

VZIII RETAIL ANALYTICS

VZIII WEB USER NEX MANUAL NEXT

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Introduction

VZiii retail analytics system empowers you to track shopper behaviors just like e-commerce. Leverage the video collected from your in-store IP cameras, and provide valuable business insights on staffing, store performance, product popularity and customer engagement. Its step-by-step coaching and intuitive interface guides you to create visualized reports of your own in a snap, helping you make data-driven decisions and optimize sales.

Web Browser Support

- Chrome
- Mozilla Firefox (version under 51)

Preparation

vzii P2P Viewer Plugin_1.25w.exe **Step 1.** Go to http://app.vziii.com, and download

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	VZiil	
	Download the latest version of "P2P Viewer Plugin"	
	If pluges is shown of downloaded, plusses check your browser. 1. If pluges is shown of downloaded with the state of the s	
	and DOD V (access Diversion)	1.05

Step 2. Install Viewer Plugin_1.25w.exe to your PC.

- Step 3. Open your browser, and follow below instructions to make sure P2P Viewer Plugin/Extension is enabled correctly.
 - Chrome: Menu >> Add-ons >> Plugins >> Always Activate P2P Viewer
 - Firefox: Menu >> More-tools >> Extensions >> P2P Viewer Enabled
- **Step 4.** Go to <u>http://app.vziii.com</u>, you should be able to see the login page. Login with given Email and Password, and now you can access to VZiii Web Service.

VZiii
1 Email
Password
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VZiii Web Menu

The following table is the outline of VZiii Web functions.

In the next section, we'll walk you through how to set up some reports for basic retail analytics.

Funct	tion	Purpose			
Personal Da	ashboard	where you can pin and organize your reports			
Came	eras	see live view and playback			
	Report	generate and view reports			
Report	Scheduling	to send Daily/Weekly/Monthly report on regular basis			
	Mail Inbox	turn on/off the scheduling reports			
Heatr	nap	generate and view heatmap			
Facial Rec	ognition	create VIP profiles			
Event	Тад	tag events on reports to find out the correlation between campaign and data			
Notific	ation	check VIP event list and watch event playback			
	Site	setting site details, including Site name/City/Business hour			
	Account	create and edit account details. Only Admin have the access to it.			
	Camera Setting	edit camera name			
Setting	POS Setting	upload POS data for POS reports			
	Profile	edit personal account details			
	Notification	turn on/off VIP alert			
	Data Value	turn on/off data value of the chart			
Signo	out	logout account			

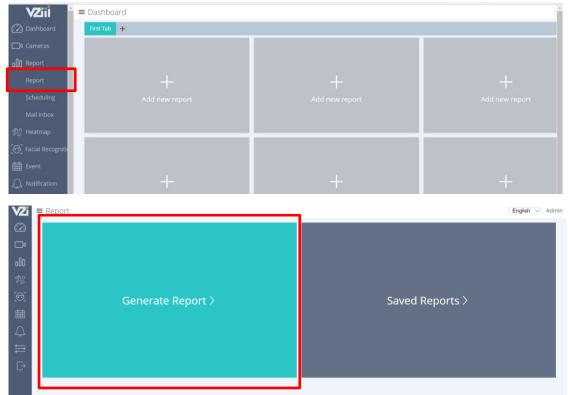
Purpose

The main purpose of entrance analysis is to get an idea of how many visitors coming to your store.

- Entry Count: Analyze the number of visitors from each entrance.
- Total Entry Count: Add up all entrances to get the total visitors of the store.
- Comparison: Compare visitors from different entrances in %.
- Real-time Indoor People Counting: [In Out] equals the number of visitors inside a store.

Create Entry Count Report

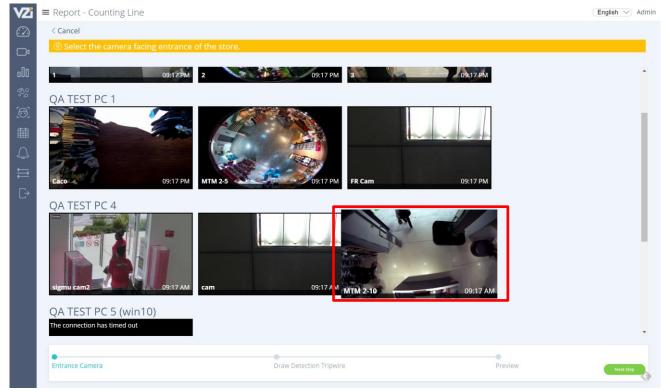
1. Go to Report >> Generate Report



Select Counting >> Counting Line



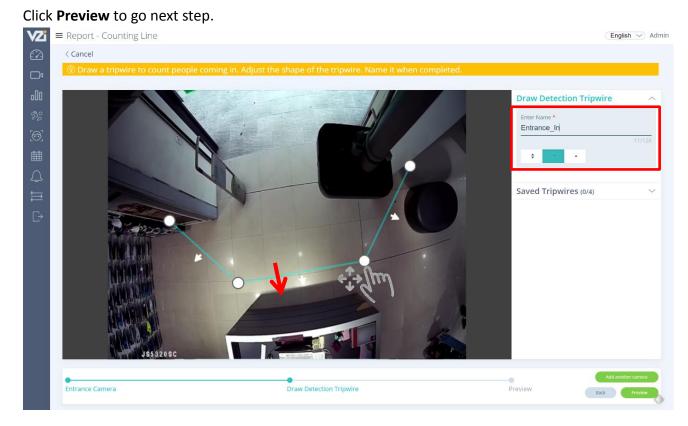
2. Select the camera at entrance, and click Next Step.



