iRetail

Solution Ready Platform

Store Heatmap Analysis
Optimize Your Store Layout and Increase Sales

UShop SRP-710

✓ **Real-World Scene Analysis in Hot Zone**

✓ **Self-Defined Display Area for Analysis**

✓ **Multi Store Cross Analysis**

UShop⁺ Store BI

ADVANTECH

Enabling an Intelligent Planet

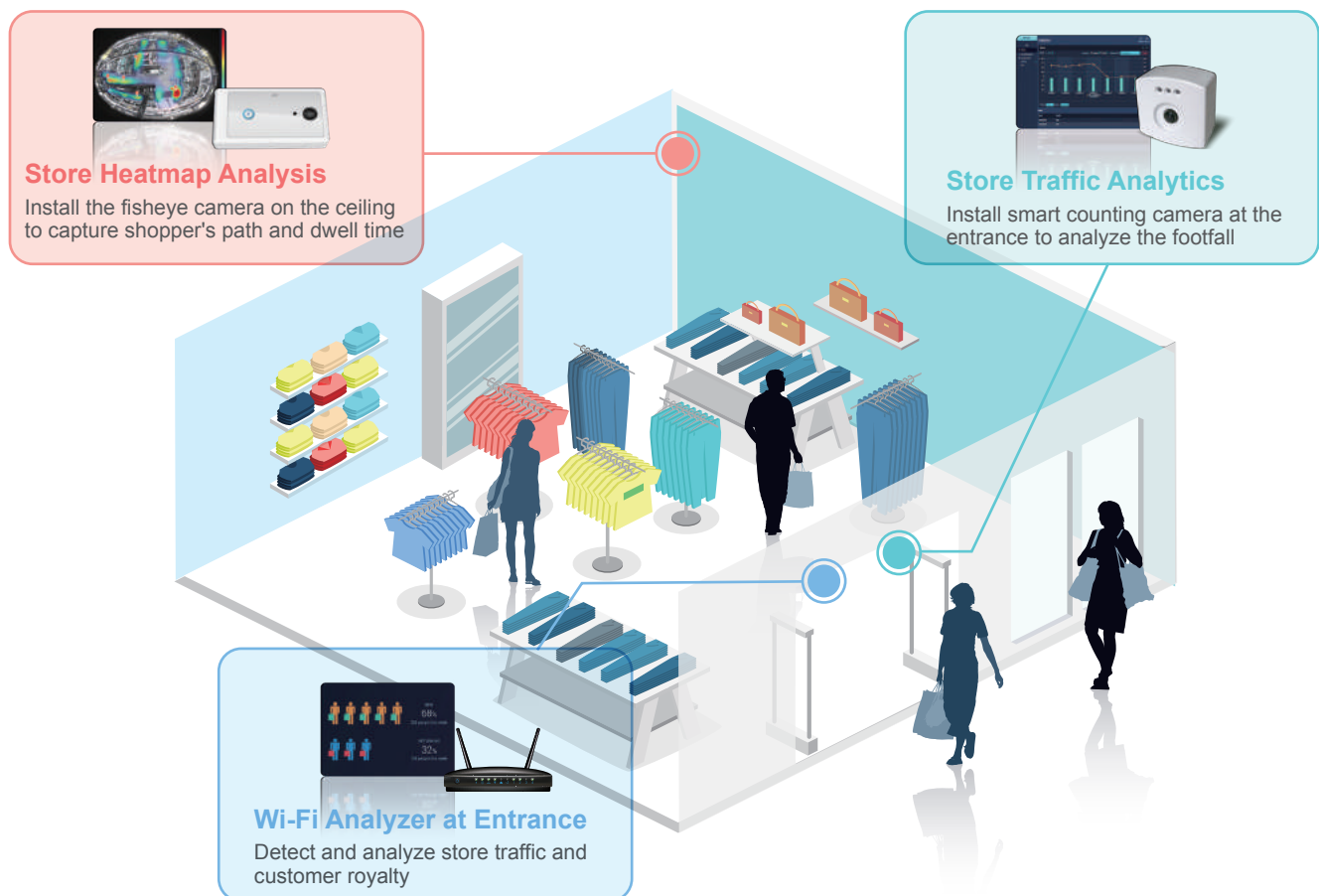(intel) IoT Solutions Alliance **Premier**

