

User Manual

TD TrafficPro-Retail

Quick Guide



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Introduction

TD TrafficPro -Retail provides retailers with comprehensive business reporting and analytics that allow you to obtain in-depth understanding of the footfall traffic collected by TD series of intelligent sensors against sales performance data. With proper settings, TD TrafficPro enables users with different access rights to view live traffic data of nation-wide, regional or individual retail stores, present traffic trend, export data for integration, conduct cross-store comparison, set automated email reporting etc.

About this Document

This document describes basic functions of the reporting software for users to view and export data. The content as relevant to sensor settings such as entrance, zone and server configurations are not included. For advanced settings, contact our service representatives for assistance.

How to Access

Accessing through a Web Browser

TD TrafficPro reporting software can be accessible through web browsers. The latest version Google Chrome is recommended for use while Internet Explorer (11.0 or newer), or Mozilla Firefox are also supported.

Type the URL of the reporting software in the address bar of your web browser, then login the reporting system from the following portal. You may select a language you wish to view reports.

The image shows the login portal for TrafficPro. At the top, the text "TrafficPro" is centered. Below it, a language selection bar shows "Language: 中文 | English | 언어 | Deutsch | 日本語 | Français". There are two input fields: "Please Enter Username" and "Please Enter Password". Below these is a checkbox labeled "Remember Me" which is checked. At the bottom is a red button labeled "login".

Hierarchical Reports and Access Rights

The reporting software presents information with multiple levels, the number and name of which can be defined. However, we recommend that (in most cases) you set 2-5 levels to simplify management.

Be default and for an instance in this document, three levels (Group/Area/Store) are defined. Depending on the access rights assigned by the administrator, you can view your Group, Area or Store level reporting information.

Content of Reports

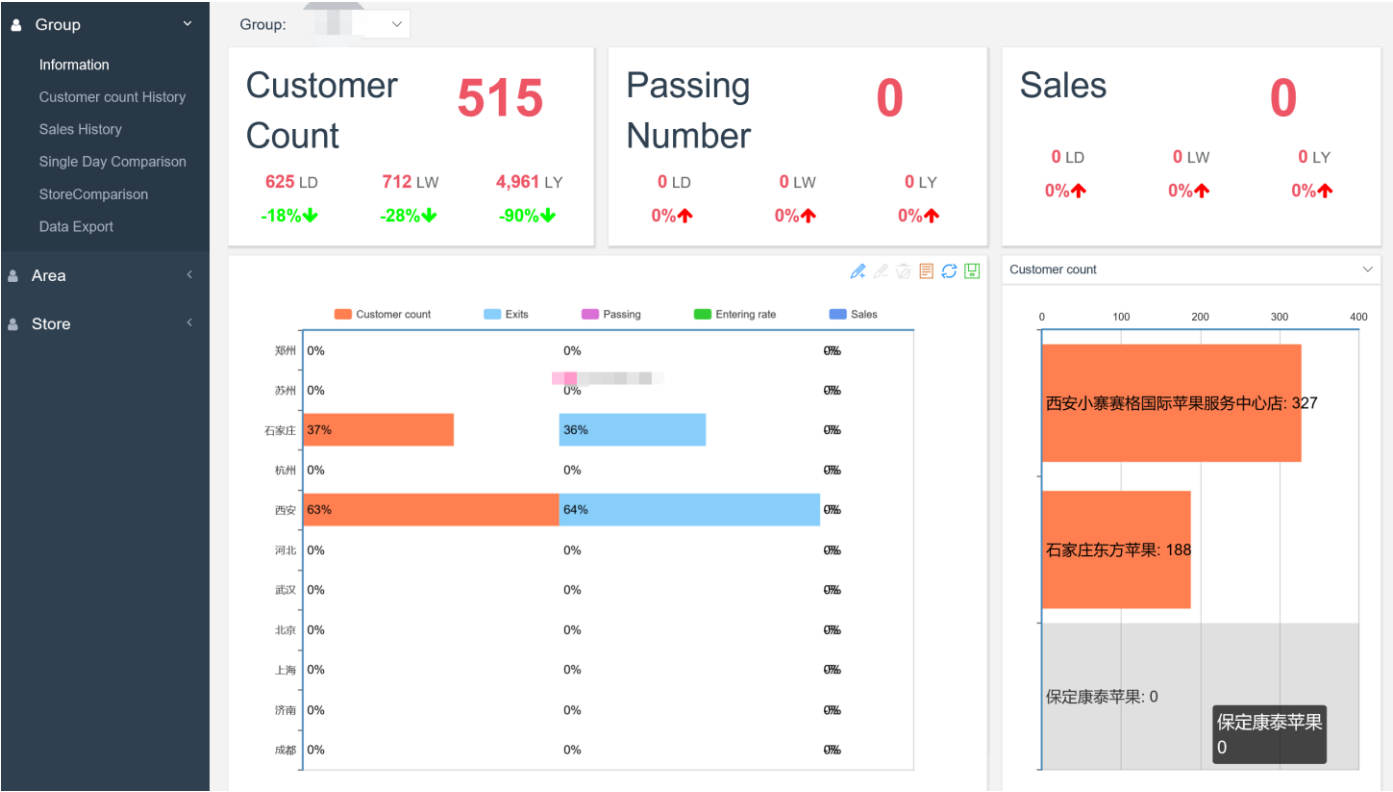
The following describes the content of reports as displayed in different levels. Once you log into the reporting system, navigate the menu options on the left side and start view or export data based on your need by following the forthcoming instructions.

Since the menu options under Group and Area levels are the same, we use 'Group/Area' to indicate instructions applicable for both levels. The difference is that Group level presents information of multiple areas (in most cases, nation-wide regions or areas) while the Area level presents information of only a certain area (such as Tokyo in Japan or Shanghai in China).