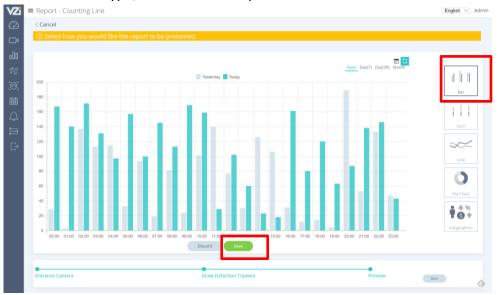
3. Draw a tripwire to count people coming in.

Drag the node to adjust the shape, or click on the tripwire to add nodes.

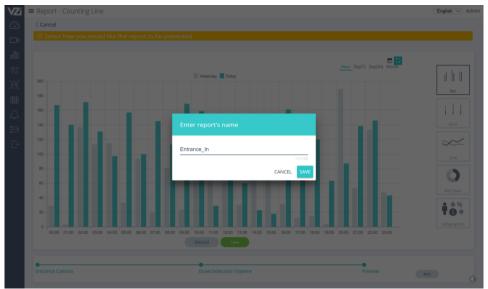
Choose the **direction** of people coming in, and enter a **name** for the tripwire when completed.



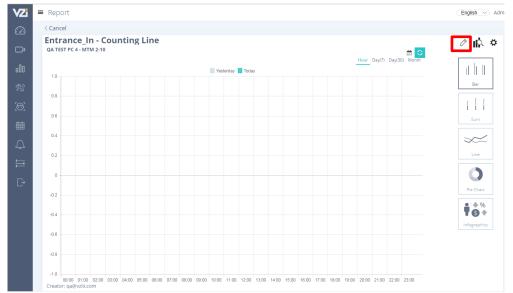
4. Choose a chart type, and then save report.



Enter report name.



5. Click on edit button to enter edit mode.



In **Counting Line Edit Mode**, you'll able to change below settings:

- Time Mode: switch from Hour/Day7/Day30/Month to see data of different intervals.
- Chart Type: able to choose from **Bar/Sum/Line/Pie Chart/Infograhpics**, five chart types.
- Click **Back** to edit tripwire shape/direction, but tripwire name is not allowed to change.

VZi	■ Report - Counting Line			English 🗸 Admir
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				Sum
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[→				Line
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	0	0%	0%	+ % • 3 +
	Creator: undefined	Discard Save		
	•		•	
	Draw Detection Tripwire		Preview	Back

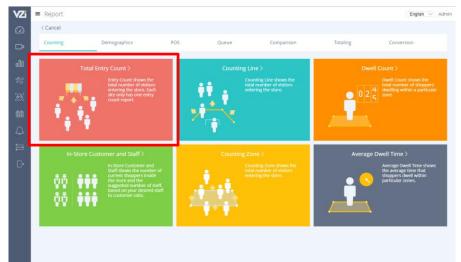
6. Report will be refreshed automatically per hour.

You'll be able to see how many visitors coming from this entrance of previous hour.



Create Total Entry Count Report

1. Select Total Entry Count Report.



2. Select the site for Total Entry Count, and then click Next Step.

VZi	Report - Total Entry Count		English 💛 Admin
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ß	③ Select the site for Entry Count rep	ort.	
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	Site Name	Country	
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	QA TEST PC 1	Taiwan	
	ØA TEST PC 4	Canada	
Δ	QA TEST PC 5 (win10)	Taiwan	
	© QA 2 17	Australia	
Ħ			
		•	
	Choose Site	Select Reports	Preview Next Step
	Choose Site	Select Reports	

3. Select the **Counting Line** report you just created.

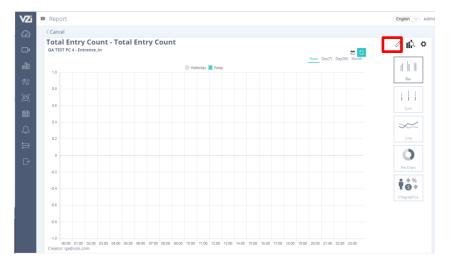
Click on it, and it will be added to the report list on the right.

VZi	Report - Total En	try Count				English 💛 Admir
\odot	< Cancel					
	© Select your desi	ired reports from the below list.				
	Site	Report Name	1	Fotaling - Report list		
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	QA TEST PC 4	Entrance_In	9 .	6. 7.		
			•	8.		
				9.		
	Choose Site				Preview	
	choose site		Select Reports		Preview	Back Preview

4. Choose a chart type, and then save report.

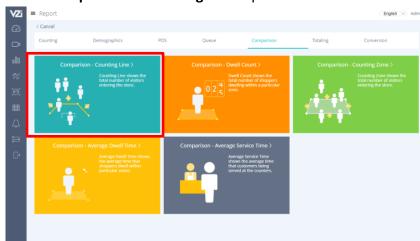
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	e- Chi	oose Sit	e	_	_	_	_	_	_	_	_	Sel	lect Re	ports			_	_	_	_	_	_	P	review		Bac	k

5. Click on **edit** button to enter edit mode.



Create Comparison – Counting Line

If you have more than one entrance, you can create **Comparison – Counting Line** to compare visitors from different entrances in %.