Azure

iRetail Solution Website

Store Heatmap Analysis

UShop SRP-710— A Smart Solution for Optimizing Display of Goods

In the past, retail personnels guess high traffic areas in and out of stores and to adjust the display of advertisements or placement of new products with their business experience, but the efficiency of advertising or product promotion was still unable to be maximized. Advantech Store Heatmap Analysis Solution adopts imaging technology combined with POS system transaction data, as well as big data analysis, to provide complete and in-depth analysis of consumer behavior. With the intuitive heatmap analysis, the personnels can know where the customers are gathering, and optimize the display of goods, adjust the pricing strategy to make marketing strategy effectively and efficiently.

UShop⁺ Store BI System Overview

Store Heatmap Analysis
Install the fisheye camera on the ceiling to capture shopper's path and dwell time

Store Traffic Analytics
Install smart counting camera at the entrance to analyze the footfall

Wi-Fi Analyzer at Entrance
Detect and analyze store traffic and customer royalty

Store Traffic Analytics

UShop SRP-700

UShop⁺ Store Traffic Analytics solution offers 2D and 3D smart counting camera to integrate with POS transaction data for analyzing the store traffic, sales conversion rate and returning rate. Retailers can also get an in-depth knowledge of consumer shopping habits such as duration, customer loyalty and route analysis through our smart Wi-Fi Analyzer.

Store Heatmap Analysis

UShop SRP-710

The Store Heatmap solution analyze the shoppers' behavior with the video from 360 degree fisheye camera installed on the top of targeted location in the store. It can easily evaluate display layouts, shopper's dwell time and shopper path for retailers to optimize its product display and encourage more optional traffic flows.

UShop SRP-710 System Diagram

Mobile Access

Data Analytics

Public Cloud

UShop⁺ Store BI

Private Cloud

Data Direct to Cloud

Data Go On Cloud Through EIS

Lite (3 CH)
Suitable for single store or small-sized business

Standard (8 CH)
Suitable for retail chain stores or convenient stores

Professional (16 CH)
Suitable for grand shopping mall

UShop Store Edge Intelligence Server

Branch Stores

UCAM Smart Heatmap

Fisheye IP Camera

Smart Sensor

UCAM Smart Heatmap Camera

- Full view 360 degree fisheye camera
- Upload captured video to cloud and analyze it directly
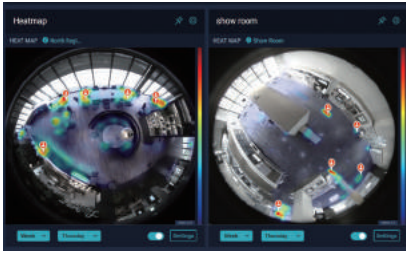- Easy installation and maintenance

Fisheye IP Camera

- Full view 360 degree fisheye IP camera
- 5 meter extra high resolution video
- 1.57 mm fisheye camera

UShop EIS Store Edge Intelligence Server

- Built-in heatmap analysis engine
- Base on actural number of cameras installed to work with Lite, Standard, Professional EIS
- High system stability

UShop⁺ Store BI Heatmap Analytics Software Introduction

Regional Heatmap Overview

- Counting the number of people staying at the display area and analyzing average dwell time
- Cross-analyzing the product display, heatmap and KPI

Detailed Zone Analysis

- Allow to add interested area of goods freely, and is capable of expanding detailed dashboard for in-depth analysis
- Integrating sales data and analyzing conversion rate of number of attention versus sales data for given product category

Easy Management Through Mobile

- Get analyzed data derived from cameras, Wi-Fi, POS system, promotional calendar and weather through mobile device for easy management