Group/Area Analytics

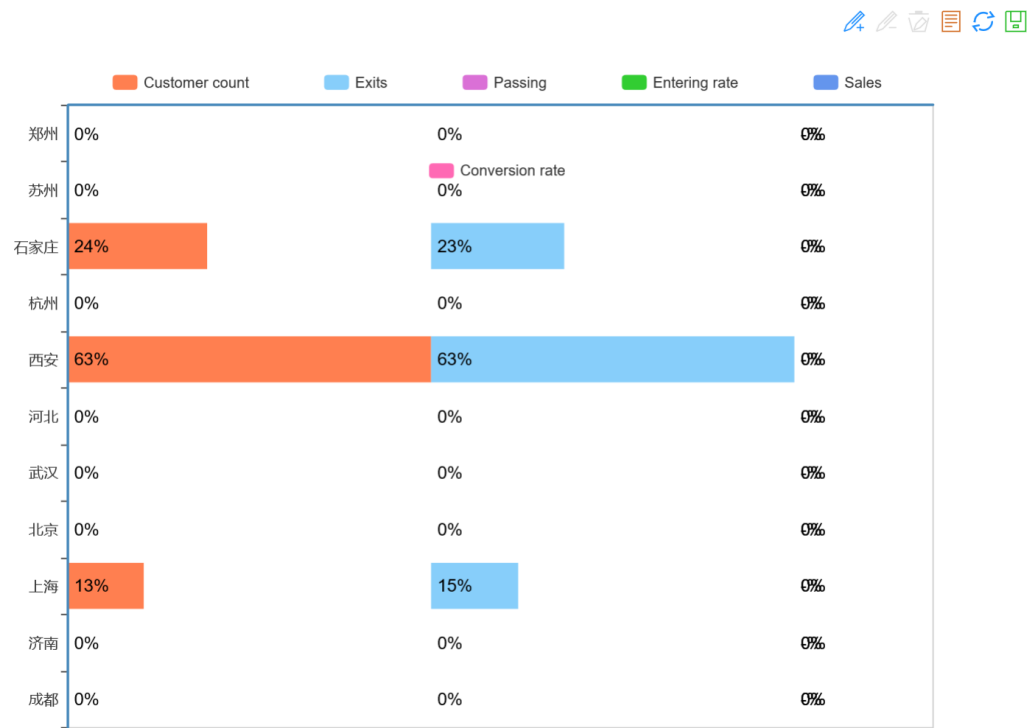
Information Page/Dashboard

The default page (i.e. the first menu option under Group/Area) is virtually a dashboard which presents the most important information for the Group/Area level users.

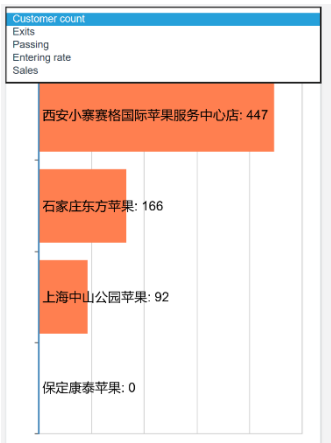


- Customer Count (i.e. # Traffic):** the total number of entrants of the day (since opening to present)
- Passing Number (i.e. Proximity Traffic):** the total number of passers-by of the day (since opening to present). The number is zero if the sensors are not deployed or configured for counting passing-by traffic flow.
- Sales (i.e.\$):** the total sales volume of the day since opening to present. It displays zero if the system is not integrated with POS.
- LD/LW/LY:** the statistics of last day/week/year respectively. The color highlighted percentages with arrow icons represent the change of the data (increase or decrease)

Area (or Store) statistics bar chart: the **Group level users** can view a bar chart (as below illustrated) presenting the percentages of data statistics of all **Areas** under the **Group**. Data include **Customer Count** (i.e. the total number of entrants of the day), **Exits** (i.e. the total number of exits of the day), **Passing** (i.e. Passing Number), **Entering rate** (i.e. the percentage ratio of Customer Count to Passing Number), and **Sales** (i.e. sales volume of the day). The **Area level users** have access rights to one area only, and hence can view a bar chart presenting the percentages of data statistics of all stores in this Area. Notice that the bar chart can be easily saved as a picture or transformed to a data chart by clicking the tool on the right top of the chart.



Ranking of Stores: select the data from the dropdown list you wish to use for ranking individual stores based on **Customer Count, Exits, Passing Number, Entering Rate or Sales**, then you will be able to view **up to 10** top listed stores in the ranking bar chart as below.



Historical Customer Count Data



Customer Count History: a bar or data chart presenting the historical counting statistics of **Customer Count** and **Passing Number** of all Areas under the Group (applicable for **Group level users**) or all stores in an Area (applicable for **Area level users**).

Collection Rate(i.e. the ratio of Customer Count to the size of the store) : a line chart showing the trend of footfall traffic density of stores(for comparison of **areas** for **Group level users**, and comparison of **stores** for **Area level users**) within a period.

