Vidosoft Professional People Counting and Analysis System

Vidosoft Professional People Counting and Analysis System is a high-quality product designed for comprehensive analysis and reporting of customer traffic. It features the following specifications:

People Counting: Accurate and reliable real-time people counting to provide valuable insights into customer traffic patterns and trends.

Visual Operations: A user-friendly visual interface that makes it easy to manage and monitor customer traffic, with customizable display options for greater flexibility.

Analysis Reports: Detailed analysis reports that provide valuable insights into customer behavior, traffic patterns, and trends, allowing businesses to make informed decisions and optimize operations.

Cloud-Based Architecture: A cloud-based system that allows for easy access and management of customer traffic data from anywhere at any time, with secure data backup and storage.

Solution Background

How many customers are there ?

Traditional customer traffic counting methods require manual registration by staff, which can be time-consuming and lead to a poor customer experience. However, with the Professional People Counting and Analysis System, businesses can accurately and efficiently track customer traffic in real-time without the need for manual registration. This allows for a more streamlined and efficient customer experience, while also providing valuable insights into customer behavior and traffic patterns.

Customer Preferences ?
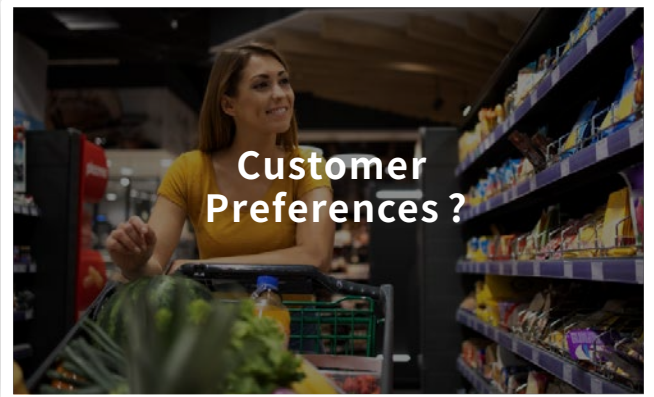
Without a deep understanding of customer preferences and behavior, it can be challenging to optimize layouts and launch targeted advertising campaigns. However, the Professional People Counting and Analysis System provides businesses with valuable insights into customer traffic patterns, behavior, andpreferences. By analyzing this data, businesses can gain a better understanding ofcustomer preferences and tailor their layouts and advertising campaigns accordingly. This can help businesses improve the overall customer experience and increase customer satisfaction and loyalty.


How Long Do They Stay ?

Without the ability to accurately track customer dwell time, it can be difficult to understand customer loyalty and purchasing habits. However, with the Professional People Counting and Analysis System, businesses can gain valuable insights into customer traffic patterns, behavior, and dwell time. By analyzing this data, businesses can gain a better understanding of customer loyalty and purchasing habits, allowing them to tailor their operations and marketing strategies accordingly. This can help businesses improve customer satisfaction and increase sales.

How to Market ?

Traditional customer traffic systems only count the number of people, making it difficult to target specific customer groups for precise marketing campaigns. However, with the Professional People Counting and Analysis System, businesses can gain valuable insights into customer traffic patterns, behavior, and preferences, allowing them to target specific customer groups with more precise marketing campaigns. By analyzing this data, businesses can tailor their marketing strategies to specific customer groups, increasing the effectiveness of their marketing efforts and ultimately driving more sales.