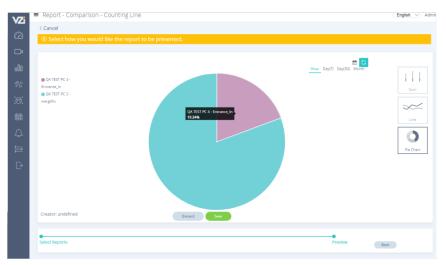


1. Select Comparison – Counting Line report.

Select the **Counting Line** reports that you'd like to compare.
 Click on them, and they will be added to the report list on the right.

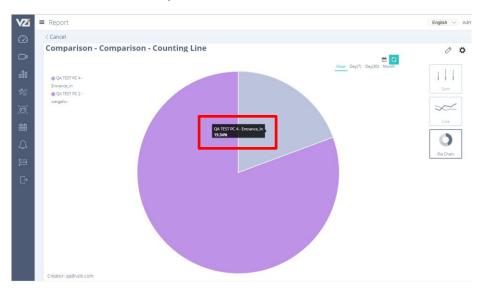
VZi	■ Report - Compari	son - Counting Line		English 🗸 Admir
	< Cancel			
	Select your desired	red reports from the below list.		
o00	CA V Toronto V Site	Report Name	Comparison - Report list	
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ŧ	QA TEST PC 4	0112 test delete camera	5.	
Ç	QA TEST PC 4	Entrance_In	7.	
Ħ			8. 9.	
C→			10.	
	Select Reports		Preview	Preview

3. Choose pie chart, and then save report.



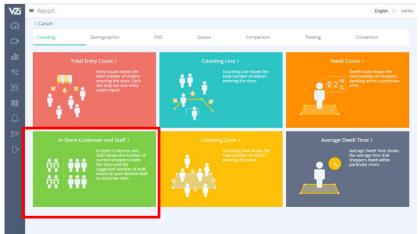
4. The color of pie chart is random.

Mouse hover on it, and you'll see % of each entrance.

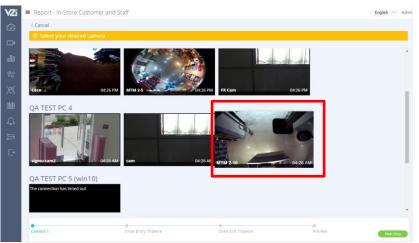


Create Indoor People Counting Report

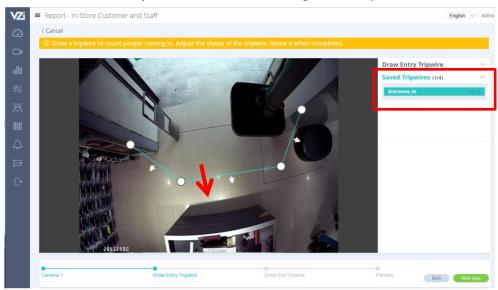
1. Select In-store Customer and Staff Report.



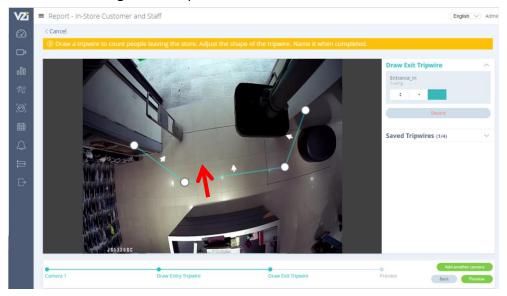
2. Select the camera at entrance, and then click Next Step.



3. Draw a tripwire to count people coming in, and select the direction that goes in. Please note that the maximum number of tripwire is 4 for each camera, so it is suggested to select from **Saved Tripwires** instead of drawing a new tripwire.

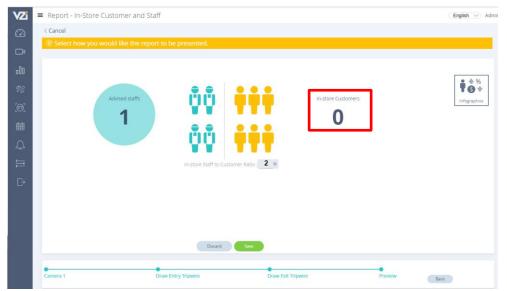


- 4. Draw a tripwire to count people going out.
 - Click **Preview** to go next step.



5. **In-store Customers** shows the number of visitors inside the store. Data will be refreshed per minute.

The number of **Advised staffs** is determined by the **In-store Staff to Customer Ratio** you input. It indicates how many staffs you'll need under a certain number of customers.