2019-03-23 - 2019-03-30

Confirm

Today

Yesterday

Last 7 Days

Last Week

Last 30 Days

This Month

Last Month

Custom

FROM 03/31/2019 TO 03/31/2019

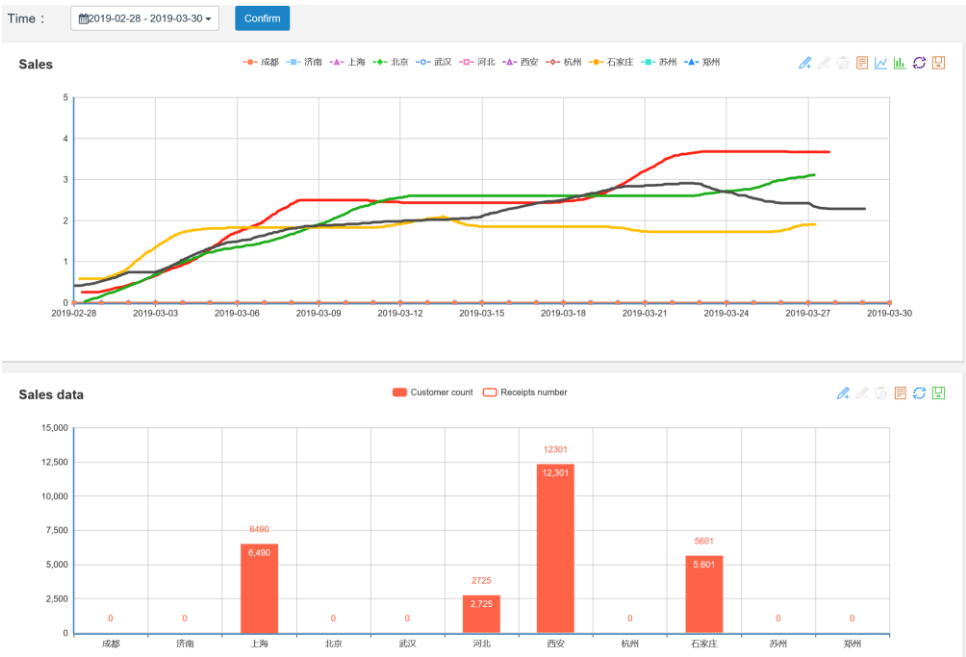
Apply Cancel

Tips:

Select the timeslot you want to present data from the dropdown list which gives pre-defined period, or specify the period in FROM and TO.

Historical Sales Data

To view sales data, make sure the POS data are integrated with TD TrafficPro. Otherwise, all data relevant to sales are displayed as zero in data sheet or blank in charts.



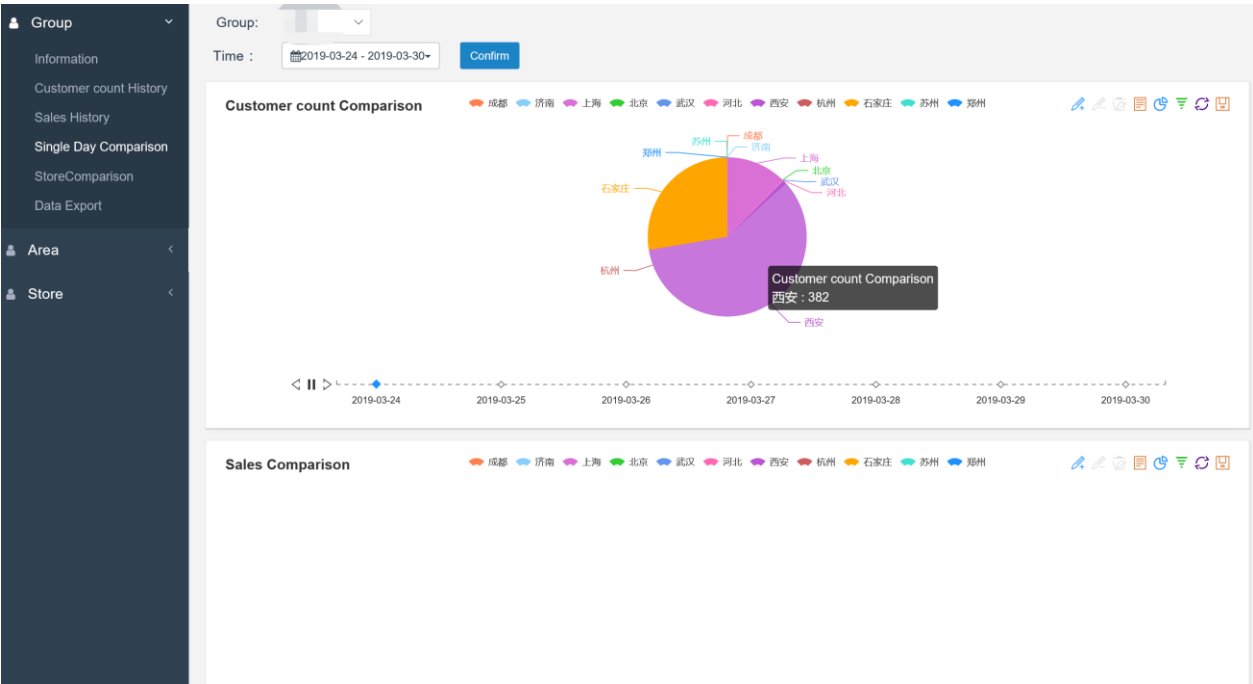
Sales Volume: a line/bar/data switchable chart presenting the sales volume of all areas under a group (applicable for **Group level users**), or the sales volume of all stores in an area (applicable for **Area level users**) within the period as selected or otherwise specified.

Sales Relevant data: a bar/data switchable chart displaying both **Customer Count** and **Number of Receipts** for you to understand the correlation between store visiting and purchase.

The timeslot can be flexibly selected from the dropdown list (**Yesterday/Last 7 Days/Last Week/Last 30 Days/Last Month/This Month**) or specified (Custom) according to your needs.

Single Day Comparison

Single day comparison allows you to conduct day-to-day comparison of reporting data including customer traffic and sales volume during a certain period that can be flexibly selected from the dropdown list or as you specify by inputting FROM and TO.