UShop⁺ Store BI Heatmap Analysis Software Feature

Management Center	Store Management	• Add/ delete/ revise store information (including management of name, region, city, address and telephone number, etc) • Provide system tag and user self-defined tag for categorizing branch stores • Quick access to a certain store by using key word search for its corresponding tag
	User Management	• Add/ delete/ revise user information (including login account, password, address and telephone number, etc) • Provide user authorization mechanisms to set authorization for each store
	Device Management	Monitoring equipment status, the back-end lighting shows connection status, notifying the administrator via e-mail when there is any abnormal
Multivariate Analysis	Heatmap	• Provide data analysis, mark top 5 heat zones with corresponding number of people staying and dwell time • The top 5 heat zones with the highest dwell time can be calculated according to the days, weeks, months and years of different time zones. Up to five interested points can be customized and compared across time dimensions
	Cross Analysis	• Provide cross-time, cross-store dimension comparisons for interested pins • Chart type: line chart, histogram
	User-defined Dashboard	• Support pin or user self-adding multivariate charts and figures • The position of the charts and figures are adjustable
Cross-Platform Usage	Support Multiple Devices	• All OS platform with Google Chrome and Microsoft Edge browsers are supported • Support all mobile devices with resolution higher than 1024x768, and automatically adjust the layout of dashboard for the best viewing experience
	Data Security and 3rd Party SW Integration	• Adopt binary encoding format to transmit data of branch stores for information security • Complete RESTful API is provided for 3rd party software integration
System Architecture	Cloud Architecture	Public cloud Microsoft Azure, private cloud Microsoft server 2012
	Stability	Support system redundant and load balance
	Scalability and Maintainability	Support scalability EIS adding and remote database backup

Application Story

A Retail Chain Store In Taiwan

Mr. Lai is the owner of a consumer electronics retail chain in Taiwan.He started his company since 1973. Owning 20 chain stores inTaiwan, Mr.Lai usually reviews each store performance based on daily sales volume. However, he couldn't have a clear idea of the traffic flow of people passing or entering the store. Hence, Mr. Lai came to Advantech seeking for a more intelligent way to understand his customers and his chain shops more.

Total 20 stores were applied with UShop+ Store Traffic and Store Heatmap Analytics solutions. Each store manager can check their store performance including number of visitors, amount of transactions, conversion rate, sales contribution per human hour as well as average sales per unit area (sales revenue/total meter square of a store) through UShop+ mobile manager app in preferred time period.

Mr.Lai immediately found out that there are 1,000 customers come to one of his store each day on average, but only 200 transactions were made. He also find out that the promoted products displayed in the promoting area actually didn't get much attention from customers. When store manager asked Mr.Lai for hiring additional clerk, Mr. Lai can check the store's exact revenue per employee to see whether the store staff capacity is optimized or not.

In the end, Mr.Lai set a performance target for his store managers: to improve the conversion rate and enhance the average customer transaction amounts. He removed untargeted products from popular zones inside his stores, invested the display in middle to high margin products such as gamer gears in order to highlight the value of these products. After 3 months, his stores achieve a 10-20% sales growth rate compared to last year.

▲ Heatmap Analysis

Ordering Information

| | Camera | UShop EIS | UShop Store BI Software |

Solution Type	Hardware P/N		Public Cloud P/N	Private Cloud P/N
Store Heatmap Data Direct to Cloud	**UCAM Heatmap UCAM-2F0A-A01**		**968SPUSTL0** (Annual License Fee)	**968SPUSTS0:** Max. 25 Channels

968SPUSTS1: Max. 50 Channels

968SPUSTS2: Max.300 Channels |
Heatmap 3CH	**Fisheye IP Camera 9680017042**	**USHOP EIS Lite UBX-310UST-G1E-C**	**968SPUSTL1** (Annual License Fee)	
Heatmap 8CH		**USHOP EIS Standard AIMC-342UST-G1E-C**	**968SPUSTL2** (Annual License Fee)	
Heatmap 16CH		**USHOP EIS Pro ACP-2320UST-G1E-C**	**968SPUSTL3** (Annual License Fee)	

Order in 3 Easy Steps

Go MyAdvantech

1. Step 1: Login & Register

Add to Cart

2. Step 2: Configuration

Confirm Order

3. Step 3: Check & Submit

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Online Catalog