



Retail

Track the movement of customers in your store, which spot is hot, which is not...

A retail chain that sells the same goods in multiple shops found the articles that more popular to differ for each location. There is no clear demographic reason for this. While there are general guidelines how to display the articles, the managers find it difficult to comply with these rules as each shop has a different lay-out. The visual appeal for customers walking through the door often is decisive how to display.

Wouldn't it be great? That you would be able to monitor the movement of customers in your shop?

Using motion sensors 30MHz can create a localization grid to monitor customer movement for each shop. We can track the route to each display, and the amount of time spent at a certain place. When the route taken to certain displays proves to be particularly long and chaotic it points out the articles, while in demand, could not be found without extensive searching. Furthermore the manager can receive a notification when the cash register area is overcrowded. When the store is closed the same movement sensors are used for security.

