VERSION 1.2

VZIII RETAIL ANALYTICS

VZIII WEB USER MANUAL

POWERED BY

NUUO - VZIII
WWW.VZIII.COM

Content
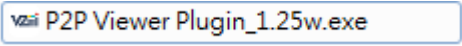
Section   Page

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.
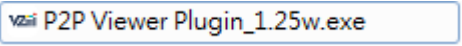
Web Browser Support

- Chrome
- Mozilla Firefox (version under 51)

Preparation

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

- **Step 2.** Install **vzii P2P 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 http://app.vziii.com, you should be able to see the login page. Login with given Email and Password, and now you can access to VZiii Web Service.
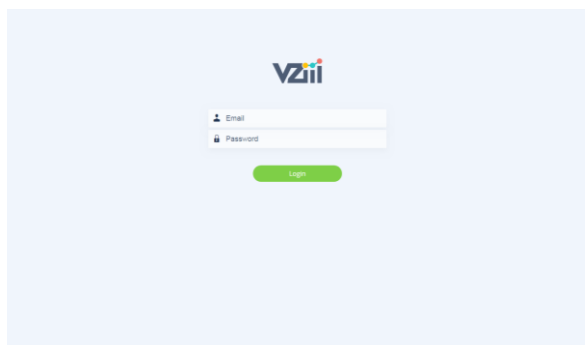
VZiii Web Menu

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.

| Function		Purpose
Personal Dashboard		where you can pin and organize your reports
Cameras		see live view and playback
Report	**Report**	generate and view reports
	Scheduling	to send **Daily/Weekly/Monthly** report on regular basis
	Mail Inbox	turn on/off the scheduling reports
Heatmap		generate and view heatmap
Facial Recognition		create VIP profiles
Event Tag		tag events on reports to find out the correlation between campaign and data
Notification		check VIP event list and watch event playback
Setting	**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
	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
Signout		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.