Customer Count Comparison: a pie/funnel switchable chart presenting the customer traffic of all areas under a group (applicable for **Group level users**), or the customer traffic of all stores in an area (applicable for **Area level users**).

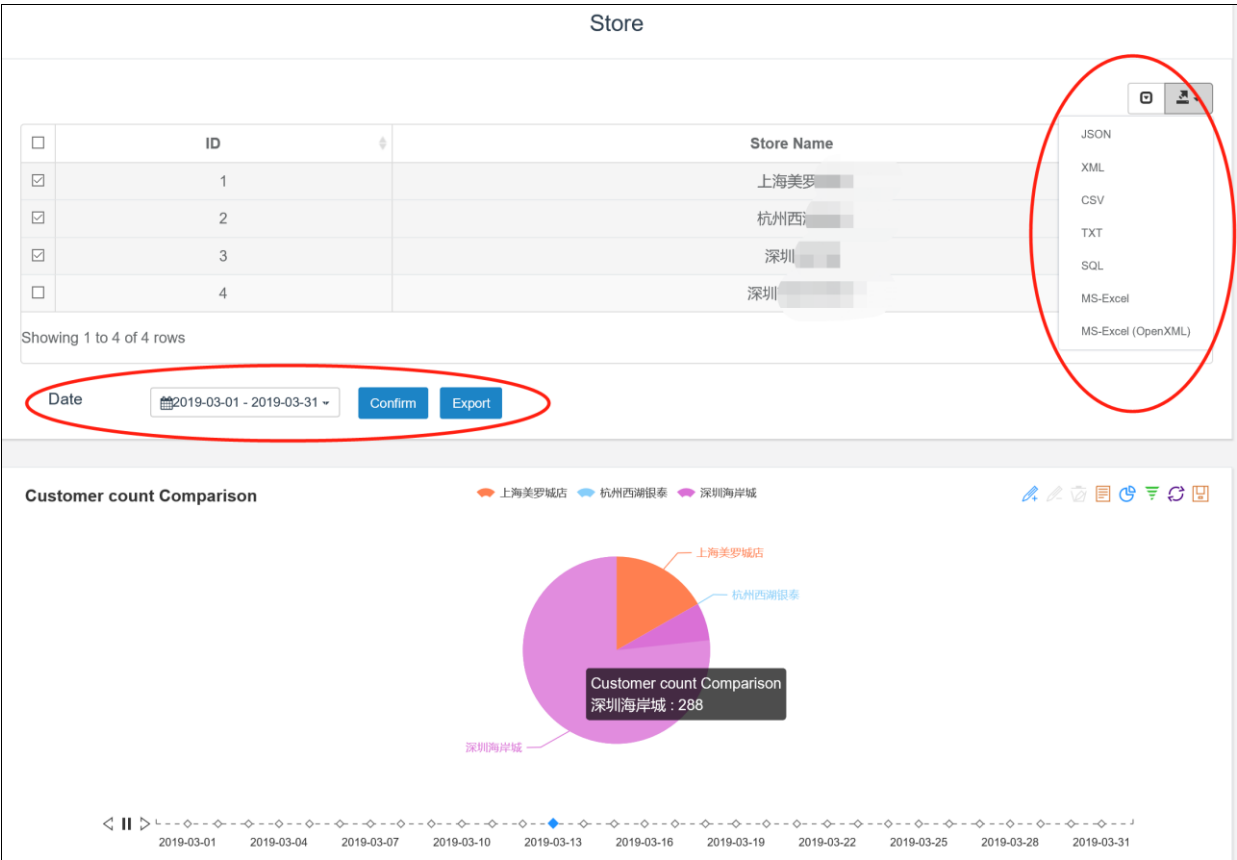
Sales Comparison: a pie/funnel switchable chart displaying the sales volume of all areas under a group (applicable for **Group level users**), or the sales volume of all stores in an area (applicable for **Area level users**).

Store Comparison

Store comparison lists all the stores and allows you to select multiple of them for comparing customer traffic day-by-day in any selected period or custom period as specified.

Customer Count Comparison: a pie/funnel switchable chart presenting the customer traffic of all the selected stores.

The above data can be exported in flexible formats (JSON, XML, CSV, TXT, SQL, MS-Excel, MS-Excel/Open XML).



Data Export

Data Export allows you to search and list the data statistics including the total number of entrants, exits as well as passers-by of the **Group** (for **Group level users**) or an **Area** (for **Area level users**), and export the data in flexible formats. When you search the data, set the **Time Interval** as **One Day**, **An Hour** or **Ten Minutes** and specify the **Start Time** and **End Time**, then click **[Query]** to view and/or export the data.

Group:

Time Interval:

One day

Start Time: 2019-03-31

End Time: 2019-04-06

Query

Data

Export data

| Date | Start Time | Enters | Exits | Passing |
|------------|---------------------|--------------------------|--------------------------|---------------------|
| 2019-03-31 | 2019-03-31 00:00:00 | 705 | 737 | 0 |
| 2019-04-01 | 2019-04-01 00:00:00 | 598 | 591 | 0 |
| 2019-04-02 | 2019-04-02 00:00:00 | 516 | 514 | 0 |
| 2019-04-03 | 2019-04-03 00:00:00 | 487 | 494 | 0 |
| 2019-04-04 | 2019-04-04 00:00:00 | 592 | 583 | 0 |
| 2019-04-05 | 2019-04-05 00:00:00 | 492 | 492 | 0 |
| 2019-04-06 | 2019-04-06 00:00:00 | 618 | 631 | 0 |
| | | Total :4008 Average :572 | Total :4042 Average :577 | Total :0 Average :0 |

Showing 1 to 7 of 7 rows

Store Analytics

Information Page/Dashboard

The default page (i.e. the first menu option under Store) is virtually a dashboard which presents the most important information about individual stores. Under the dashboard, a line/bar/data switchable graph presents the hourly customer traffic (entrants and exits) trend of the day since the store opening, as well as the correlation with weather condition.



