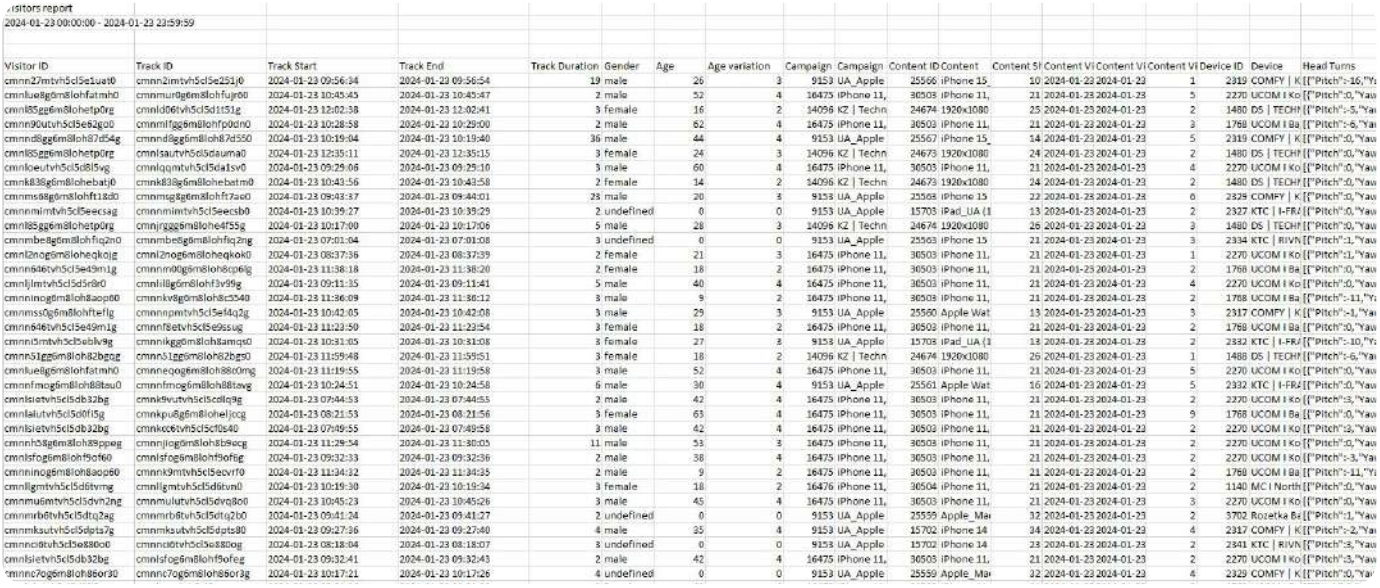
How to extract even more insights from the raw data?

In our guide, we'll cover the raw data from Visitor Insights, how it is different from the dashboard on your DISPL platform, the valuable insights you can gain from analyzing raw data, and how we can assist you in interpreting this data effectively.

Visitor Insights dashboard

After installing sensors in your offline location and starting to gather analytics, you will soon be able to see data gathering in a dashboard on your DISPL platform that gives you an understanding of your offline audience. This dashboard presents an easy-to-understand view of the data collected by our AI-powered audience analytics sensors. However, this dashboard only shows the base data, which is useful to most of our users. You will need to analyze the raw data for a more detailed analysis.

The raw data



/isitors report
2024-01-23 00:00:00 - 2024-01-23 23:59:59

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While the Visitor Insights dashboard visualizes the most useful and demanded data, there are some metrics, which are too specialized or resource-intensive to analyze for most businesses. But we understand that in specific use cases you may need access to all raw data, collected by DISPL.

Raw data is presented in csv format before undergoing analysis, processing, and visualization into graphs. You can access this raw data in three ways:

Self-download on the platform

You can download the data directly from the platform. This dataset includes information about visitors, such as their dwell time in the store, gender, age, and more.