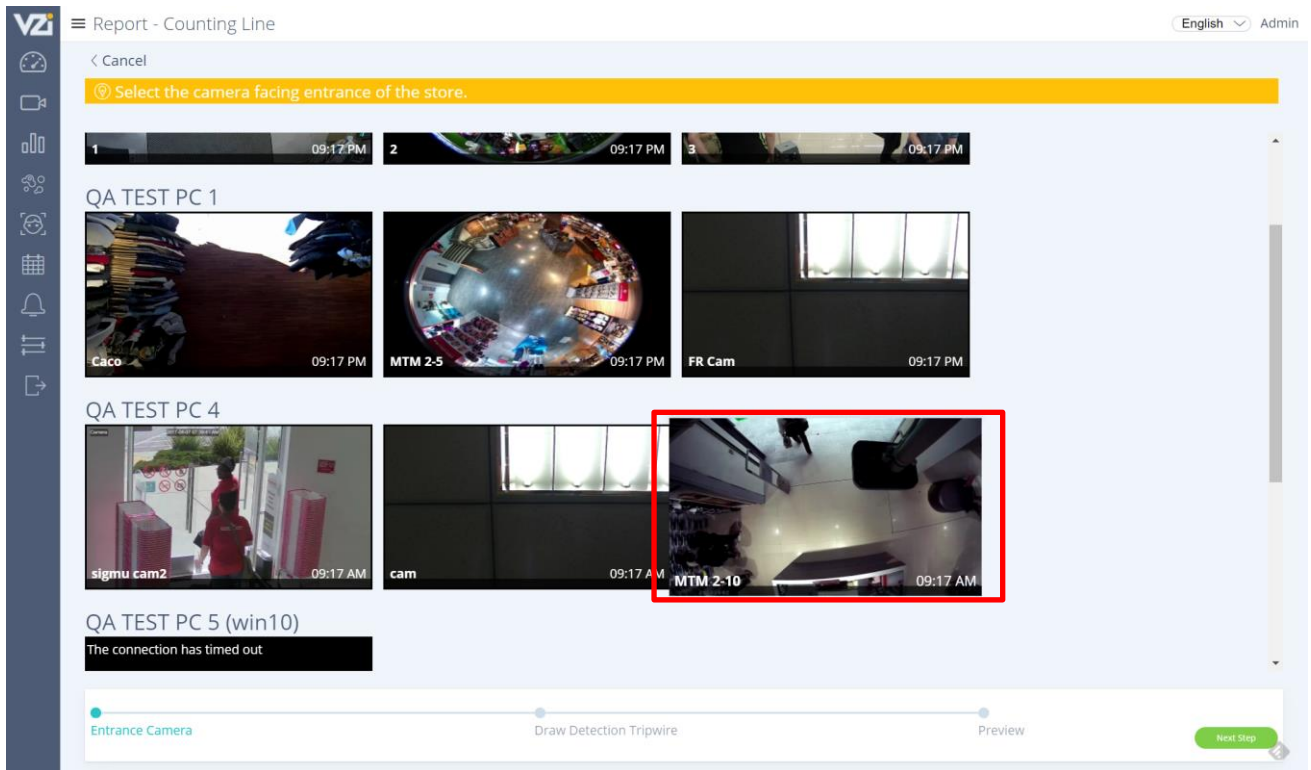## Create Entry Count Report

1. Go to Report >> Generate Report
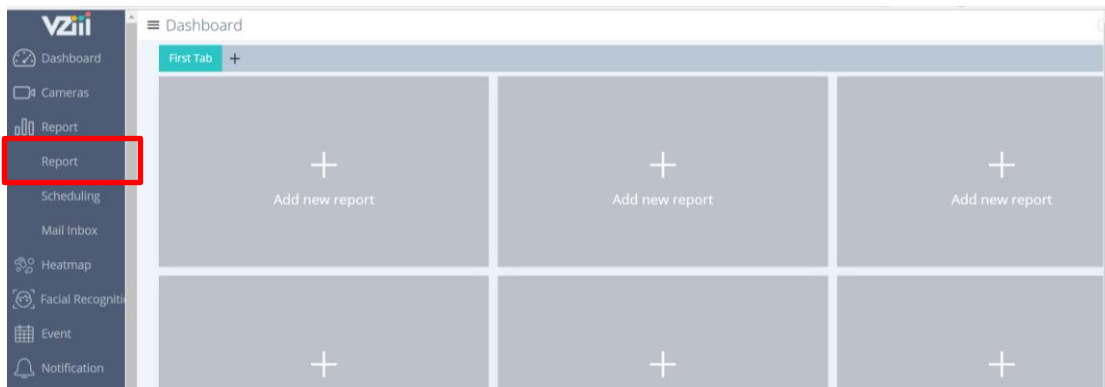
Select **Counting** >> **Counting Line**
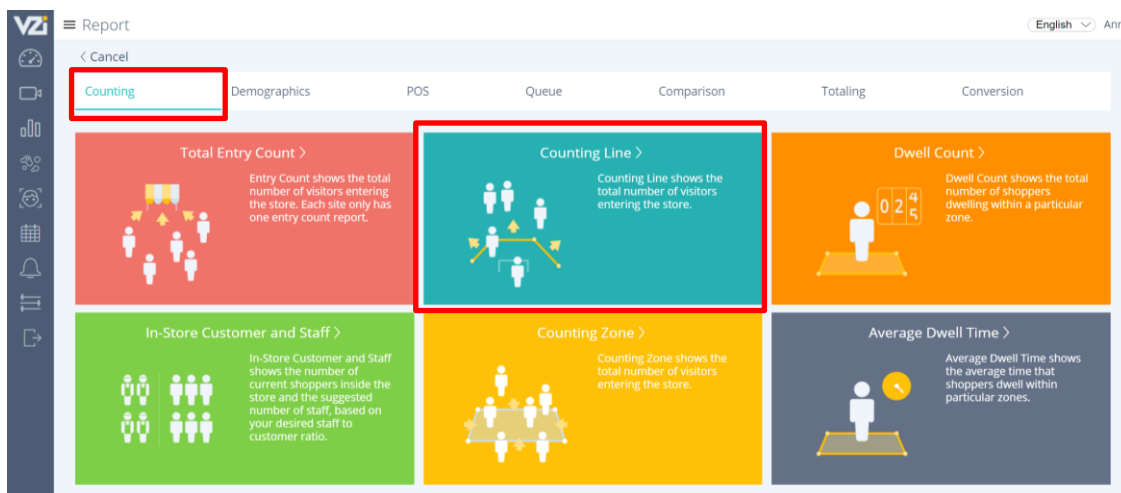
2. Select the camera at entrance, and click **Next Step.**

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.