Solution Introduction

Vidosoft provides a professional people counting and analysis system. The system is based on 24-hour intelligent video monitoring, and real-time statistical data on customer traffic, trends, and other information. The system conducts multi-dimensional data collection and generates reports to analyze operational situations, providing high-quality data support for more business decisions. Additionally, the system's real-time crowd control can effectively prevent accidents and the risk of virus transmission due to overcrowding.
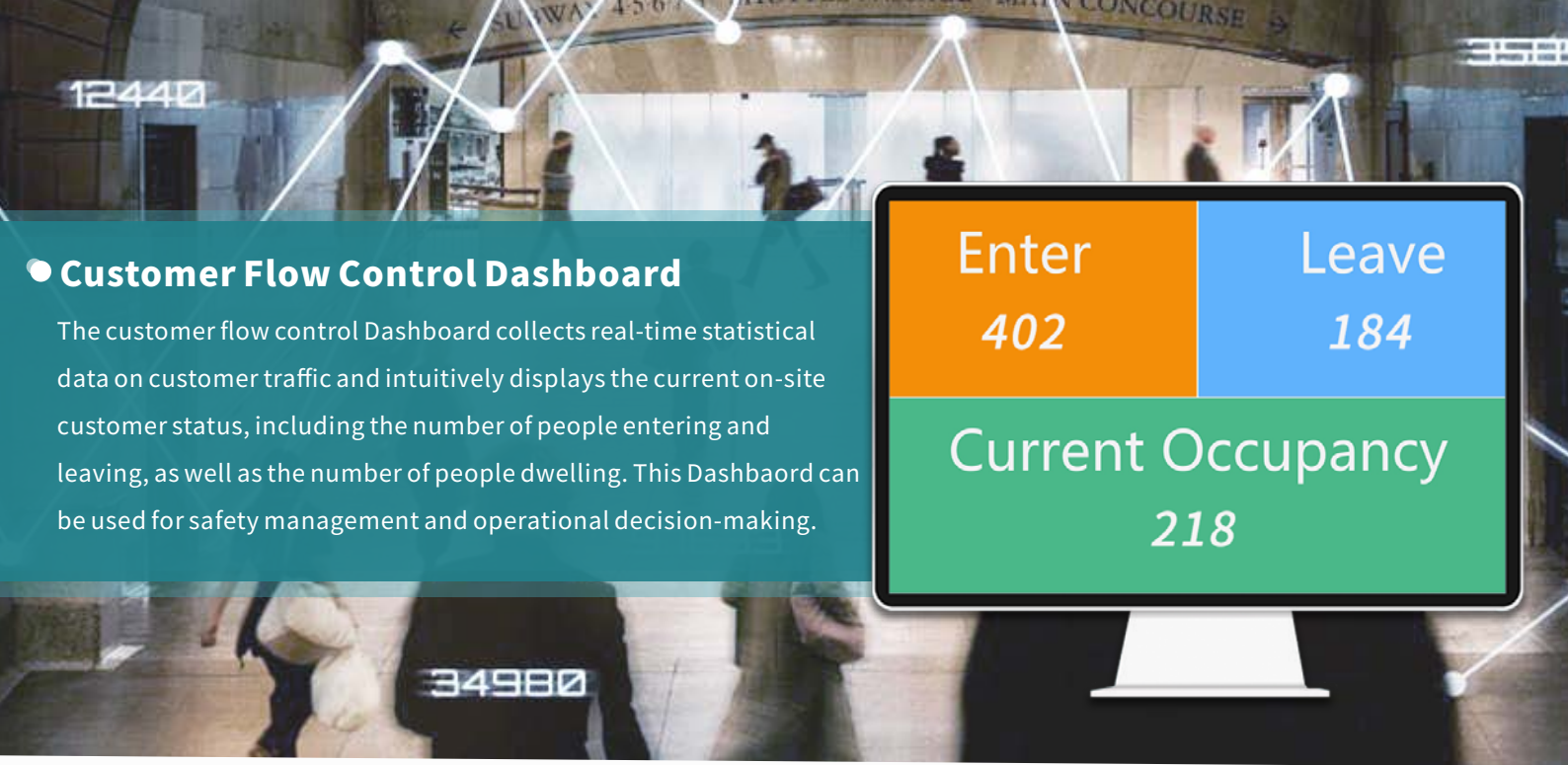
Customer Flow Control Dashboard

The customer flow control Dashboard collects real-time statistical data on customer traffic and intuitively displays the current on-site customer status, including the number of people entering and leaving, as well as the number of people dwelling. This Dashbaord can be used for safety management and operational decision-making.

