SAMPLE DASHBOARD
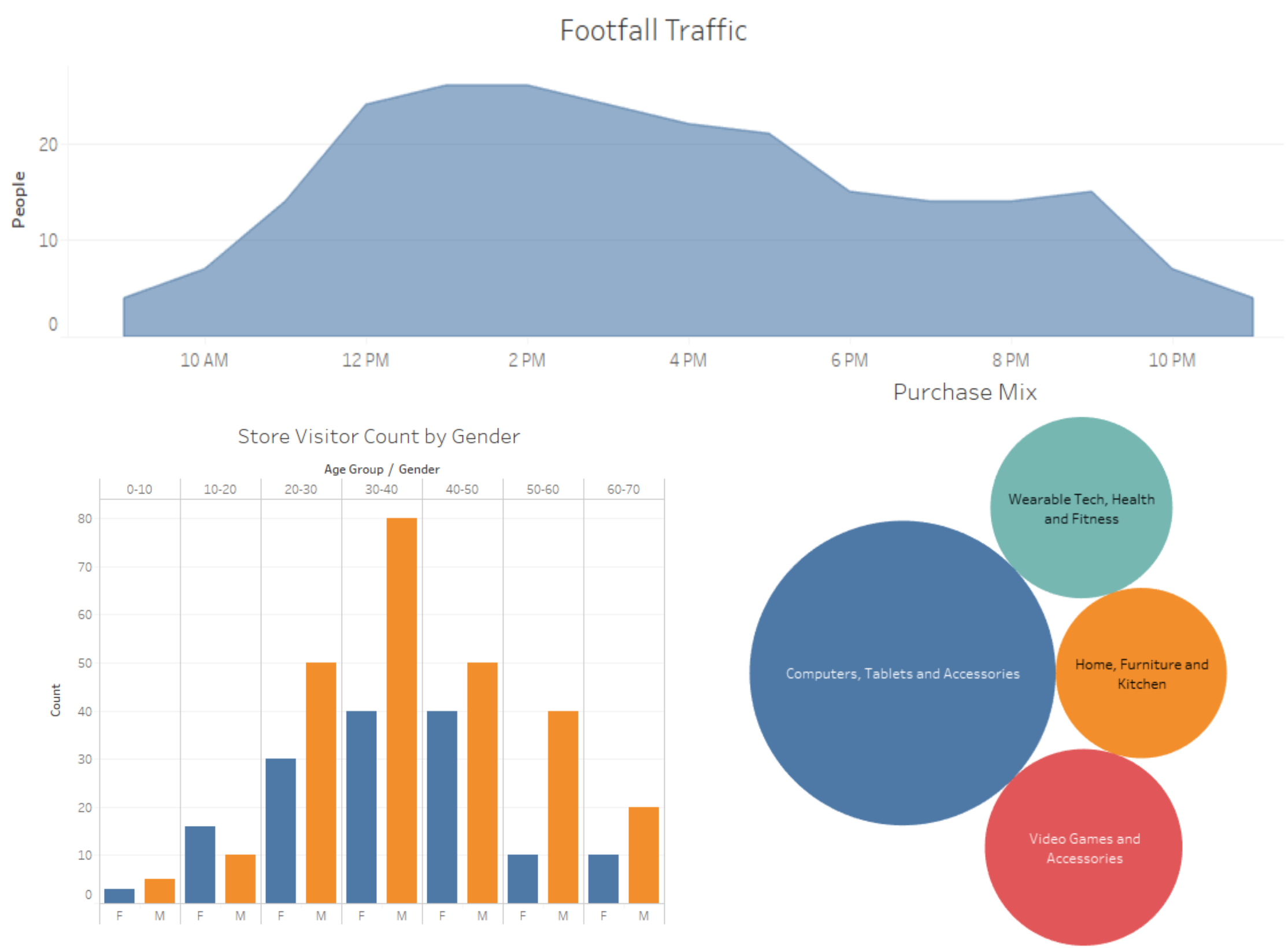
The following illustrates the actionable insights unlocked from our prototype app

Example Use Case: Best Buy Store In Canada

Footfall Traffic

People: 0, 10, 20

10 AM 12 PM 2 PM 4 PM 6 PM 8 PM 10 PM

Store Visitor Count by Gender

Age Group / Gender

0-10   10-20   20-30   30-40   40-50   50-60   60-70

Count: 0, 10, 20, 30, 40, 50, 60, 70, 80

F M F M F M F M F M F M F M

Purchase Mix

- Wearable Tech, Health and Fitness
- Computers, Tablets and Accessories
- Home, Furniture and Kitchen
- Video Games and Accessories

Conversion Drivers

	Male	Female
Mississauga	↑	↓
Toronto	↑	↑ ↑
Hamilton	↑	↓

Actionable Insight: High female footfall correlates **strongly** with conversation rate in Toronto Best Buy locations

Categories with Most Customer Visits	
Category	Average Person Dwell Time
Home, Furniture and Kitchen	20 min
Video Games and Accessories	20 min
Wearable Tech, Health and Fitness	15 min

Top Trending in Toronto
Samsung S10
PS5
Fitbit X3
Nokia X5 Lens

[1]**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?