



# Retail Optimization Analytics

*Do more than count customers. Understand who they are.*

3VR's video intelligence technology takes retail stores to the next level with deep, real-time insights into shopper behavior and store operations. Using 3VR's best-in-class Video Intelligence Platform, VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Combined with award-winning loss prevention features, the 3VR solution converts your brick-and-mortar location into **The Intelligent Store. Now.**



## VisionPoint™ Dashboard

Merchants gain meaningful overviews as well as specific analytic data through a customizable Dashboard. With easy access to 24-hour intelligence, retailers can adjust goals and move quickly to optimize operations and boost profits.



### Demographics Analytic

3VR's award-winning Demographics analytic allows retailers to understand who customers are by identifying foot traffic by age and gender.



### Queue Line Analytic

Monitor customer lines at registers, door entry points, or return counters, and gather metrics for different times of day at different locations.



### People Counting Analytic

Easily monitor and analyze foot traffic patterns and occupancy rates in key areas such as customer service, returns or changing rooms.



### Dwell Time Analytic

Dwell Time reveals extraordinary insights about the way customers behave in and interact with a particular environment such as displays and end-caps.



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## Why 3VR?

- ✓ Comprehensive range of integrated customer analytics for real customer insight, in real time
- ✓ Leverage use of system across various departments to lower total cost of ownership
- ✓ Integrates with POS, RFID and other retail systems for more complete information about store operations and customer behavior
- ✓ Intuitive, customizable Dashboard with at-a-glance 'Intelligent' information facilitates adaptive decisions
- ✓ Advanced tools for solving limited network bandwidth issues within a variety of environments
- ✓ Easy-to-use and intuitive interface empowers users to maximize performance of the system

## How It Works



1 We mine your video streams for actionable data.



2 You pick the reporting metrics most useful for your stores.



3 You make customer-centric and adaptive decisions based on real-time reports.



4 You get shopper satisfaction and better in-store execution, resulting in higher profits.

Want to find out how our Retail Optimization Suite can help you?

Contact [retail@3VR.com](mailto:retail@3VR.com) or 877-387-6061 to schedule a solution walkthrough

## About 3VR VisionPoint™ Analytics for Retail

3VR uses the power of Video Intelligence to allow retailers to optimize operations by responding quickly to customer needs and market trends. Using our best-in-class Video Intelligence Platform, 3VR VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Through a customizable dashboard, merchants can gain a 360-degree view of customers across shopping channels and adjust goals to maximize overall business performance. Based on real-time intelligence fitted to their organizations, decision makers can quickly find answers to questions around comp-store sales, SKU profitability, queue efficiency, store layout and more, and then take the appropriate action to boost profits. Combined with award-winning loss prevention features, the 3VR solution converts each brick-and-mortar location into **The Intelligent Store. Now.**