Enter 402	Leave 184
Current Occupancy 218	
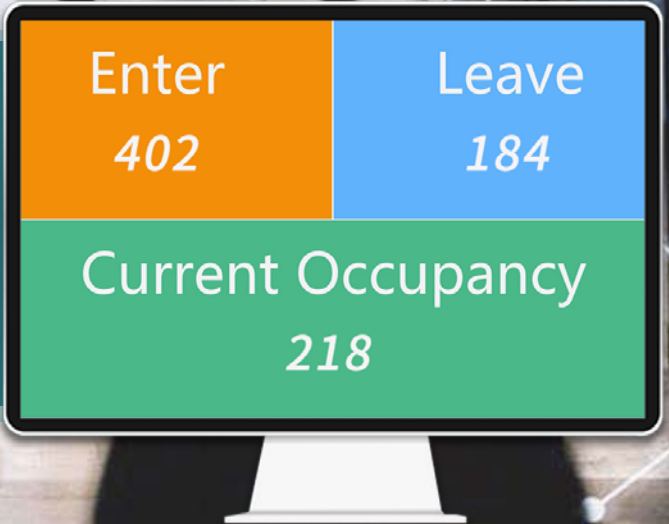
Crowded Human Traffic
Crowded human traffic can easily lead to trampling accidents

Crowded Gathering
Crowded gatherings can easily increase the risk of virus transmission

Advantages

Convenient Data Acquisition
The system is easy to deploy, and efficiently collects data on crowded customer traffic. It provides real-time displays on a dashboard, making it easy to obtain valuable insights into customer traffic patterns at a glance.

Ensuring On-Site Safety
The system allows for real-time monitoring of the number of people entering and leaving, providing early warnings and allowing for timely customer traffic management measures. This can effectively prevent safety hazards and ensure onsite safety.

Customer Traffic Trend Analysis
The system provides an intuitive customer traffic dashboard that allows businesses to monitor on-site customer traffic in real-time. This provides valuable data for adjusting marketing and management strategies in a timely manner.

Precision Data Collection

The system uses 3D Dual Lens or Fisheye AI cameras to accurately collect customer traffic data, with an accuracy rate of over 98%. Additionally, it utilizes a 360° panoramic camera to intelligently track customer movement trajectories and generate regional heat maps.

Advantages

Enter	Leave
402	184
Current Occupancy	
218	

Statistically analyze customer traffic data to evaluate marketing campaign effectiveness.

Analyze customer traffic patterns to allocate resources more effectively.

Gain insights into customer behavior to optimize store layout.

Analyze abnormal human traffic density and provide timely alerts.

Visible Operations

The latest algorithms of face detection, intelligent analysis of face characteristics, collecting information such as customer gender, age group, expression, visit behavior, and stay time, understand the distribution of customer characteristics, and accurately grasp the target customer group.

Advantages

Identify specific customer groups and target customers more effectively.

Analyze customer information characteristics and determine more precise marketing strategies.

Understand the consumption habits of VIP customers and provide upgraded service quality.

Analysis Report

The system generates a variety of analysis reports, including visitor emotional distribution reports, gender/age distribution reports, visitor history reports, and customer traffic reports. These reports provide businesses with valuable insights into on-site customer traffic and can be used to optimize overall layout and marketing strategies.

Advantages

01 Accurate Data Support for More Targeted Promotions.

02 Utilize multi-dimensional analysis of reports to predict market trends.

03 Support unified management of customer traffic data across multiple stores.

04 Transform customer characteristics into data to better target specific customer groups.

05 Statistically analyze customer dwell time and consumption habits.

06 Display abnormal customer traffic data and adjust operational strategies in a timely manner.

● Retail Operations Data Dashboard

The system supports customization of a retail operations data dashboard, allowing businesses to monitor changes in customer traffic data in real-time and gain a comprehensive understanding of store operations. The system also supports unified management of customer traffic devices across multiple stores, significantly improving management efficiency.

Equipment Monitoring

The system can monitor the operation status of devices and provide timely alerts for any abnormal events. The system also allows users to view event logs at any time.

Real-Time Monitoring

The system can display real-time monitoring footage of the store, allowing businesses to click on the footage to enlarge it and view the onsite situation in detail.

Customer Traffic Heat Map

The system can track changes in customer traffic and analyze customer dwell time in various areas, providing insights into the popularity of different regions.

Precision Statistics

The system can statistically analyze customer traffic data and provide insights into customer traffic trends over different time periods, such as hourly, weekly, monthly, or yearly.