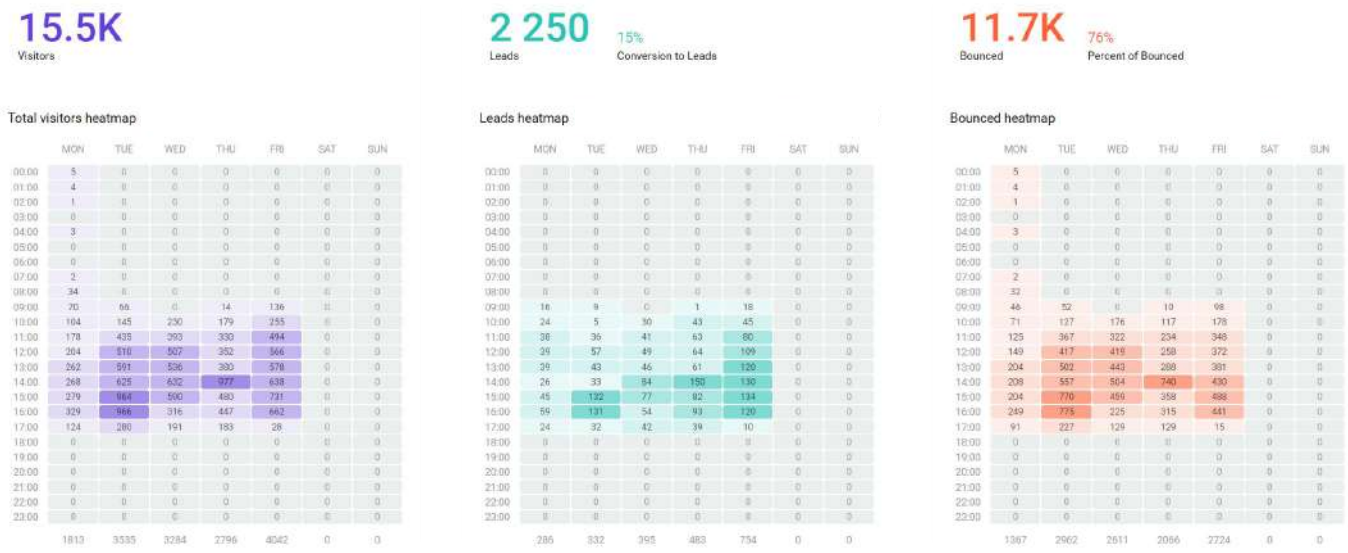
Request the data from our support team (support@displ.com)

By contacting our support team, you can obtain a comprehensive report. This report encompasses not only visitor data but also information about employees, thus representing the full scope of data collected by the sensors.

API integration

You can access the *Visitor Insights API* to get the audience data from DISPL-powered sensors straight to your BI system. Thanks to it, you will be able to conduct further in-depth analysis using other business metrics, such as sales data, ongoing marketing campaigns, staffing information, and even weather conditions. Combining all this data will allow you to build in-depth charts and get even more insights in your audience and business processes.

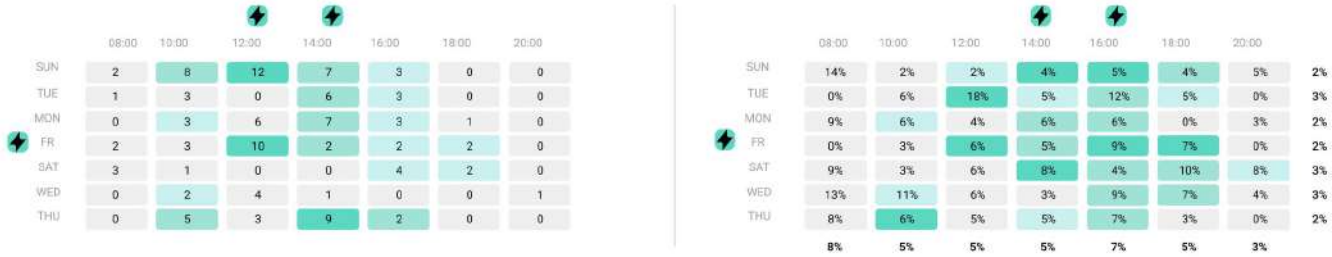
Employee efficiency



You can analyze employee performance with the readymade dashboard on the DISPL platform by comparing heatmaps of total visitors, leads, and bounced in the following way:

- If the number of leads grows as traffic increases, employees are successfully helping customers, creating a friendly environment, and sharing detailed product information.
- If there's more traffic but the number of leads stays the same, this could indicate employees could be performing better than expected.