   Click **Preview** to go next step.
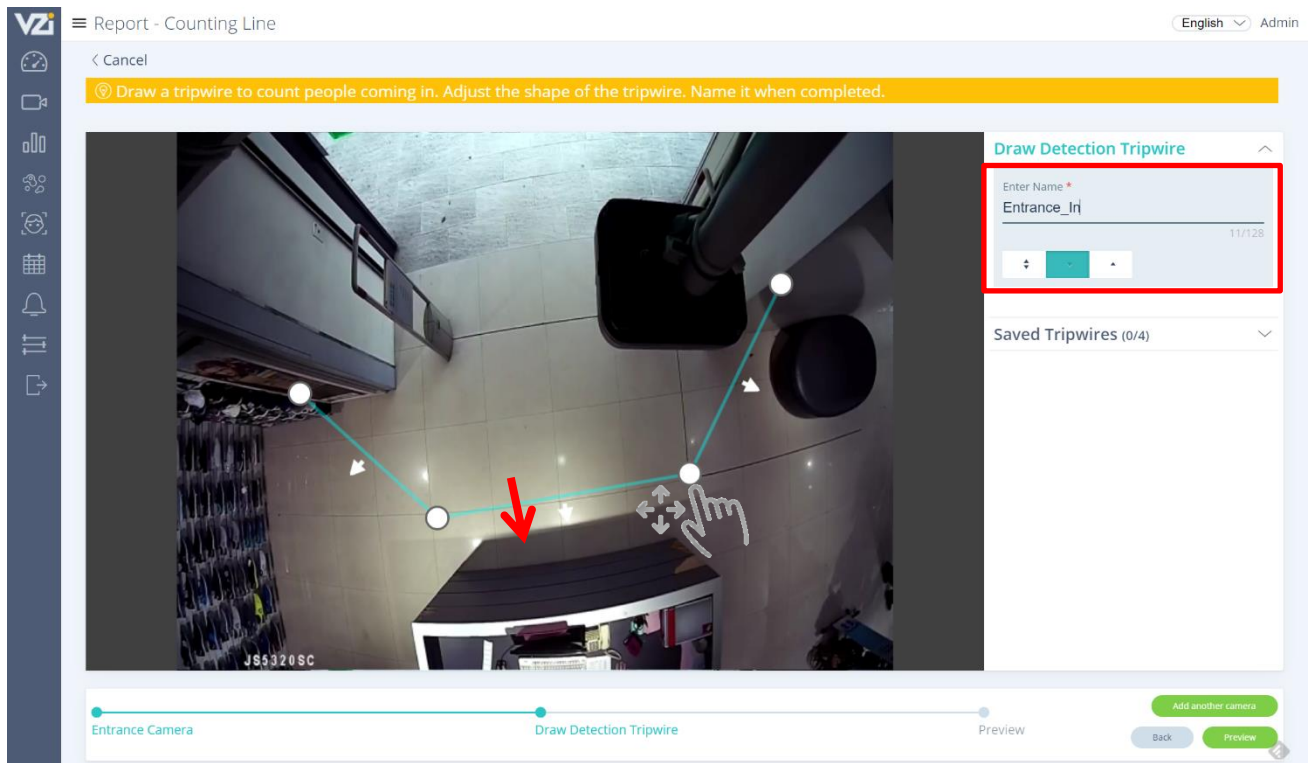
4. Choose a chart type, and then save report.
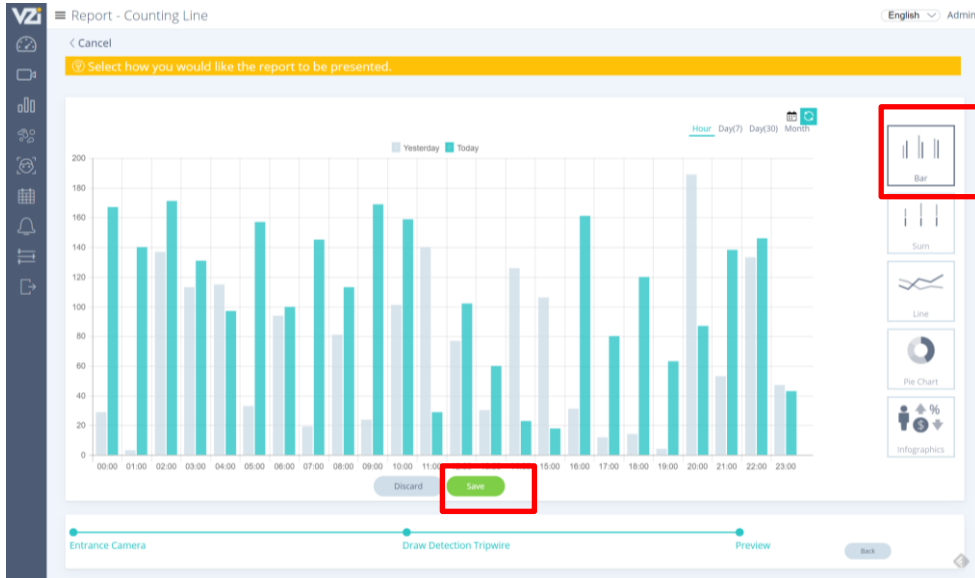
Enter report name.
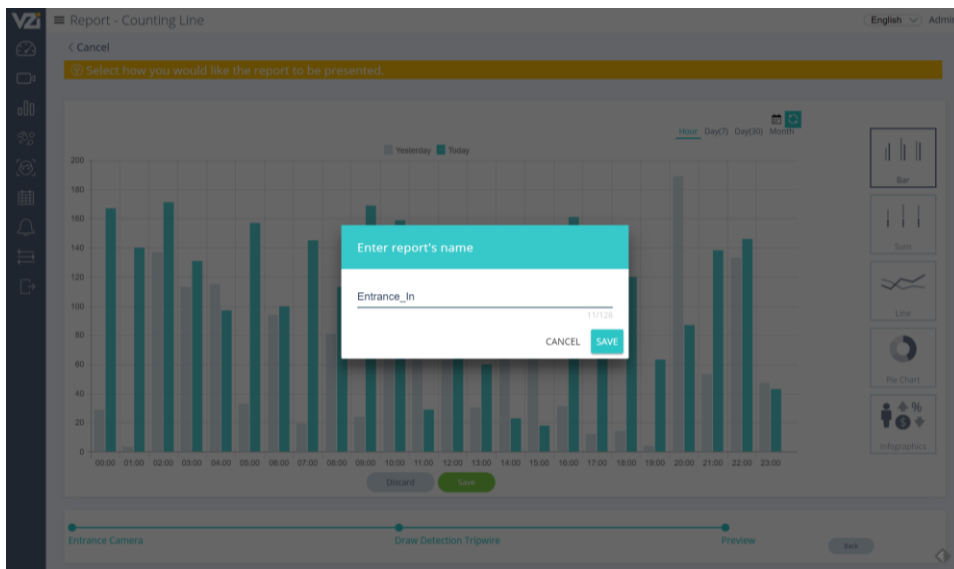
5. Click on **edit** button to enter edit mode.