Customer Traffic Analysis Dashboard
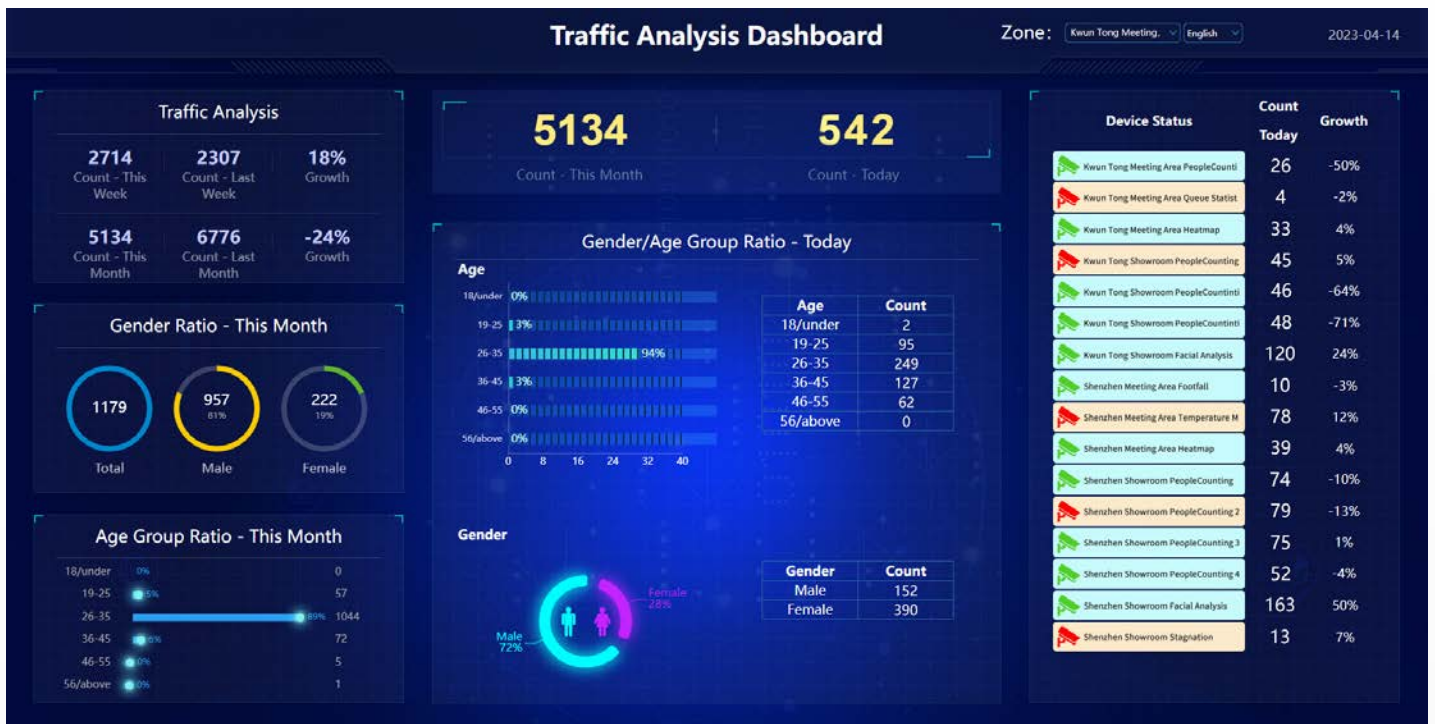
The system can provide real-time statistics on daily and monthly customer traffic data, compare data from previous weeks/months to calculate growth rates, analyze the gender and age distribution of customer traffic data, and display statistical data and growth rates for different stores.

Intelligent statistics
Embedded professional algorithms, intelligent identification of employees, exclude the number of employees in the store.

Accurate Data
The system can exclude duplicate entries to obtain accurate customer traffic data.

The system can intelligently analyze the gender distribution of customer traffic data.

The system can analyze the age distribution of customer groups.

The system can flexibly statistically analyze data at different time periods.

The system can support unified management of data growth across multiple stores.

