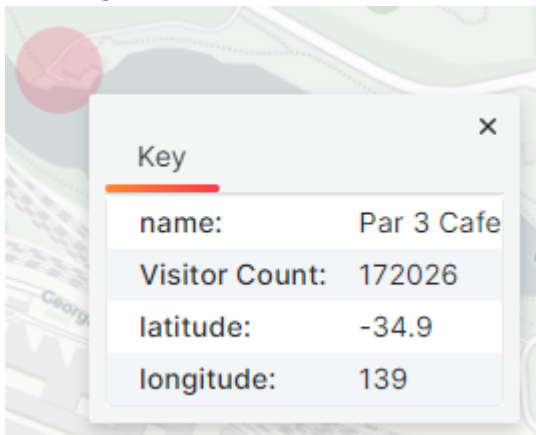
2.3   Find When Guests are Visiting

Also seen on the dashboard is a section dedicated to analysing when visitors come to the course, and how long they stayed. 'Visitation Breakdown over Time' is sued to show the number of visits over and under five minutes in length at each site, mapping both the number of visits and their engagement time with the course. Below this is a graph showing the temperature and rainfall data in the same time period, enabling an easy analysis on visitor numbers based on the weather.
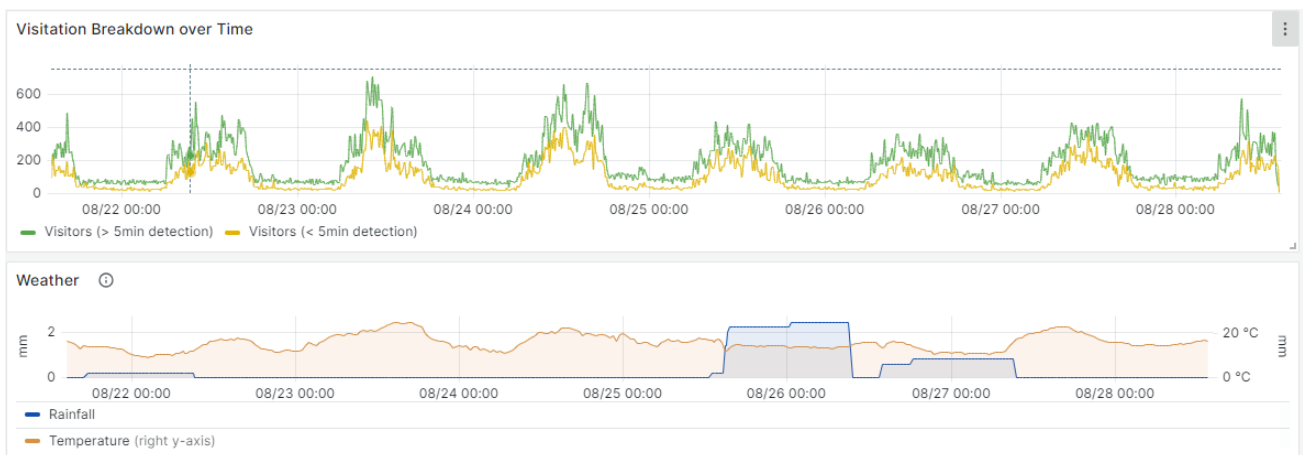
The dashboard will visualise the most popular time of day for visitors, and the most popular day to visit in the 'Course Visits by Hour of Day' and 'Course Visits by Day of Week'. This shows the percentage of total guests that visit at each hour of the day, and day of the week - useful for determining your peak times.

Total Percentage of Course Visits by Hour of Day ⓘ

12am	1am	2am	3am	4am	5am	6am	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm
2%	2%	2%	2%	2%	3%	4%	5%	6%	9%	8%	8%	8%	7%	7%	7%	6%	3%	2%	2%	2%	2%	2%	2%

Total Percentage of Course Visits by Day of Week

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14.3%	13.0%	15.2%	6.4%	14.9%	17.0%	19.1%
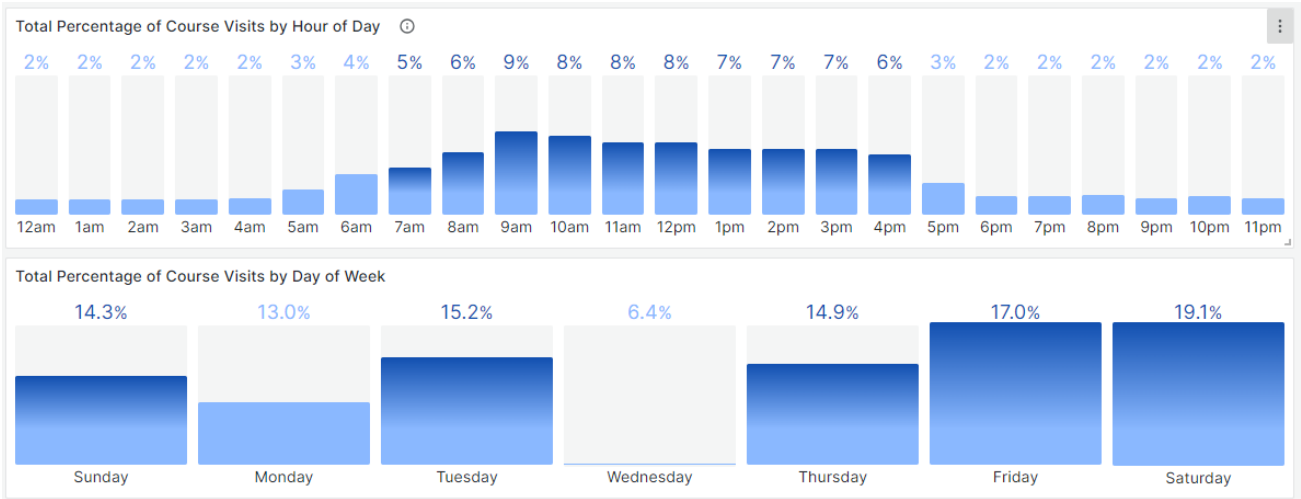
At the bottom of the page, the total detections for each month and the average dwell times for those months are displayed, allowing you to analyse how engagement trends change over longer time periods

Device Detections by Month
677481

Average Dwell Time by Month
15.4 min