

WISeNET

Retail Insight

Business Intelligence for retail

- Advanced BI functions
- User friendly interface
- People counting
- Age & gender demographics (with Wisenet AI cameras)
- Heatmap
- Queue management
- Customisable dashboard and report
- Compatible with a wide selection of Wisenet cameras

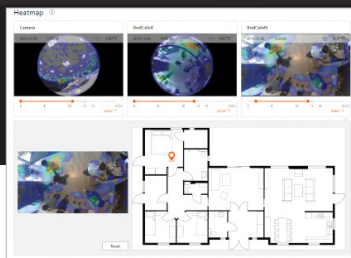
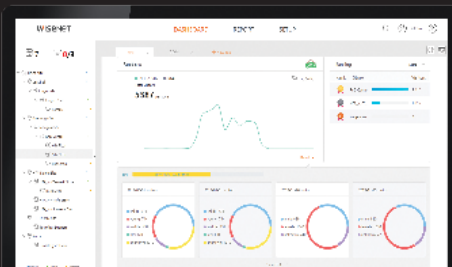
Male 30-35

Female 25-30

Female 20-25

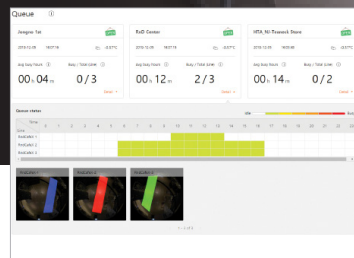
People counting

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 use this information to build sales strategies.



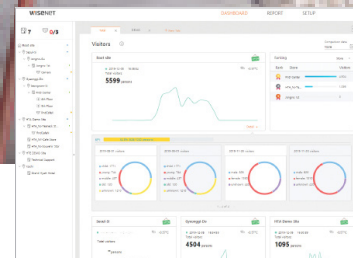
Heatmap

Heatmap measures and tracks customers' dwell-time in specific locations, providing insights into popular/unattractive products. Owners can configure the time duration to collect data at specific 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.



Customisable & user friendly

The content is presented in a user-friendly interface. It's easy to configure with multi tab function. Users can get the information they need in a quick overview and click the "detail" button for more information. The dashboards and reports are easily customisable. Retail Insight also provides weather information and shop opening hours.



Regular automatic reporting

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