



PEOPLE COUNTING

CRITICAL TO YOUR BUSINESS

MEANING OF 'PEOPLE COUNTING'

'A people counter is an electronic device that is used to measure the number of people traversing a certain passage or entrance. Examples include simple manual clickers, infrared beams, thermal imaging systems, WiFi trackers and video counters using advanced machine learning algorithms. They are commonly used by retail establishments to judge the effectiveness of marketing campaigns, building design and layout, and the popularity of particular brands'.

Source: Wikipedia

If you would ask us the meaning of people counting, we would have to say it forms the basis of all strategic and operational decision making in any business that includes customers. Traffic is the real potential of a store, shopping centre, station, shopping street etc. In order to understand and realise the potential of your customers, you would have to start counting the amount of people coming into your commercial area. People counting has come a long way since its early integration to the business. Managers have been looking at data more and more so they can draw conclusions on what's happening at a certain location. There are a lot of components that have to come together for a visitor to become a customer. Once you realise this, you can start optimising your business performance.

RETAIL ANALYTICS

Retail analytics solutions with reliable data will help you make informed decisions that will positively impact sales. We provide the necessary insight you need to understand what is going on at your location and help you take the next step in improving your daily business. By counting traffic and understanding related conversion, you can better evaluate the total sales opportunities. In addition, we provide valuable insights on for example the impact of marketing campaigns, opening hours, staffing etc. By incorporating broader market benchmark and other data sets, we are able to offer you meaningful insights that will allow you to step up your game.

Ready to see a demo on what we can do for you? Please contact us via ian.muir@pfm-intelligence.com.