> ***Leads** are engaged visitors who showed interest in the brand or interacted with the product (the visitor was in front of the camera for more than 15 seconds).*



Employee presence near the brand zone heatmap

Traffic to lead conversion heatmap

However you can do more in-depth analyses of your employee performance with raw data. Here's how:

- Filter by staff tag. First, select the visitors marked with the staff tag. This tag is applied to the ID of those individuals who spend more than 3 hours in the store, as the system recognizes them as employees, not visitors.
- Create an employee-only graph. Construct a heatmap specifically for employee members using their data.
- Compare employee-only with traffic to lead conversion heatmap. This will help you understand employee interactions about customer interest.
- Analyze time slots. Employees primarily occupy the brand module from 12:00-14:00. However, the peak time for customer visits is from 14:00-16:00.

For example, after comparing the graphs above, the following conclusions can be drawn:

> *Employees are at the brand module mainly from 12:00-14:00, even though the most active time for visits falls on 14:00-16:00.*

> *Most of the conversions from traffic to leads this week were without the active participation of the staff.*

> *It might be worth revising employee schedules or rethinking the motivation system.*

Combining the data with your BI system

Using the existing analytics dashboard on your DISPL platform you can get insights on:

- General store audience. You can see the age and gender breakdown of everyone who visits your store, giving you a broad overview of your customer base.
- Leads and bounced visitors. Additionally, the dashboard differentiates between *leads* (visitors who showed interest in products) and *bounced* visitors (those who did not show interest). This distinction provides deeper insights into the demographic characteristics of each group, helping you understand the preferences and behaviors of interested and uninterested visitors.
- Specific brand module or screen. You can analyze the gender and age distribution of visitors who engage with your store's particular brand module or content screen. This helps in understanding the demographic appeal of specific areas or displays.

More profound understanding of your audience's behavior can be achieved through in-depth analysis of raw data. You can gain valuable insights by **integrating DISPL's audience data with your BI system**. Here's a few notable examples:

1. Combining with sales data: merge DISPL's visitor insights, like peak visit times and demographics, with sales data to identify which products are popular with specific customer segments at different times.
2. Integrating weather data: correlate weather data with DISPL's foot traffic analysis to understand how weather conditions affect in-store traffic and adjust marketing strategies accordingly.
3. Analyzing marketing campaigns: link DISPL's engagement metrics with marketing campaigns data to evaluate the effectiveness of different promotional strategies on customer engagement and sales.
4. Matching with staff schedules: cross-reference staff schedules with DISPL's data on busy periods and visitor engagement to optimize staff allocation and improve customer service.

For example, after comparing the graphs above, the following conclusions can be drawn:

> *Grouping customers. Use information about customers' age and gender to categorize them into different groups. Each group will have its likes and shopping habits. For example, one age group might prefer organic items, while another is more concerned about prices.*

> *Understanding what people buy. Look at the connection between who your customers are (their age and gender) and what they buy. This can show you what different groups of people like to buy, such as healthy foods or expensive items.*

> *Spending habits. Check how much different groups of people spend and what they buy. This can tell you which groups spend more money and what they buy, like if a particular age group tends to buy more high-end products*

Custom report as a service

Analyzing raw data can be complex and challenging, requiring specific skills and experience. Sifting through vast amounts of data, identifying meaningful patterns, and drawing accurate conclusions isn't always straightforward. Recognizing this, **DISPL offers a specialized service where we take on the task of analyzing your raw analytics data for you.**

A custom report service includes the following:

- Analysis of your raw visitor data to solve a specific business objective.
- Drawing conclusions and making recommendations based on collected information.
- Presentation or a pdf file with custom report for the specific time period made just for you.

Our team of experts creates custom reports, draws insightful conclusions, and provides actionable recommendations. This service is designed to enhance the effectiveness of your offline marketing strategies, ensuring you make the most informed decisions based on comprehensive data analysis.

Contact us

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