Customer Count (i.e. # Traffic): the total number of entrants of the day (since opening to present, data updated every 10 minutes).

Passing Number (i.e. Proximity Traffic): the total number of passers-by of the day (since opening to present). The number is zero if the sensors are not deployed or configured for counting passing-by traffic flow.

Entering Rate: the ratio of the number of entrants to the number of passers-by. This rate is commonly deemed as meaningful for measuring the attractiveness of the individual store. The entering rate is NULL if the sensors are not deployed or configured for counting passing-by traffic flow.

Capacity Rate: the percentage of retention (i.e. the up-to-now number of people inside store since store opening of the day) over the store capacity (i.e. the deemed maximum number of people that the store could contain). The capacity rate is meaningful only when you set a capacity value for your store.

Sales (i.e.\$): the total sales volume of the day since opening to present. It displays zero if the system is not integrated with POS.

Deal Rate: the ratio of the total sales volume (counted in number) of the day to the total number of entrants (i.e. Customer Count) of the day. This rate is commonly deemed as significant for evaluating the conversion of the customer traffic.

Unit Price: the total sales volume of the day divided by the total number of entrants (i.e. Customer Count) of the day. This rate is for understanding the \$ contribution of each entrant of the store.

LD/LW/: the statistics of last day/week respectively. The color highlighted percentages with arrow icons represent the change of the data (increase or decrease)

Exits: the total number of people leaving from the store up to now since the store opening of the day

Historical Customer Count Data

The second menu option under **Store** is the **Customer Count History**, which allows you to obtain customer traffic of individual stores in the past and relevant in-depth analytics. It provides four major functions including **Customer Count History**, **Customer Count Comparison**, **Weather Query** and **Power Period**, which will be explained one by one.

Group:

Area:

上海

Store:

上海五角场

Time :

2019-02-16

Confirm

Customer Count History

Customer Count Comparison

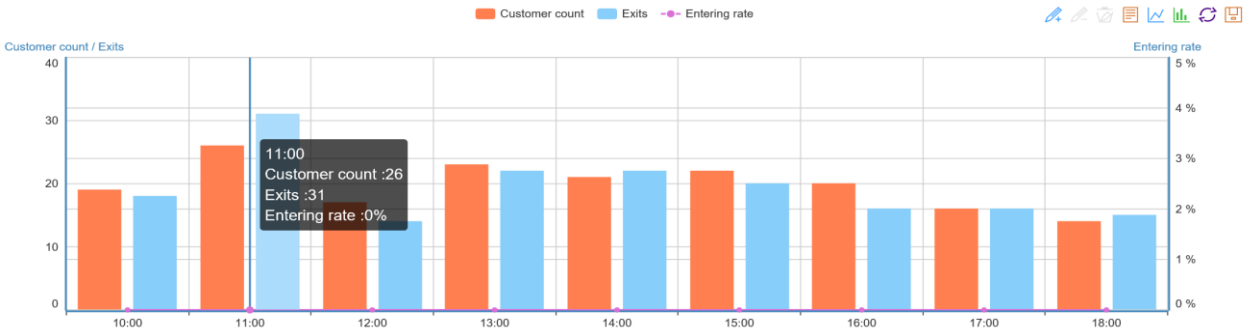
Weather Query

Power Period

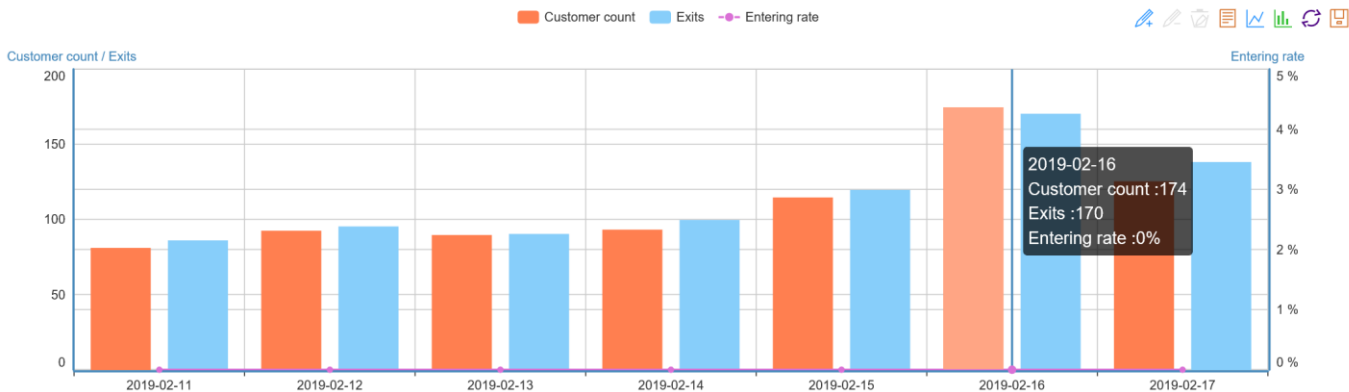
Customer Count History

Under the tab of **Customer Count History**, select a time from the calendar and click **[Confirm]**, then you can view three graphs.

