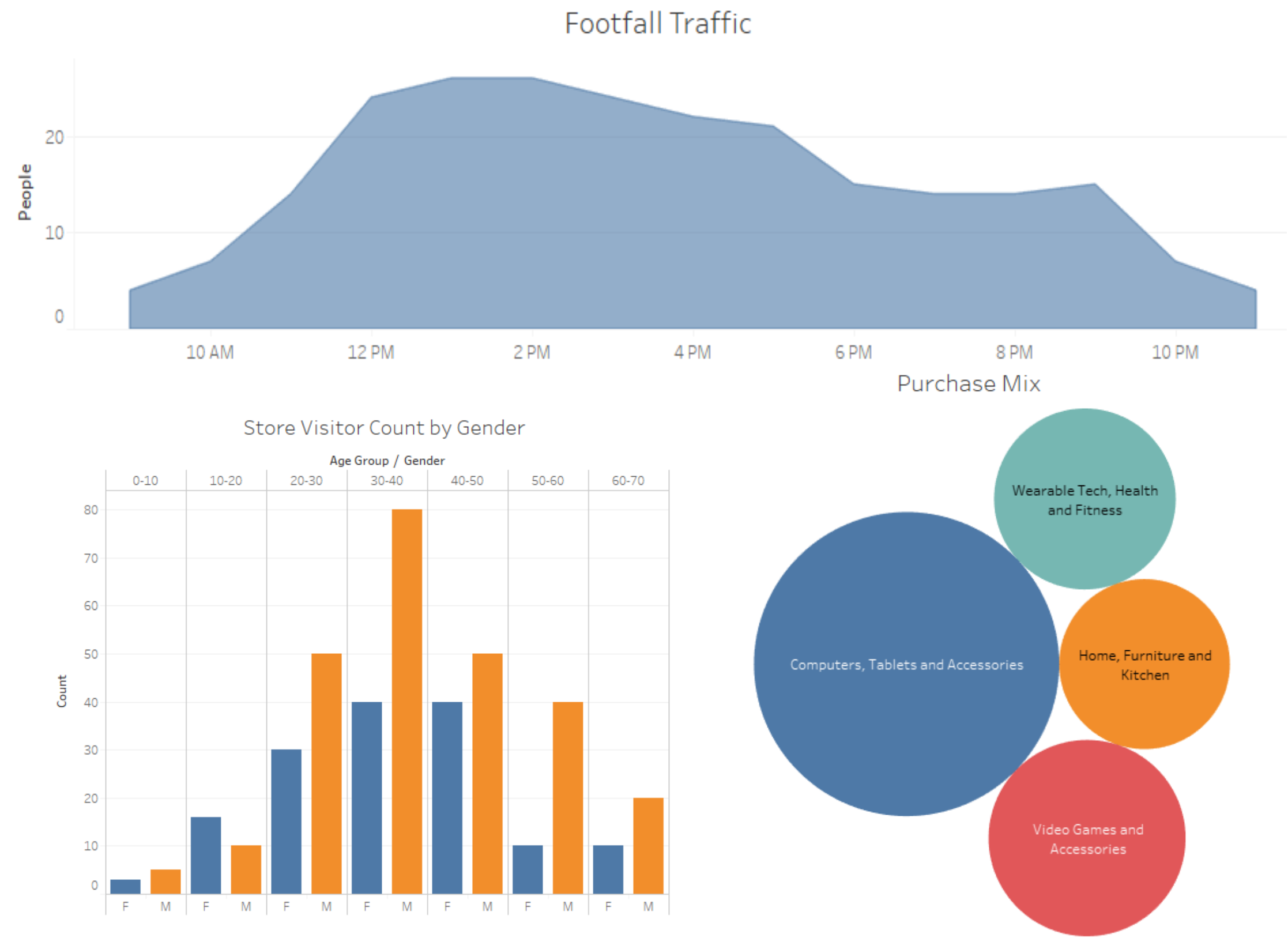


# EXAMPLE DASHBOARD

The following illustrates the actionable insights unlocked from our **prototype real-time video analytics app**

Example Use Case: Best Buy Store In Canada



Conversion Drivers		
	Male	Female
Mississauga	↑	↓
Toronto	↑	↑ ↑
Hamilton	↑	↓
Actionable Insight: High female footfall correlates <b>strongly</b> with conversation rate in Toronto Best Buy locations		

Categories with Most Customer Visits		Top Trending in Toronto	
Category	Average Person Dwell Time	Samsung S10	
Home, Furniture and Kitchen	20 min	PSS	
Video Games and Accessories	20 min	Fitbit X3	
Wearable Tech, Health and Fitness	15 min	Nokia X5 Lens	

<sup>1</sup> Example Questions this Dashboard Informs
Identify New Conversion Drivers (Store Operations, Retail Managers & Merchandising) – What are the conversion drivers for each store location?
Increase Operational Efficiency (Store Operations, Retail Operations & Merchandising) - What is the right staffing level for my store?
Localise Digital And In-Store Campaigns (Retail Directors & Marketing )- Which customer demographics to target to drive traffic optimally to each store location?