6. Save report.



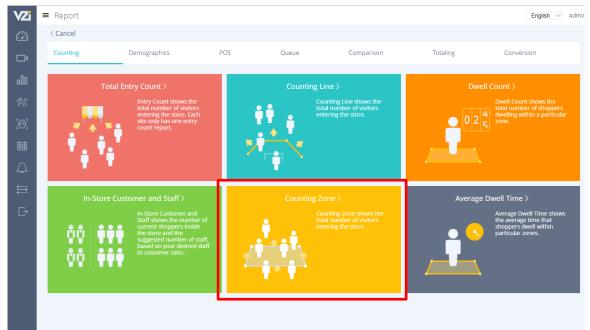
Purpose

The main purpose of dwelling analysis is to get a rough number of your store's conversion rate, and find out what kind of products are getting the most attention.

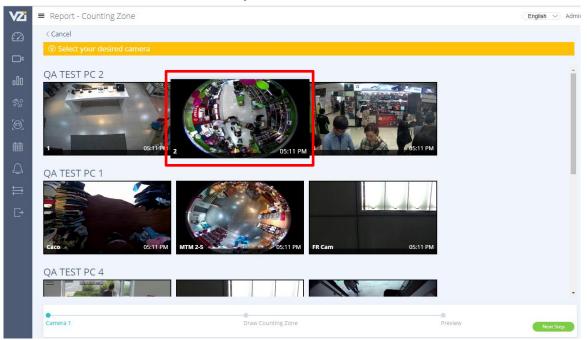
- Counting Zone: Analyze how many visitors passing by a specific zone.
- Dwell Count: Analyze how many visitors staying at the zone for a certain time
- Comparison: Compare visitors of different product zones in %.

Create Counting Zone Report

1. Select Counting Zone report.



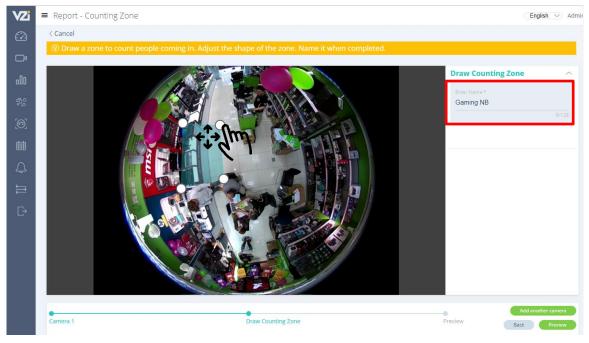
2. Select the camera, and click Next Step.



People Counting – Dwelling Analysis

3. Draw a zone to count people coming in.

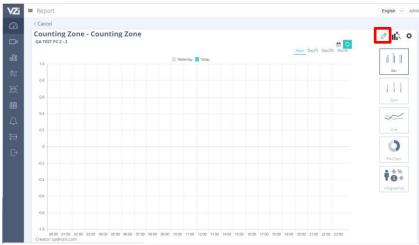
Alter the shape by dragging the node, or click on the side of the zone to add nodes. Enter a name for the zone when completed. Click **Preview** to go next step.



4. Choose a chart type, and then save report.



5. Click on edit button to enter edit mode.

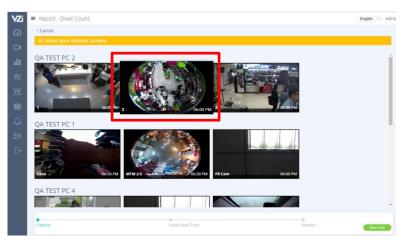


Create Dwell Count Report

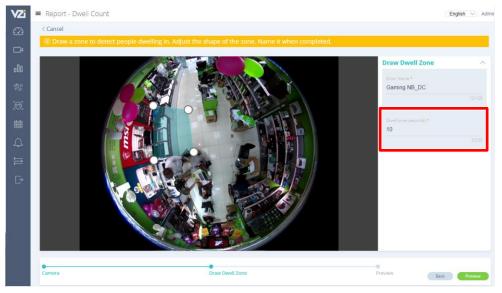
1. Select **Dwell Count** report.



2. Select the camera, and click Next Step.

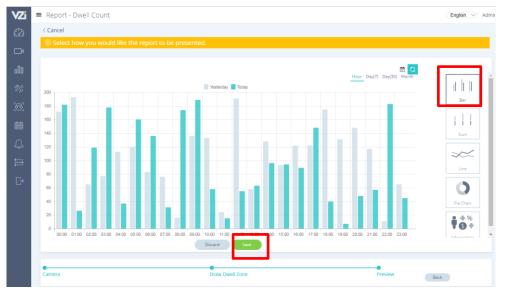


Draw a similar zone as the counting zone you drew, to count the number of people dwelling.
 Set a Dwell Time (seconds) which determines that how long people staying in the zone will be counted in. Enter a name for the zone when completed. Click Preview to go next step.



People Counting – Dwelling Analysis

4. Choose a chart type, and then save report.



5. Click on edit button to enter edit mode.



Compare Different Product Zones Efficiently

If you have a store with 3 floors, and in each floor, you have several product categories to analyze, you can follow below steps to create reports in an organized way.