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.
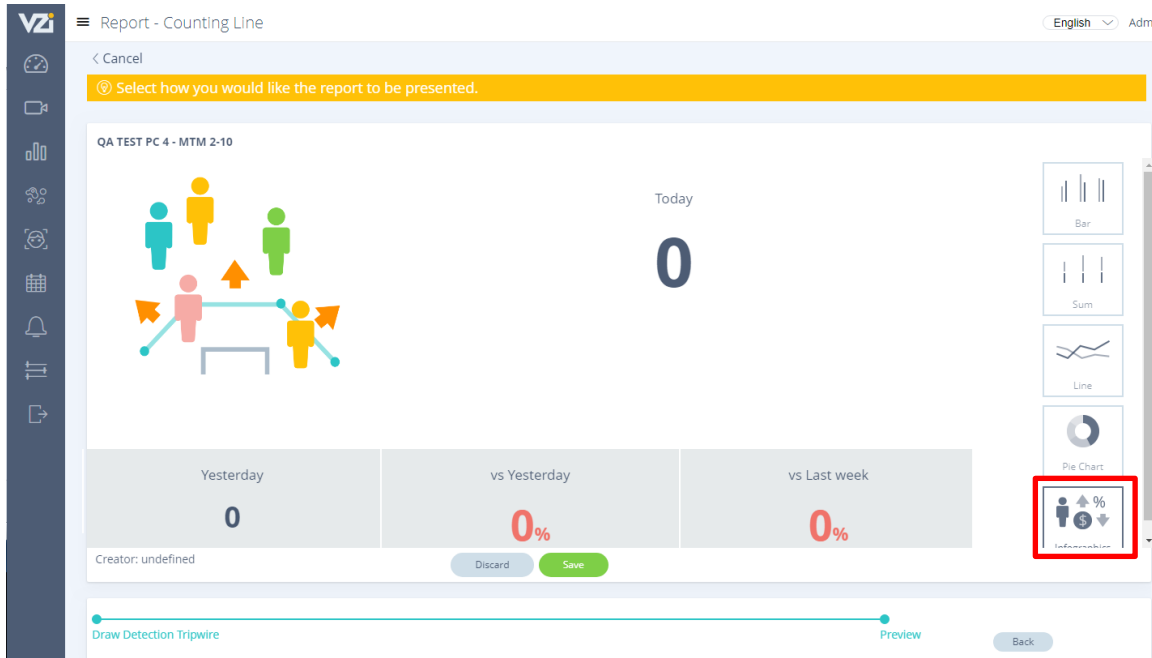
6. Report will be refreshed automatically per hour.

