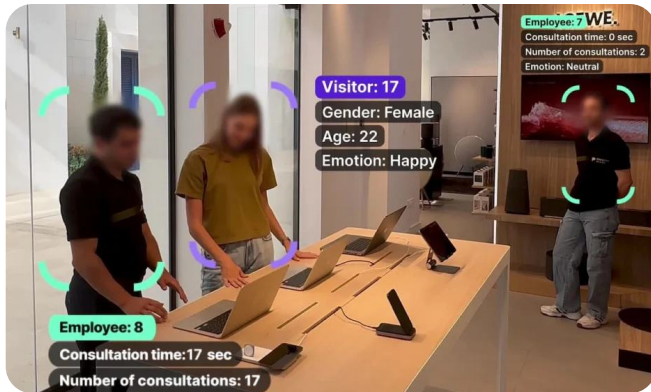# Visitor Insights data for assessing sales people effectiveness

Staff detection

Visitors tracked by sensors longer than 3 hours are marked with the **Staff tag in data reports**

Staff ID	Number of interactions*
Dwell time	Average interaction time**
Emotion	Face mask

* Number of times employee is detected in front of a sensor with a visitor

** Average time spent with visitors in front of sensors

GDPR & CCPA Compliant

Ways to use the collected data

Presence at the location

- Presence of staff in front of sensors during 24 hours
- Number of times when an employee left their area/store

Presence near visitors

- Number of visitors who were near the sales person
- Downtime (time without visitors nearby)

Optimal staff allocation

- Data for efficient staff working schedule
- Effective allocation of staff between locations

Custom reports

- BI system enrichment with Visitor Insights API
- Create custom reports with metrics that you need

Important limitations

- Operates based on behavioral analytics
- Works only with faces, not with objects
- Detection is possible only for strongly expressed emotions
- Presence nearby doesn't mean engagement in conversation

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