• Step 1. Divide Zones

Divide your space into several zones, based on product categories.Give a special name to each zone.If possible, take notes on its corresponding camera ip because it will save you a lot of time on searching reports. eg. 1F_Lifestyle (cam.20)

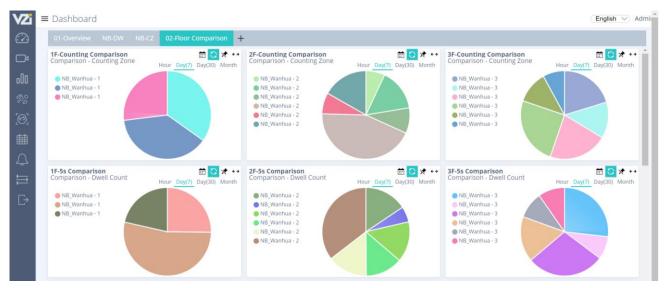
People Counting – Dwelling Analysis

- ≡ Dashboard **VZi** English 💛 Admi 1F Back Left CZ 🗄 🖸 🛪 ++ 1F Back Right CZ 🗄 😳 🖈 ↔ 1F Front CZ 🗄 🖸 🛠 ↔ 1200 1200 1200 1000 1000 1000 800 800 800 600 600 600 400 400 400 200 200 200 Eri 0.... The Fri The 2F Front Clothes CZ 🛱 🖸 🛪 2F Front Shoes CZ 🛱 😳 🛪 2F Front Season CZ Counting Zone 🛱 🖸 🖈 Dav(7) Hour Dav(7) 1200 800 1400 700 1200 1000 600 500 1000 800 800 400 600 600 300 400 400 200 200 200 100 0 Sur Mor Sun Mon Tue Wed
- Step 2. Create Counting Zone reports for each zone.

• Step 3. Create Dwell Count reports for each zone.



• Step 4. Create Comparison-Counting Zone and Comparison-Dwell Count reports for each floor. Utilize your Dashboard, and pin these reports on the same page. Now you're able to compare different product zones efficiently.



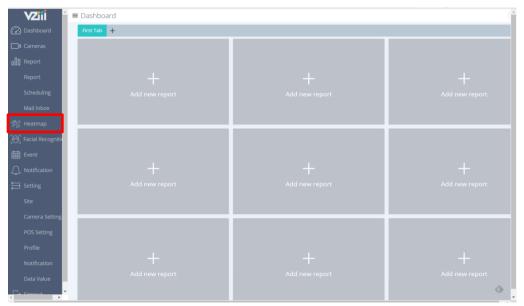
Purpose

The main purpose of heatmap is to visualize the intensity of data at geographical points. Areas of higher intensity will be colored in red. For different heatmap reports, intensity can be defined in terms of visit frequency or visit duration.

- Traffic: Showing how often people visiting the area, helping you identify hot/cold zone.
- Path: Showing the merged tracking data, helping you identify customer movements.
- Activity: Showing how long people staying at the area, helping you identify the items / aisles with the most popularity.

Create Traffic Heatmap

1. Click Heatmap



Add new heatmap

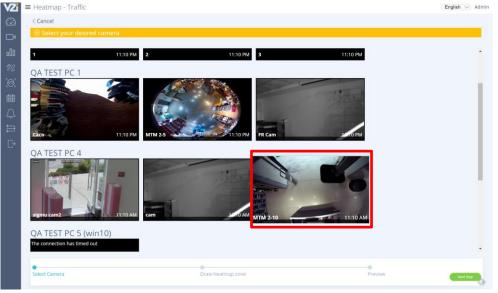


Choose one heatmap type

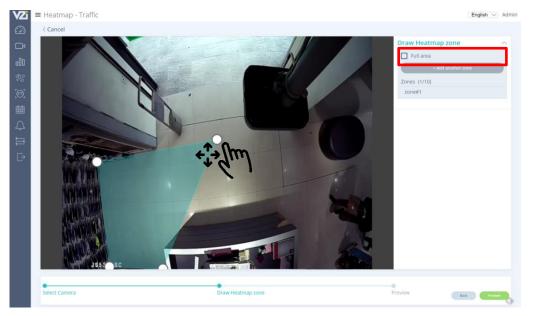
- Activity: where people spend most time
- Traffic: where most people pass by
- Path: direction of movements



2. Select a camera, and click Next Step.

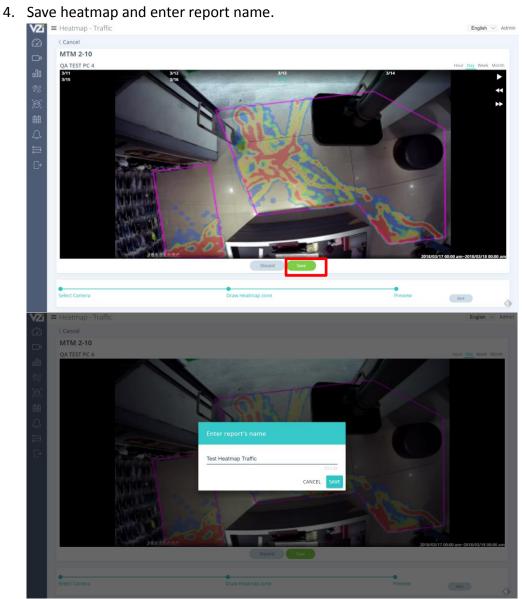


3. Draw a zone to analyze specific area, or choose **Full area** to see overall heatmap. Alter the shape by dragging the node, or click on the side of the zone to add nodes.