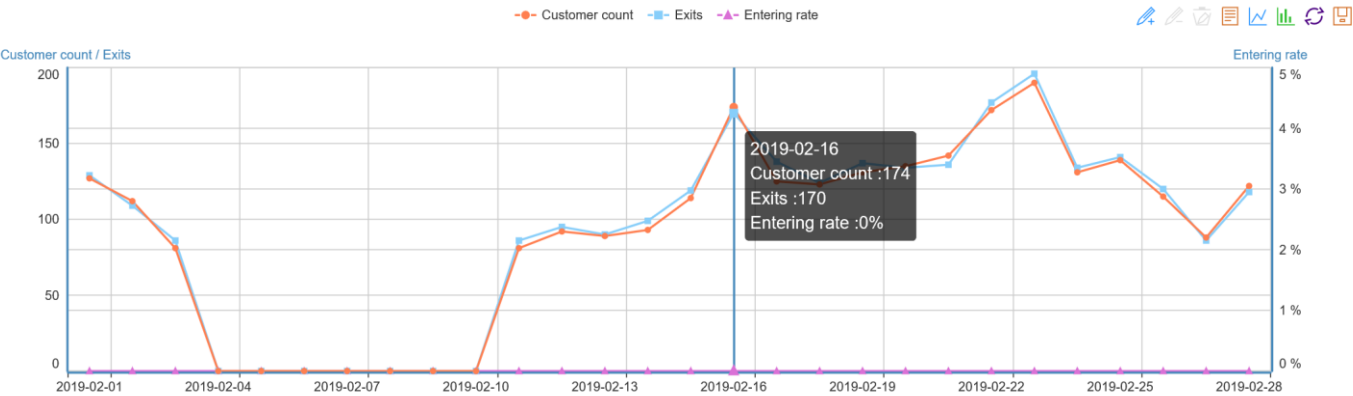
Hourly Trend of Customer Traffic of the selected day: a line/bar switchable graph illustrating the hourly data statistics including the number of entrants (i.e. Customer Count), the number of exits, and entering rate of the selected day.



Daily Trend of Customer Traffic of the week: a line/bar switchable graph illustrating the daily data statistics including the number of entrants (i.e. Customer Count), the number of exits and entering rate of the week in which the selected day belongs to.



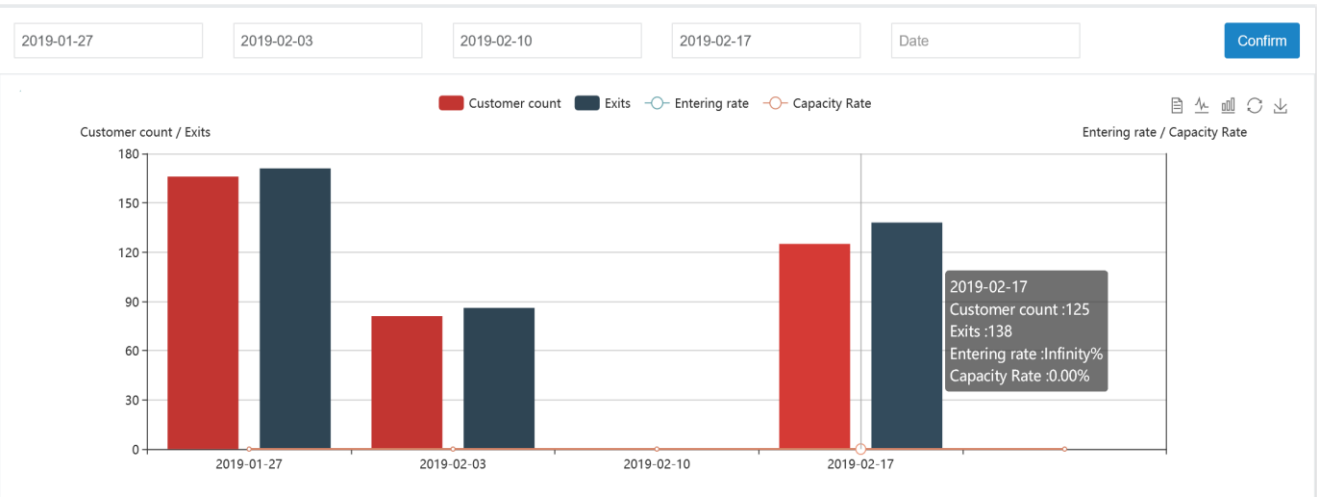
Daily Trend of Customer Traffic of the month: a line/bar switchable graph illustrating the daily data statistics including the number of entrants (i.e. Customer Count), the number of exits and entering rate of the month in which the selected day belongs to.