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.
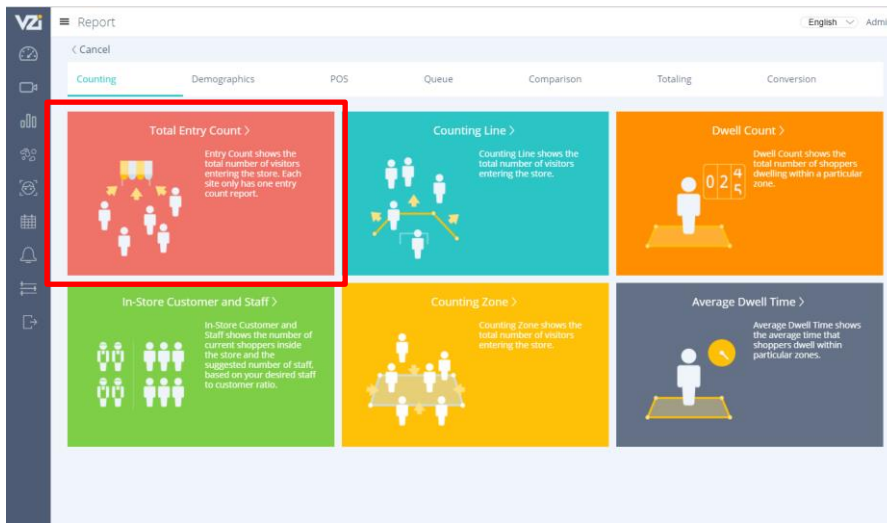
2. Select the **site** for Total Entry Count, and then click **Next Step**.
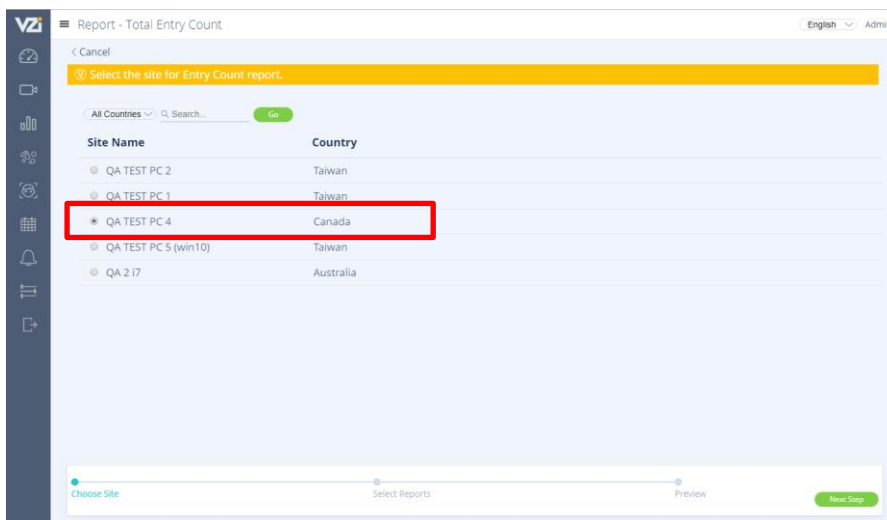
3. Select the **Counting Line** report you just created.