Heatmap - Traffic English 💛 Admin < Cancel Full area Zones (2/10) zone#1 zone#2 Preview Select Camera Back Preview

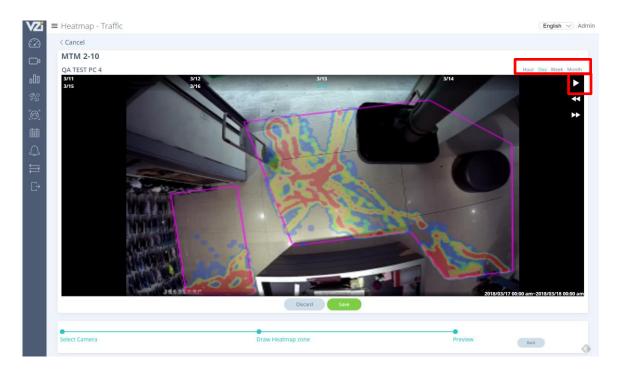
Add another zone, or click **Preview** to go next step.



5. Click on heatmap to enter edit mode.



- 6. In **Heatmap Edit Mode**, you'll be able to use below functions.
 - Time Mode: switch from Hour/Day/Week/Month to see heatmap of different intervals.
 - Progressive Heatmap: in each time mode, we visualized changes through the progressive heatmap. Mouse hover on the snapshot, and click **Play** button, then you can compare the changes from time to time.
 - Click **Back** to edit zones.

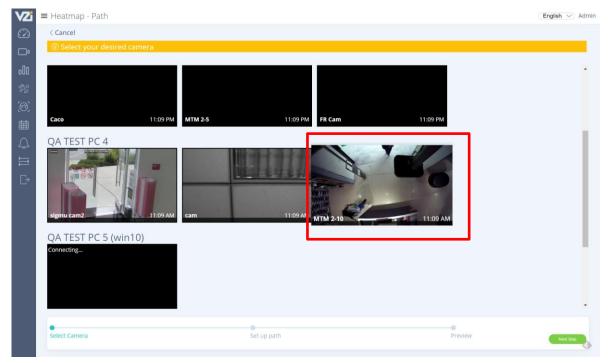


Create Path Heatmap

1. Select Path heatmap.

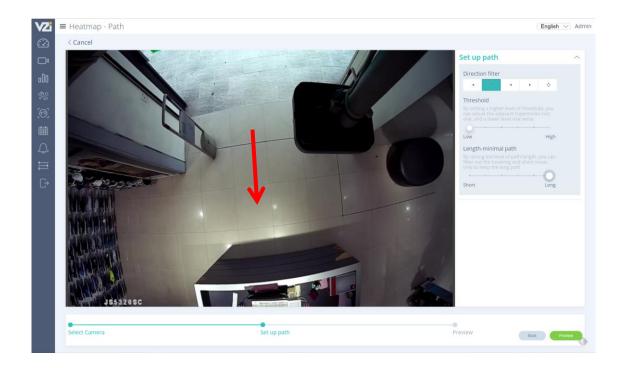
2) < (Cancel		
_a _		Traffic >	Path >
DO SANA	Activity Heatmap tells where people are dwe people stay in particul zone, it becomes more in Heatmap.	ling where people are moving around in the store. The more people passing by, the	Path Heatmap shows the direction of the customer movement throughout the store.
⊒			

2. Select a camera, and click Next Step.

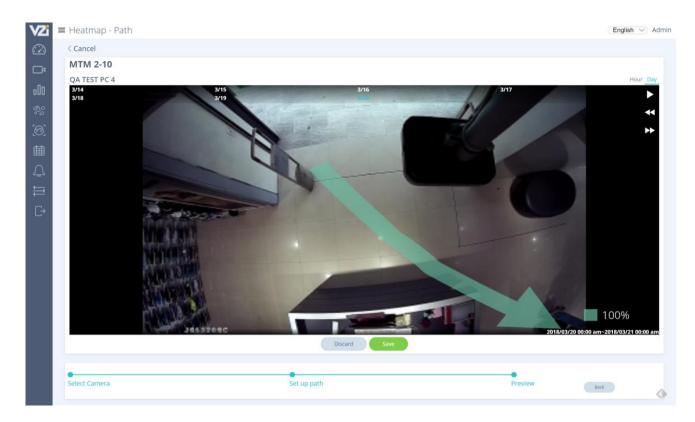


- 3. Set up path
 - Direction filter: choose the direction you want to analyze.
 - Threshold: if you want to narrow down the quantities of path, choose **Low**. If you want to keep as many paths as possible, choose **High**.
 - Length-minimal path: what kind of path length you would take into calculation? If you only want to keep the longer paths, choose **Long.** If you want to calculate as many paths as possible, choose **Short.**

Click **Preview** to go next step.