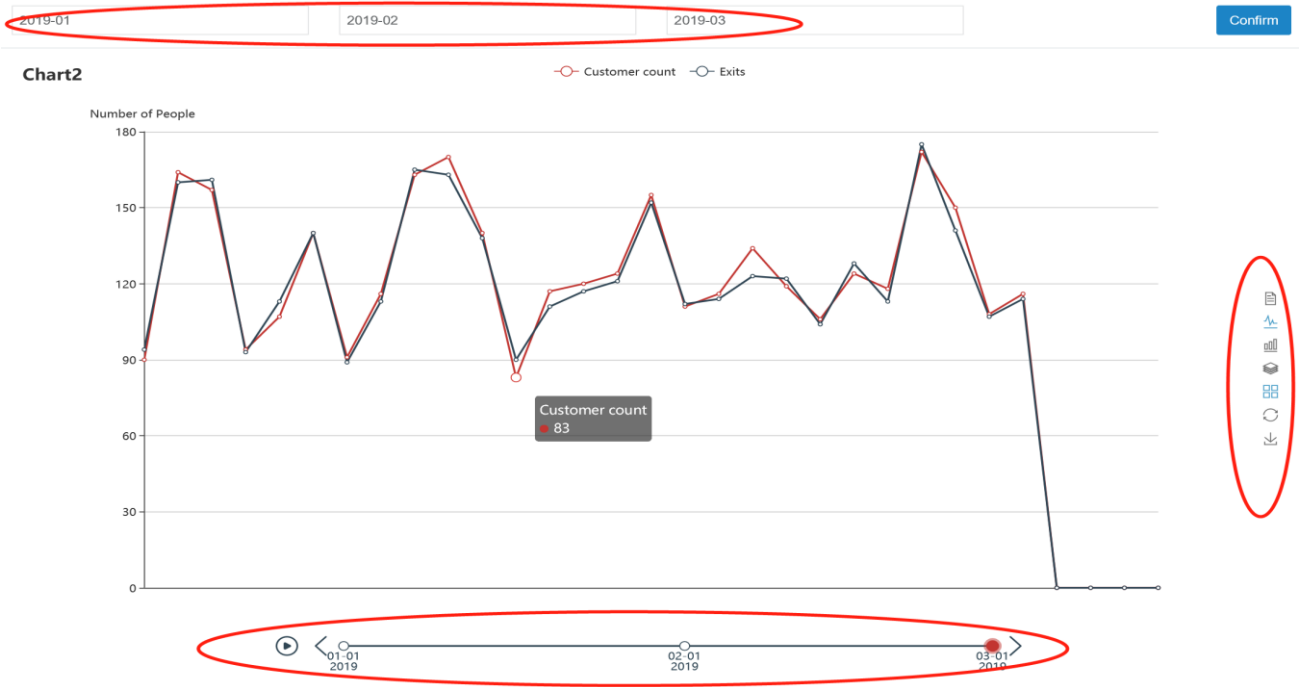
Customer Count Comparison

Under the tab of **Customer Count Comparison**, you can conduct comparison of multiple days or months as selected.

Customer Traffic Comparison of Multiple Days: select the dates you want to compare and click **[Confirm]**, then you can view a line/bar/data switchable graph showing the data statistics including **Customer Count**, **Exits**, **Entering Rate** and **Capacity Rate** of the selected dates. This graph is useful when you, for example, wish to know the difference of customer traffic in each Saturday of the past month.



Customer Traffic Comparison of Multiple Months: select the months you want to compare and click **[Confirm]**, then you can view a line/bar/stack switchable graph showing the daily statistics of the months including **Customer Count** and **Exits** of the selected months. This graph is useful when you, for examples, wish to know the trend difference of customer traffic in each month of the past quarter, or the same month of the last three years, etc. Notice that you can play/pause the auto-play timeline under the graph.



Weather Query

Under the tab of **Weather Query**, you may check the possible correlation between weather conditions and customer traffic of the store as specified.

Weather: a list of all weather conditions, shown as different icons to represent sunny days, cloudy days, raining days, etc.

Days: a sum of the number of days in each weather condition.

Customer Count: the total number of entrants during the selected period.

Average Customer Count: the average number of entrants each day during the selected period.










Passing: the total number of passers-by during the selected period.

Average Passing: the average number of passers-by each day during the selected period.

Group: Area: 石家庄Store: 石家庄东方1

Date : 2019-03-30 - 2019-04-06Confirm

Customer Count HistoryCustomer Count ComparisonWeather QueryPower Period

| Weather | Days | Customer count | Average Customer count | Passing | Average Passing |
|---|------|----------------|------------------------|---------|-----------------|
|  | 5 | 884 | 176.80 | 0 | 0.00 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 2 | 423 | 211.50 | 0 | 0.00 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 0 | 0 | 0 | 0 | 0 |
|  | 0 | 0 | 0 | 0 | 0 |

Power Period

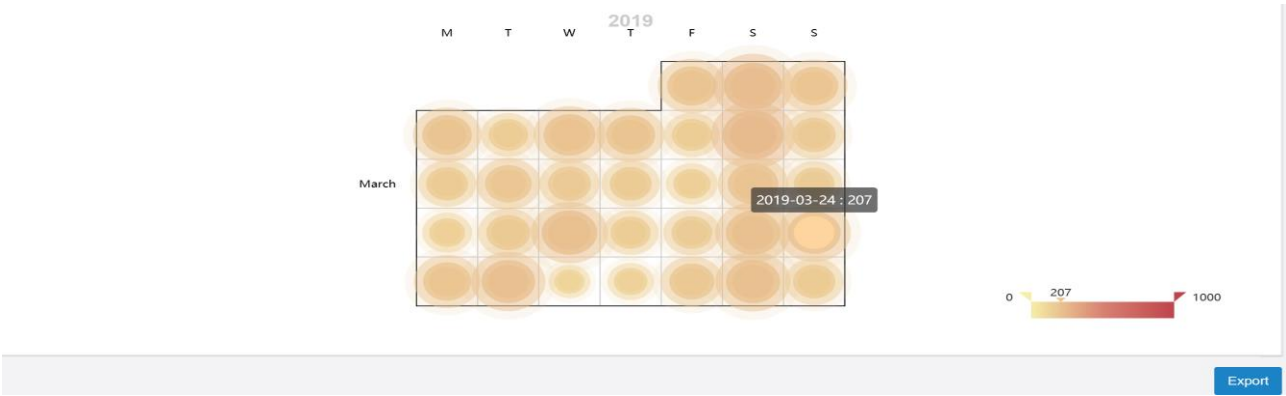
Under the tab of **Power Period**, you may check the number of entrants of an individual store in your specified day, month or year in a vivid way. The color and size of the circle represent the scale of customer traffic (i.e. deeper color and bigger circle means higher volume of customer traffic).

Depending on your need, you may export the data in a datasheet (format of xlsx).