Multi-Area Customer Traffic Statistics Dashboard

Background

For chain retail operations with multiple store locations and large shopping malls, a multi-area customer traffic statistics dashboard is provided. This dashboard can simultaneously calculate the effective customer traffic data from multiple areas at different time periods and display real-time data for multiple areas/stores in an intuitive manner.
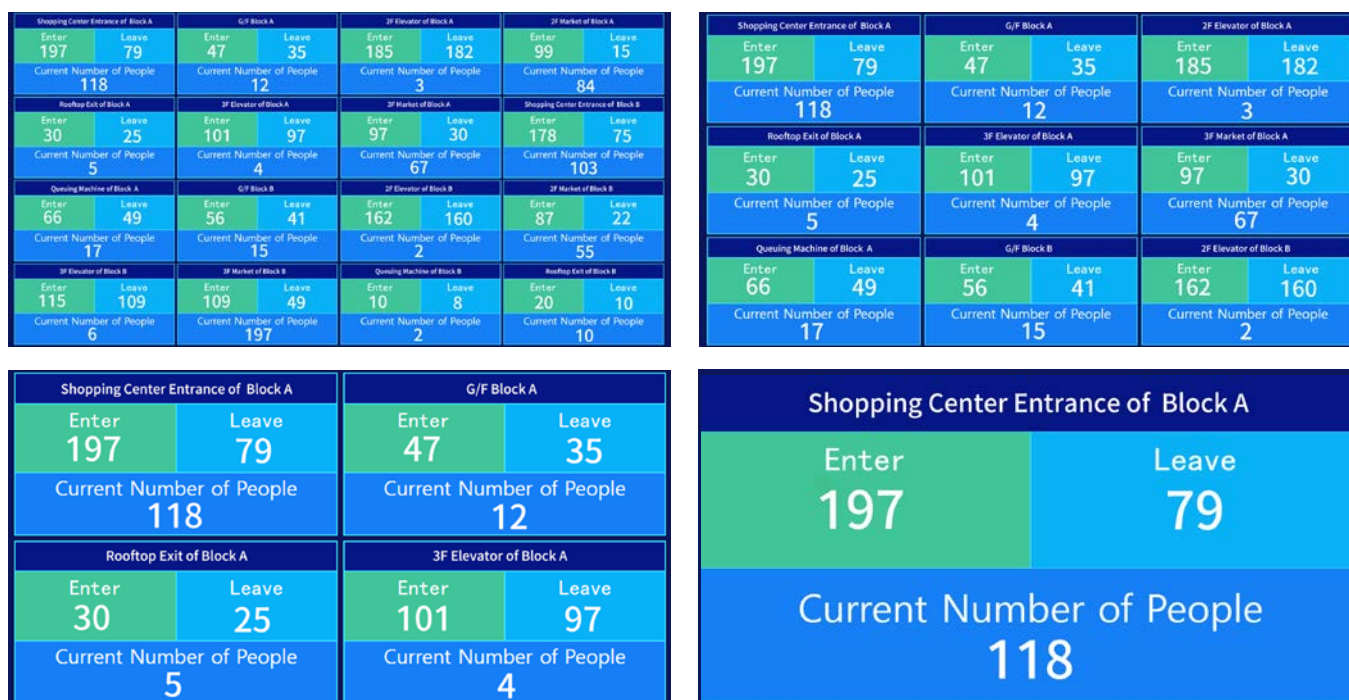
Features

The system can define multiple areas/venues and display real-time data for all areas on a single screen, allowing users to click on individual stores to view their customer traffic data.

The system can meet the demand for centralized management of customer traffic in different areas.

The system can provide real-time insights into customer traffic distribution in different areas at different time periods.
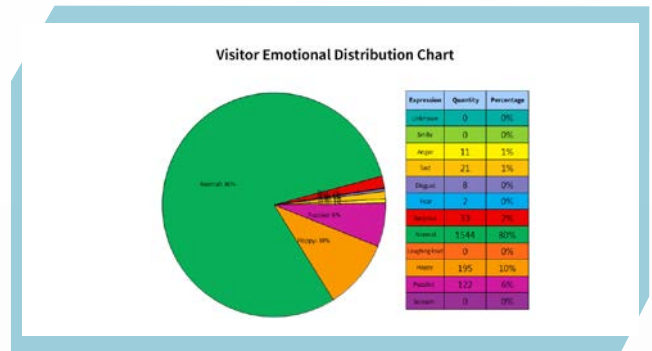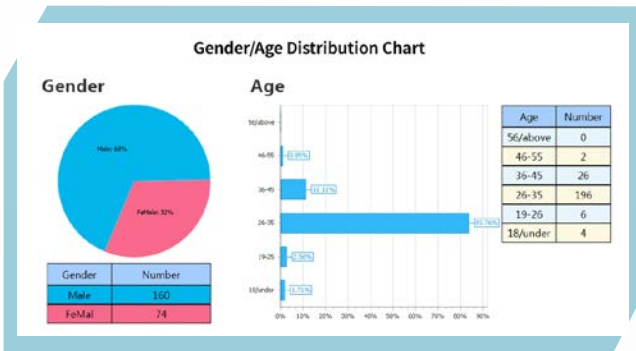
The system can analyze the flow patterns of customers in different areas.

