Foot Traffic Analytics Report for Test Building (Lantern Serviced Apartments) Analysis Period: Daily - - - ### 1. Executive Summary The Test Building (Lantern Serviced Apartments) recorded a total foot traffic of 112 people over a 24 - hour period, with an average of 56.0 visitors per measurement. Peak traffic occurred between 10:00–11:00, averaging 67.0 people, and the main entrance was the busiest location (112 total visitors). Operational capacity utilization reached 33.5% (67/200), indicating moderate efficiency. - - - ### 2. Key Findings Foot Traffic: The building's daily foot traffic is relatively low, with 112 visitors across the entire building. Traffic Patterns: Peak Hours: 10:00–11:00, with 67.0 visitors, indicating a 67% utilization rate. busiest location: Main entrance (112 visitors). Operational Insights: - Current staffing levels are sufficient to handle peak hours, but there is room for optimization. - Data collection frequency is low, limiting actionable insights. - - - ### 3. Traffic Patterns Analysis Time - Based Distribution: Peak Hours: 10:00–11:00 (67.0 visitors) are the most active, suggesting a need for additional service points or increased staff. Location - Based Usage: - The main entrance is the primary source of foot traffic, but other areas (e.g., corridors, common spaces) are underutilized. Data Collection: - Current data collection frequency is low (e.g., once per hour), which limits the ability to identify patterns or trends. - - - ### 4. Operational Insights Staffing: - Current staff can handle peak hours, but doubling staffing levels could improve capacity. Service Points: - Additional service points could be added to the main entrance or nearby areas to address underutilized spaces. Data Collection: - Increasing data collection frequency (e.g., daily

or weekly) would provide more accurate insights into visitor behavior and optimize resource allocation. - - - ### 5. Strategic Recommendations 1. Increase Morning Staff Levels: - Allocate additional staff during the morning hours (10:00–11:00) to optimize peak traffic and reduce wait times. 2. Open Additional Service Points: - Establish additional service points at the main entrance or near corridors to address underutilized spaces. 3. Improve Data Collection Frequency: - Implement a daily or weekly data collection schedule to track visitor patterns and adjust staffing based on real - time data. 4. Optimize Building Layout: - Ensure that the layout allows for better flow during peak hours, reducing congestion and improving user experience. - - - ### 6. Risk Assessment Potential Risks: - Over - reliance on peak hours may lead to underutilization of other areas. - Inadequate staffing during off - peak hours could result in low foot traffic. Mitigation Strategies: - Regularly review staffing levels and adjust based on real - time data. - Invest in flexible service points to address seasonal variations. - - Conclusion: By implementing the recommendations above, the Test Building can optimize foot traffic management, enhance visitor experience, and improve operational efficiency. Continuous monitoring and data - driven adjustments will ensure the building remains competitive and meets growing foot traffic needs.