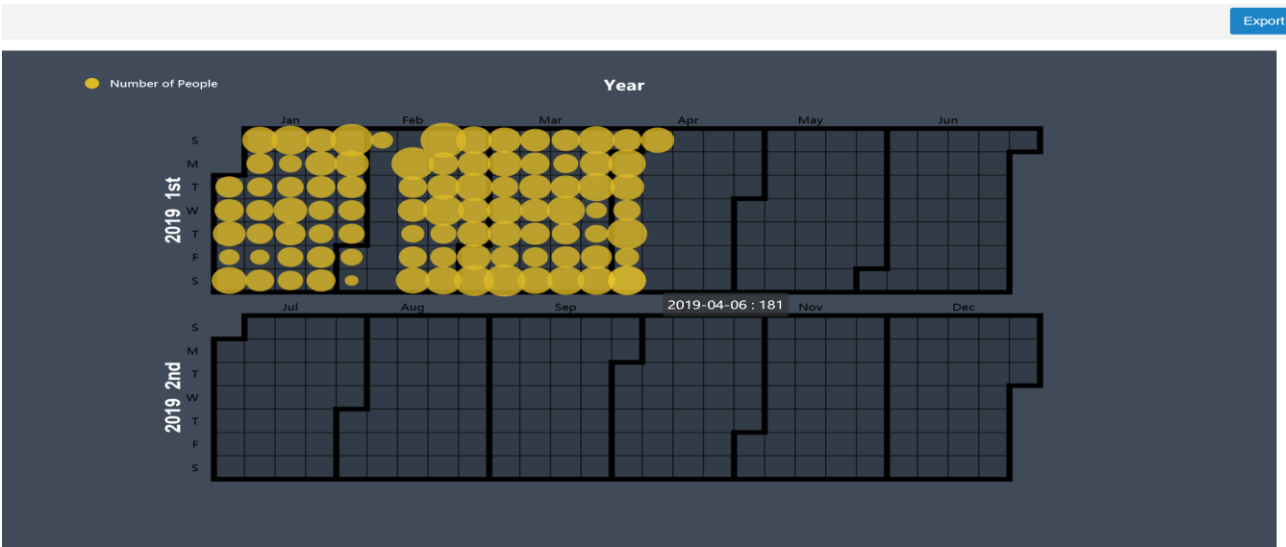
Hourly Customer Traffic of the Selected Day:



Daily Customer Traffic of the Month:



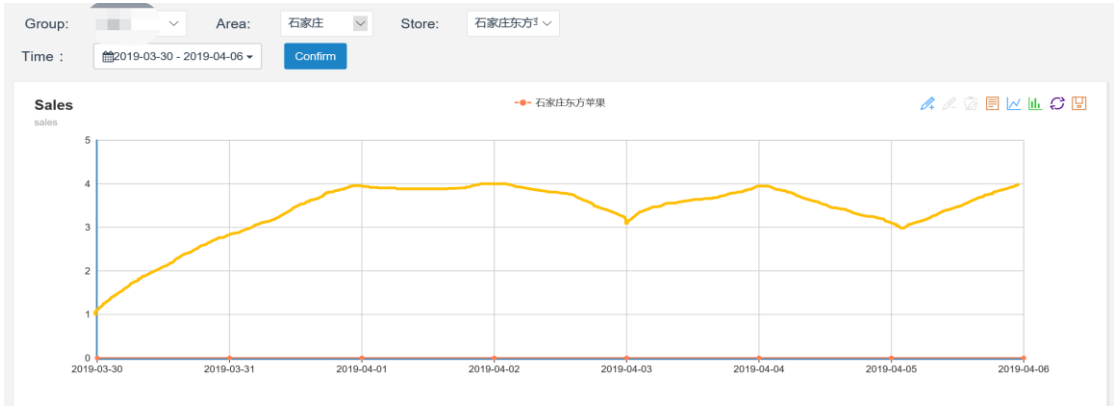
Daily Customer Traffic of the Year:



Sales History

The third menu option under **Store** is the **Sales History**, which allows you to view sales performance of the store in any selected period or during custom period as you specify.

Sales Volume (\$): select or specify the period, then click **[Confirm]**. You will be able to view a line/bar switchable graph illustrating the sales of each day as well as the trend during your selected or specified period.



Sales Relevant data: a bar/data switchable chart displaying both **Customer Count** and **Number of Receipts** for you to understand the correlation between store visiting and purchase.



Data Export

The last menu option under **Store** is the **Data Export**. It allows you to search and list the data statistics including the total number of entrants, exits as well as passers-by of an individual store, and export the data in flexible formats. When you search the data, set the **Time Interval** as **One Day**, **An Hour** or **Ten Minutes** and specify the **Start Time** and **End Time**, then click **[Query]** to view and/or export the data.

Group: Area: 石家庄Store: 石家庄东方Time Interval: One dayStart Time: 2019-03-31End Time: 2019-04-06Query

Data

| Date | Start Time | Enters | Exits | Passing | Missing |
|------------|---------------------|--------------------------|--------------------------|---------------------|---------|
| 2019-03-31 | 2019-03-31 00:00:00 | 166 | 167 | 0 | No |
| 2019-04-01 | 2019-04-01 00:00:00 | 213 | 201 | 0 | No |
| 2019-04-02 | 2019-04-02 00:00:00 | 194 | 186 | 0 | No |
| 2019-04-03 | 2019-04-03 00:00:00 | 155 | 154 | 0 | No |
| 2019-04-04 | 2019-04-04 00:00:00 | 229 | 234 | 0 | No |
| 2019-04-05 | 2019-04-05 00:00:00 | 138 | 142 | 0 | No |
| 2019-04-06 | 2019-04-06 00:00:00 | 181 | 185 | 0 | No |
| | | Total :1276 Average :182 | Total :1269 Average :181 | Total :0 Average :0 | |

Showing 1 to 7 of 7 rows