The system can provide valuable data support for optimizing store layouts and adjusting business strategies.

Types of Reports

Gender/Age Distribution Chart

Statistically analyze visitor gender/age data and display it using pie charts and bar charts, providing insights into visitor characteristics.

Visitor Emotional Distribution Chart

Intelligently analyze visitor facial expressions and generate reports with more than ten categories of emotional expressions.
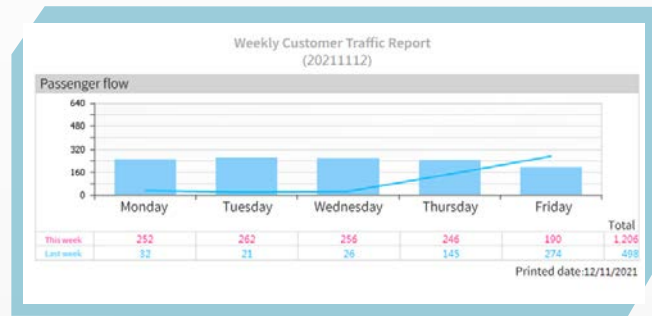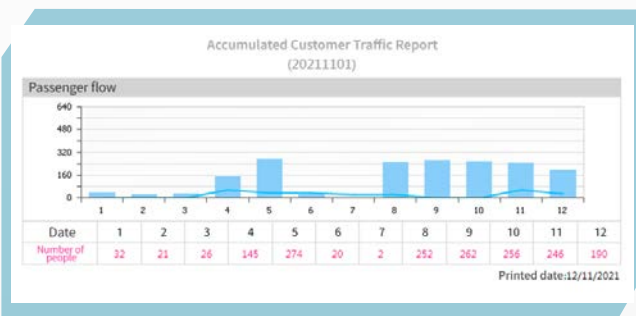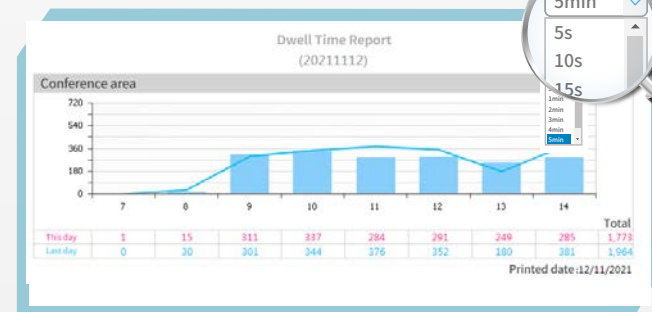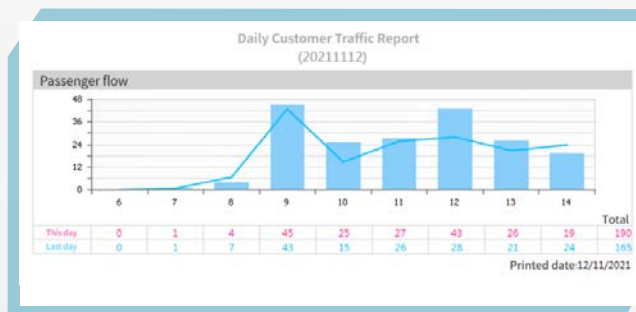

Accumulated Customer Traffic Report

Statistically analyze daily customer traffic data in terms of monthly/weekly periods, including daily traffic volume, accumulated traffic volume, and changes in traffic volume displayed using line and bar charts.

