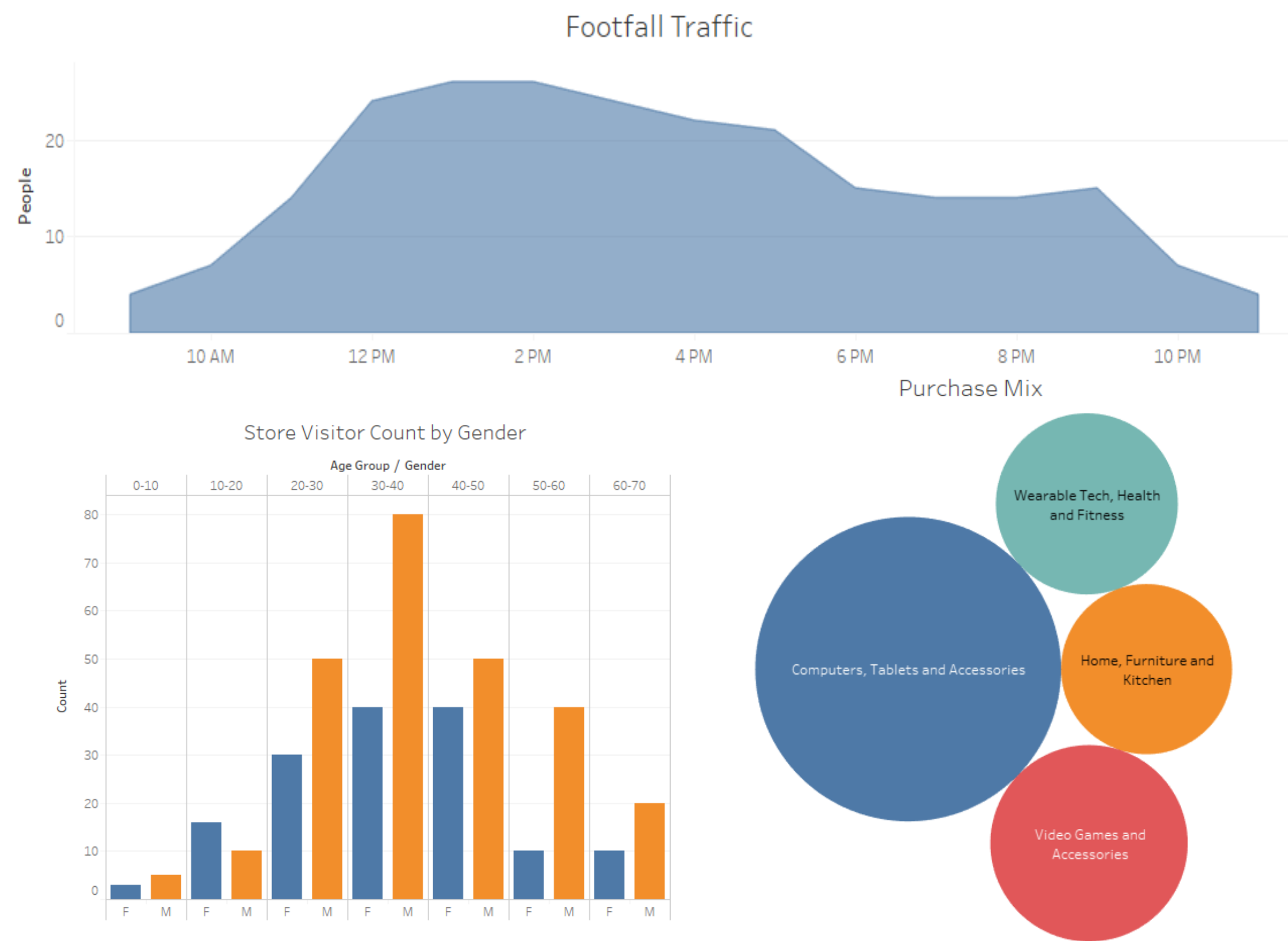


EXAMPLE DASHBOARD FROM VIDEO ANALYTICS¹

BEST BUY LOCATION #2323, TORONTO EATON CENTRE

FEBRUARY 14, 2020



Correlation Drivers ¹			
	Age 20-30	Male	Female
Mississauga	↑	↑	↓
Toronto	↑ ↑		↑ ↑
Hamilton		↑ ↑	↓

¹ High 20-30 and female footfall correlates strongly 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	PS5	
Video Games and Accessories	20 min	Fitbit X3	
Wearable Tech, Health and Fitness	15 min	Nokia X5 Lens	

¹Example 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?