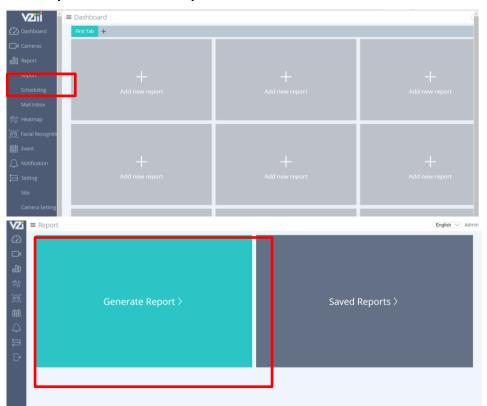
 For path heatmap, we only support Hour/Day mode because the data quantity is way too large. Therefore, it might take some time to load the data when displaying heatmap result. Save the report when completed.



Purpose

The main purpose of demographics analysis is to help you better understand the shape of your shoppers.

- Staring Count: Analyze how many men/women or a certain age group are staring at a specific area.
- Staring Duration: Analyze how long the shoppers would look at a specific area.
- Visitor Ratio: Analyze what % of men/women/age group accounts for the biggest part of your visitors/shoppers.



1. Click **Report >> Generate Report.**

Choose **Demograhpics**, then select a report type.

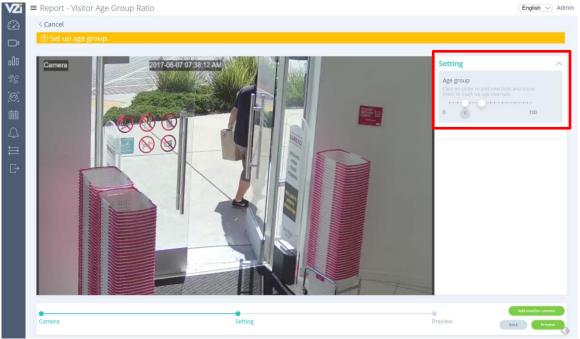


2. Select a camera, and click Next Step.

VZ	■ Report - Visitor Age Group Ra	tio	English 💛 Admin
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	Select your desired camera		
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	QA TEST PC 5 (win10)		
	No Results QA 2 i7		
		Connecting	
	Camera	Catting	Preview
	Camefa	Setting	Preview Next Step

Setup Age Group by dragging the tick to the age you prefer for segmentation.
 eg. Ticking 20 and 40, referring to 0-20, 21-40, 41-100.

Or click on the slider to add another tick.



Add another camera if you need to add up the data of different cameras.

Or click **Preview** to go next step.

		•	Add another camera
Camera	Setting	Preview	Back Preview

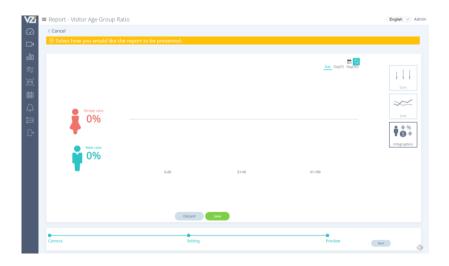
4. Choose a chart type and save report.

VZ i	■ Report - Visitor Age Group Ratio				English 🗸 Admin
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D4	Select how you would like the re	eport to be presented.			
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	Male ratio				Infographics
	0 %				
		0-20	21-40	41-100	
		Discard	are		
	Camera	Setting		Preview	
	Camera	Setting		Preview	Back

5. Click on edit button to enter edit mode.

VZ	≡ Report				English 🗸 Admir
\odot	< Cancel				
	Test Age Group - Visitor QA TEST PC 4 - sigmu cam2	Age Group Ratio		-	000
oOo	QA TEST PC 4 - sigmu camz			Day_Day(7) Day(30)	
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G	0%				Infographics
	T				
	Male ratio				
	0%				
	T				
		0-20	21-40	41-100	
	Creator: qa@vzii.com				٨

- 6. Demograhpics Edit Mode
 - Time Mode: switch from **Day/Day7/Day30** to see data of different intervals.
 - Chart Type: able to choose from **Sum/Line/Infograhpics**, three chart types.
 - Click Back to edit Age Setup.



Account Permission

For the current version, there are only 3 levels of account permission.

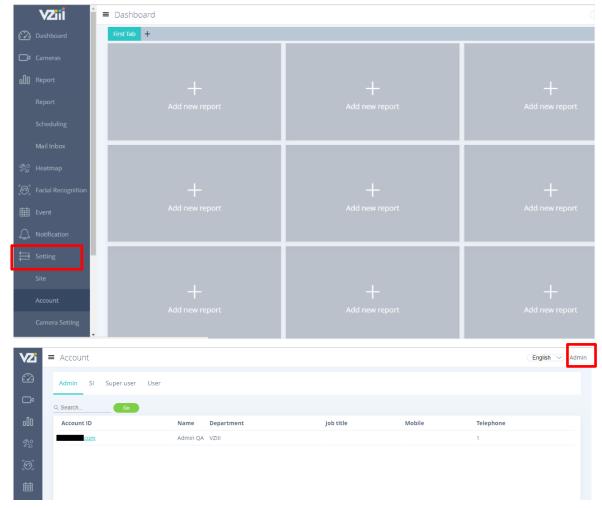
- Admin: Able to create and edit accounts/site details/reports/scheduling tasks.
- Super user: Able to create and edit **reports/scheduling tasks**.
- User: Only can view reports.

