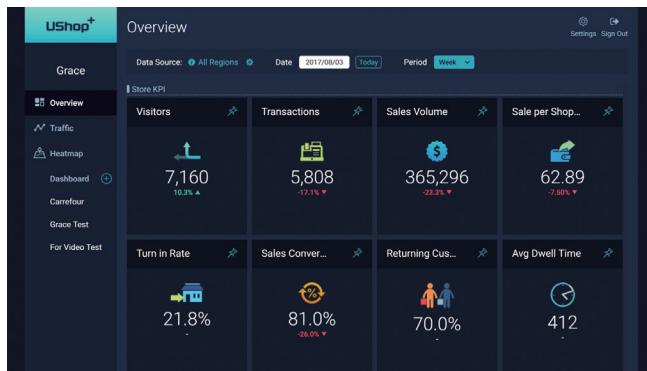


# UShop+ Store BI



## Features

- Multi-solution integrated platform:
  - Store Traffic Analytics
  - Store Heatmap Analysis
  - Store Shopper Analysis
- User-defined BI dashboard
- Cross-stores / cross time analysis
- Multiple chart types for data visualization (KPI/Bar/Line/Pie/Table/Matrix)

## Introduction

UShop+ Store BI is a store business intelligent software designed for retail store management. It integrates several store analytic solutions, includes store traffic and store heatmap analysis for a better and efficient retail management. The UShop+ Store BI has several statistic widgets which include people counting, conversion rate, shopper's heatmap and dwell time. Users can even pin or create user-defined widgets in cross region or cross periods report. The software supports both public and private cloud.

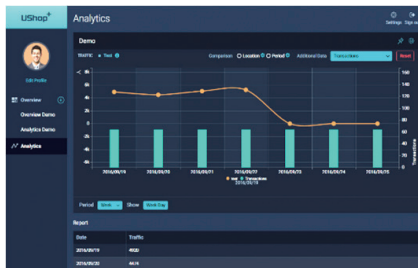
## System Architecture



## Analytics Function

### Store Traffic Analytics

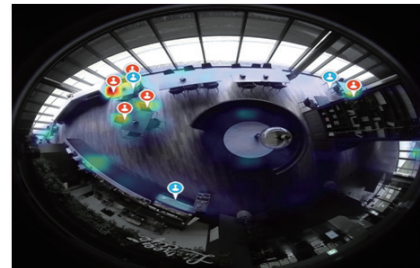
- With Smart 2D, 3D Counting Camera or Smart Wi-Fi Analyzer
- Counting data can be uploaded to the cloud directly
- Visitor & turn-in rate
- Recurrence analytics
- POS integration for analyzing transaction rate
- Customer loyalty
- Shopper's dwell time



Store Traffic Analytics

### Store Heatmap Analysis

- Analyze with 360 degree fisheye camera
- Location analysis
- Shopper path analysis
- Zone detailed chart
- Evaluate new product display and layouts



Store Heatmap Analysis

## UShop+ Store BI Feature

Management Center	Store Management	<ul style="list-style-type: none"> <li>▪ Add / delete / modify store information</li> <li>▪ Provide system and user-defined tags to classify store properties</li> <li>▪ Quickly search through keyword and tags to find the store you want to focus on</li> </ul>
	User Management	<ul style="list-style-type: none"> <li>▪ Add / delete / modify user information</li> <li>▪ Provide user rights management mechanism, to define the user authority of stores data access</li> </ul>
	Device Management	Real-time monitor the status of the store equipment, system will notify the administrator when device status abnormal
BI Dashboard	Statistic Widget	<ul style="list-style-type: none"> <li>▪ Analysis data: traffic, conversion rate, shop revenue, the number of transactions, shopper heatmap, repeat and new customer analysis, turn-in rate, the average customer dwell time</li> <li>▪ Chart type: KPI indicator, line chart, bar chart, pie chart, matrix, ranking table</li> </ul>
	Data Investigation	<ul style="list-style-type: none"> <li>▪ Cross region/store, time period, multi-data comparison</li> <li>▪ Daily/weekly/Monthly/Yearly report</li> </ul>
	User-Defined Dashboard	<ul style="list-style-type: none"> <li>▪ Pin or create user defined widgets</li> <li>▪ Flexible adjust widget size and its placement</li> </ul>
	Multi-Device Support	<ul style="list-style-type: none"> <li>▪ Support Google Chrome and Microsoft Edge web browsers</li> <li>▪ Support all devices with resolution higher than 1024x768 and automatically adjust the report layout by device resolution</li> </ul>
	Data Security & Third Party Software Integration	<ul style="list-style-type: none"> <li>▪ The data transfer format is binary-coded and uses AES 256 bit encryption with high security</li> <li>▪ Provide complete RestFul API for third-party software integration</li> </ul>
Enterprise System Architecture	Public and Private Cloud	<ul style="list-style-type: none"> <li>▪ Public cloud: Microsoft Azure</li> <li>▪ Private cloud: Microsoft server 2012 or above</li> </ul>
	Stability	Support system redundant and load balance

## Ordering Information

Part Number	Description
968SPUSTL0	Public Cloud: Store BI (UCAM)
968SPUSTL1	Public Cloud: Store BI (UShop EIS Lite)
968SPUSTL2	Public Cloud: Store BI (UShop EIS STD)
968SPUSTL3	Public Cloud: Store BI (UShop EIS PRO)
968SPUSWL1	Public Cloud: Store BI (Wi-Fi)
968SPUSWL2	Public Cloud: Store BI (UCAM + Wi-Fi)
968SPUSTS0	Private Cloud: Store BI (25 Channels)
968SPUSTS1	Private Cloud: Store BI (50 Channels)
968SPUSTS2	Private Cloud: Store BI (300 Channels)