Weekly Customer Traffic Report

Statistically analyze daily customer traffic data on a weekly basis, including daily traffic volume, accumulated traffic volume, and comparison data from the previous week displayed using line and bar charts.
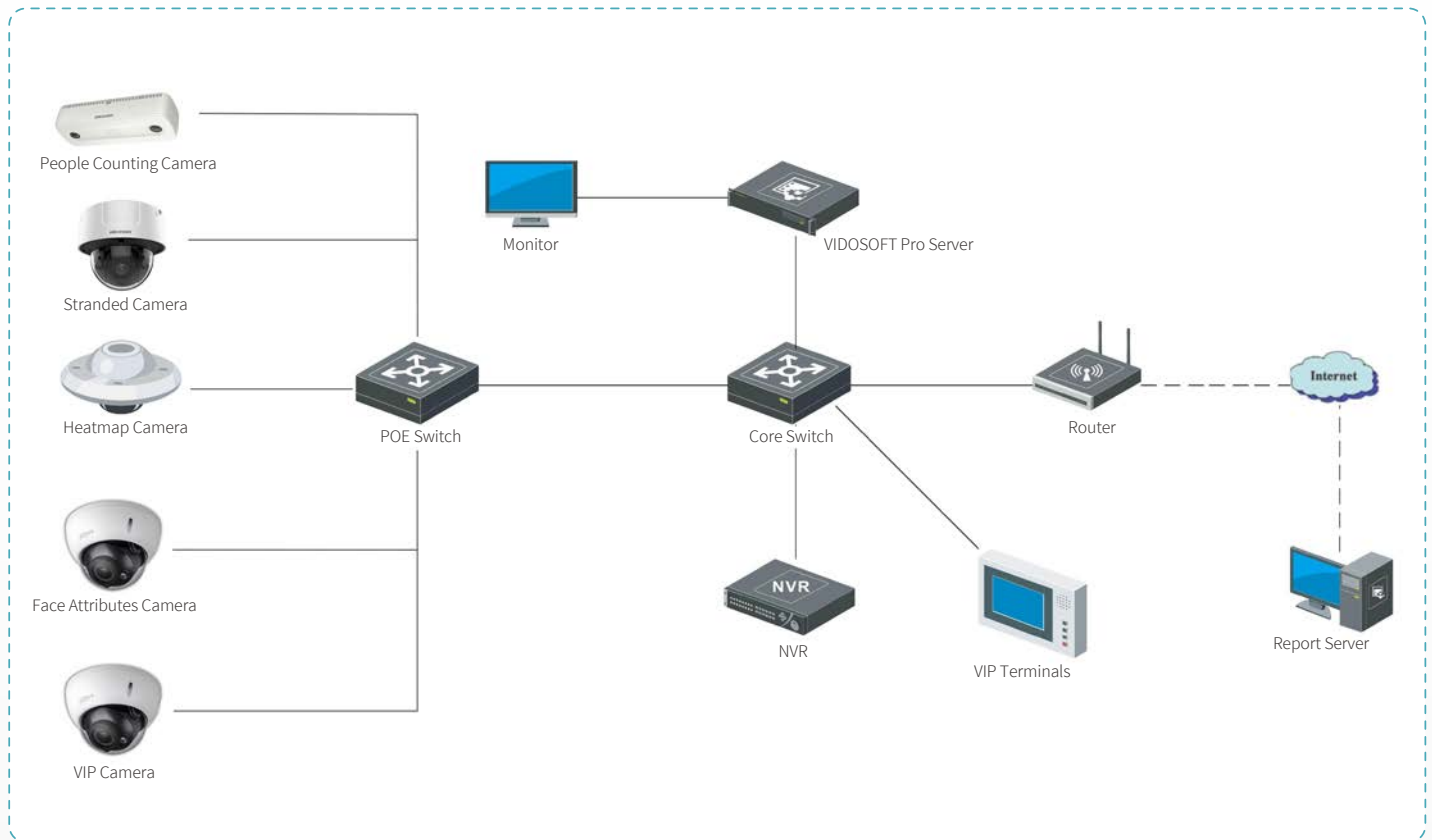

Daily Customer Traffic Report

Statistically analyze hourly customer traffic data on a daily basis, including hourly traffic volume, accumulated traffic volume, and comparison data from the previous day displayed using line and bar charts.

Dwell Time Report

Statistically analyze the number of customers with different dwell times, filter the dwell time data, and display changes in traffic volume using line and bar charts.