Please find further details from the following table.

Func	tion	Admin	Super user	User	
Personal D	ashboard	Create & Edit	Create & Edit	Create & Edit	
Cam	eras	View	View	View	
	Report	Create & Edit	Create & Edit	View	
Report	Scheduling	Create & Edit	Create & Edit	View	
	Mail Inbox	Edit	Edit	Edit	
Heat	map	Create & Edit	Create & Edit	View	
Facial Rec	cognition	Create & Edit Create & Edit		View	
Event	t Tag	Create & Edit	Create & Edit	View	
Notific	cation	View	View	View	
	Site	Edit on Web	View	View	
	Account	Create & Edit	N/A	N/A	
	Camera Setting	View on Web	View on Web	View on Web	
Setting	POS Setting	Create & Edit	Create & Edit	View	
	Profile	Edit	Edit	Edit	
	Notification	Edit	Edit	Edit	
	Data Value	Edit	Edit	Edit	

Create Accounts

1. Login with Admin account. Go to Account setting.



2. Choose Super user, and click Add.

VZi	≡ Account					Engl	ish 💛 Admin
	Admin Si <mark>Super user</mark> Jser						
	Q Search Go						Add
o00	Account ID	Name	Department	Job title	Mobile	Telephone	
శ్యం	nuuo.com	Ann Chen	ABC2			886	
6	com		•				
ŧ	c.com						
$\overline{\Box}$	iom Internet internet	Marco Li Felix Huang	VZIII				
Ħ							
C→	luo.com						

- 3. Fill out the mandatory fields, marked with an asterisk, including
 - Account ID (Registration email)
 - Password
 - Confirm password
 - First name
 - Last name

VZi	≡ Account							English 💛 Admin
\bigcirc	< Cancel							
	Add new super u	iser						
o00	Account ID (Registration email)	superuser@vziii.com (can't be changed)	*	First name	Super	*	Add permission Site list	
				Last name	User	*	None	
8°0 0	Password		*	Department	VZIII			
<u>(</u>	Confirm password		*	Job title			J	
Ħ				Mobile	+			
Ū				Telephone	+			
<u> </u>					Discard Sa	ave		

4. Click Add permission.

VZi	=	Account						English 💛 Admin
\odot		< Cancel						
		Add new super use		* First name	Queen	+	Add permission	
o00		(Registration email)	superuser@vziii.com (can't be changed)	Last name	Super	^ *	Site list	
		Password		* Department	VZIII		None	
6		Confirm password		* Job title				
				Mobile	+			
				Telephone	+			
					Discard Save			

Tick the sites to grant proper site permission to this account.

Click ADD PERMISSION to continue.

VZi	≡ Account							English 🗸 Admin
(* * * *)	< Cancel							
o00	Account ID (Registration email)	superuser@vziii.com (can't be char Add	* First name	Super		*	Add permissio	
ನ್ರಿಂ	Password							
[0]	Confirm password	All	Countries > Q Search					
		All	Name	Address	City	Country	SI	
Ē			QA TEST PC 2	Wenhua Rd.	Banqiao	Taiwan		
$\overline{\nabla}$			QA TEST PC 1		Banqiao	Taiwan	SI VZIII	
ŧ			QA TEST PC 4		Toronto	Canada		
C→			QA TEST PC 5 (win10)		Hsinchu	Taiwan		
			QA 2 i7		Melbourne	Australia		
		h	-		CA	INCEL ADD	PERMISSION	

The permitted site will be shown on the **Site list**.

Click 🚬	to remove the account's site permission.
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VZ i	≡ Account					English 🗸 Admir
\odot	< Cancel					
C4	Add new si Account ID (Registration	superuser@vziii.com	* First name	Super	* Add permission	
o00	(Registration	(can't be changed)	Last name	User	Site list Taiwan - Banqiao	
్యం	Password		* Department	VZiii	QA TEST PC 2	×
[1]	Confirm pas	sword	* Job title			
ŧ			Mobile	+		
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5. Save account when the setting is completed.

VZi	=	Account								English 🗸	Admir
\odot		< Cancel									
		Add new super use	er								
o00		Account ID (Registration email)	superuser@vzili.com (can't be changed)	*	First name	Super		*	Add permission Site list		
					Last name	User		*	Taiwan - Banqiao		
		Password		*	Department	VZiii			QA TEST PC 2	>	¢
[6]		Confirm password		*	Job title						
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VZi	≡ Account					English 🗸 Admir
	Admin SI Super user User					
□ 4	Q Search Go					Add
o00	Account ID	Name	Department	Job title	Mobile	Telephone
So So So		Ann Chen	ABC2			886
[6]						
Ħ			-			
Ū		Marco Li Felix Huang	VZIII			
- E		Telix Hading				
	1					
C→						
	<u>superuser@vziii.com</u>	Super User	VZiii			