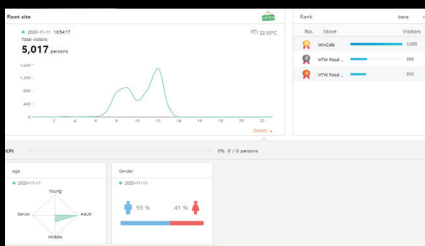


# WISENET Retail Insight

## Business Intelligence for your retail shops

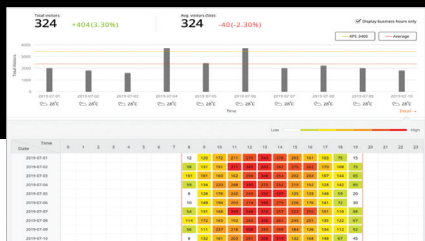
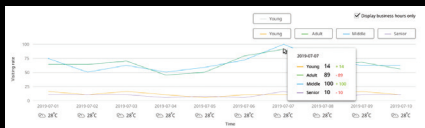
- Advanced BI functions
- User friendly UI (Detail button)
- People counting (age, gender)
- Heatmap (Time-lapse)
- Queue management
- Customizable dashboard and report
- Compatible all Wisenet cameras (applied BI function)



### Age, Gender Analysis

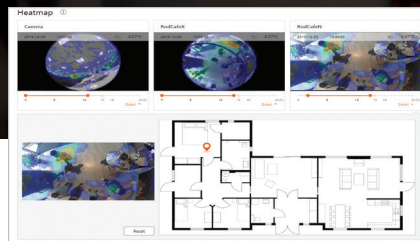
Wisenet Retail Insight not only counts the number of visitors in real time but also offers age & gender analytics, providing insightful information to store owners.

Owners can plan their marketing campaigns according to their customers' gender, age group.



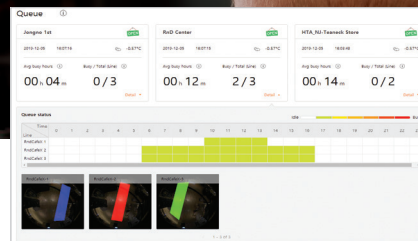
### People counting

Owners can get a glance of visitors trends by daily, weekly, and monthly. This helps owners to effectively manage manpower by knowing the busiest time of the store.



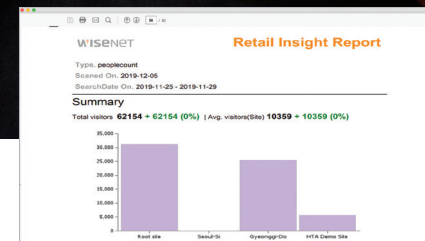
### Heatmap (Time-lapse)

Heatmap feature tracks areas where customers linger in, providing information on popular/unattractive products. Owners can configure the time duration to collect data at certain times.



### Queue management

Queue management is crucial for large retailers. The feature captures long waiting lines in real time and manages the queues in an efficient way, reducing customer complaints.



### Regular automatic report

Wisenet Retail Insight offers reports on a daily, weekly, or monthly basis. Users can configure reports with the units they want, taking full advantage of the vast size of database and gaining information crucial in running retail stores.