Solution Structure

People Counting Camera

Stranded Camera

Heatmap Camera

Face Attributes Camera

VIP Camera

POE Switch

Monitor

VIDOSOFT Pro Server

Core Switch

Router

Internet

NVR

VIP Terminals

Report Server

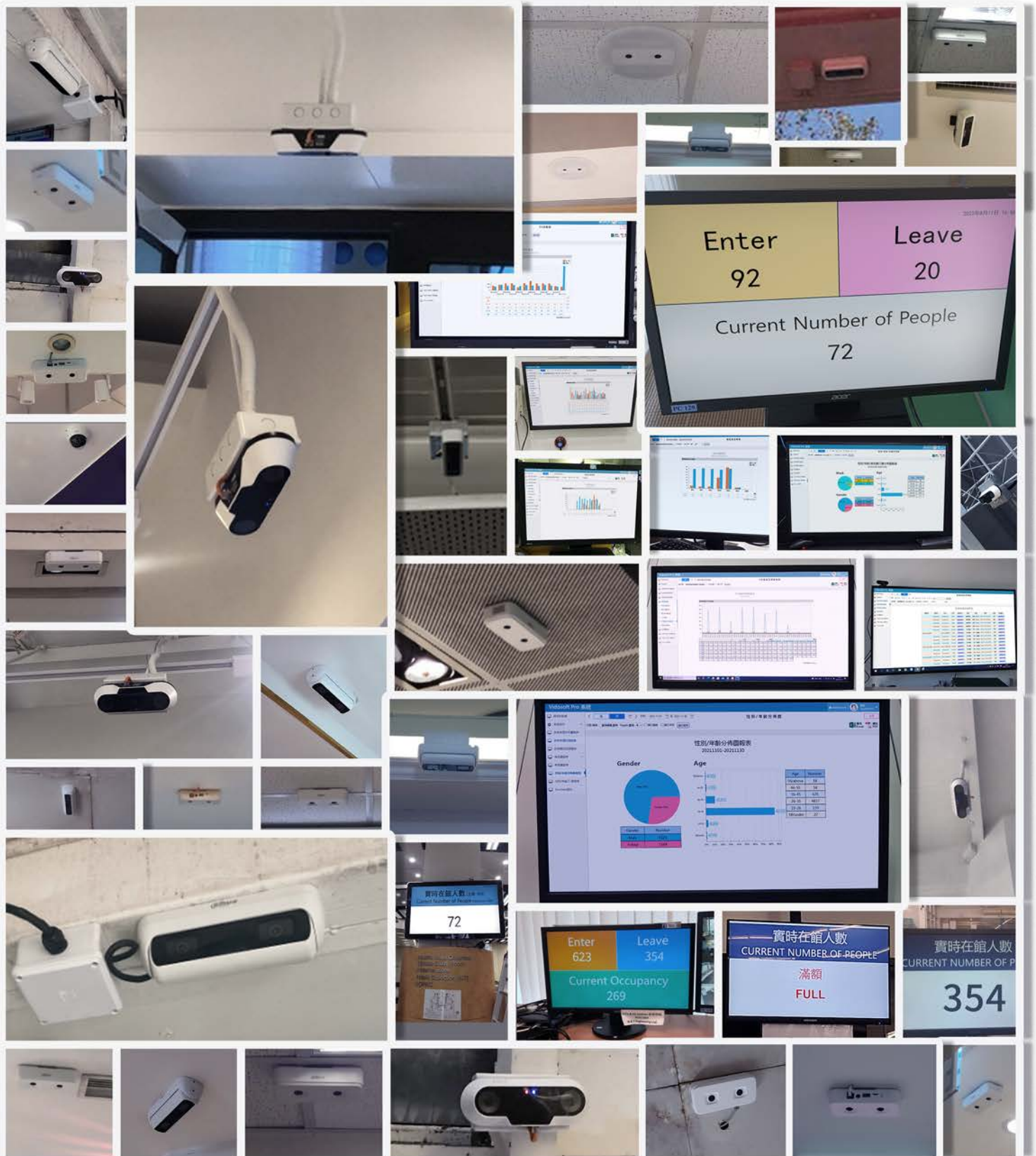## Application Scenarios

Supermarkets

Retail stores

Restaurants

Libraries

Clothing stores

Museums

Case photo