   Click on it, and it will be added to the report list on the right.
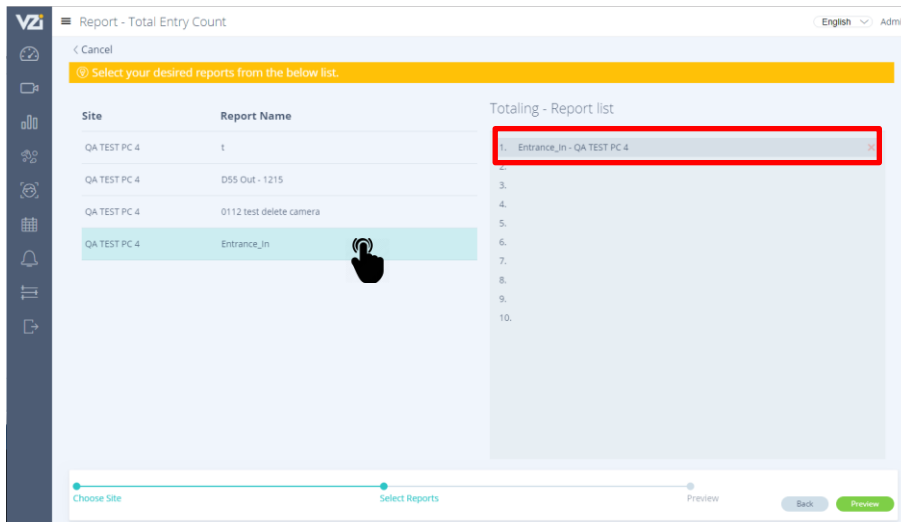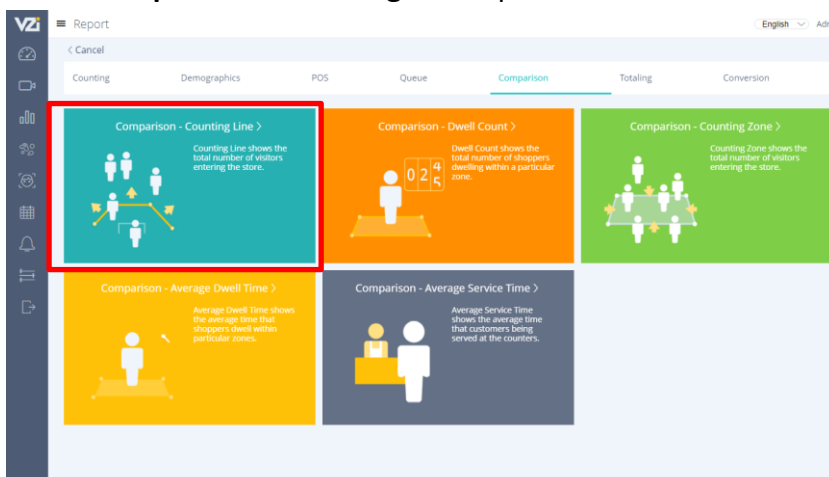
4. Choose a chart type, and then save report.
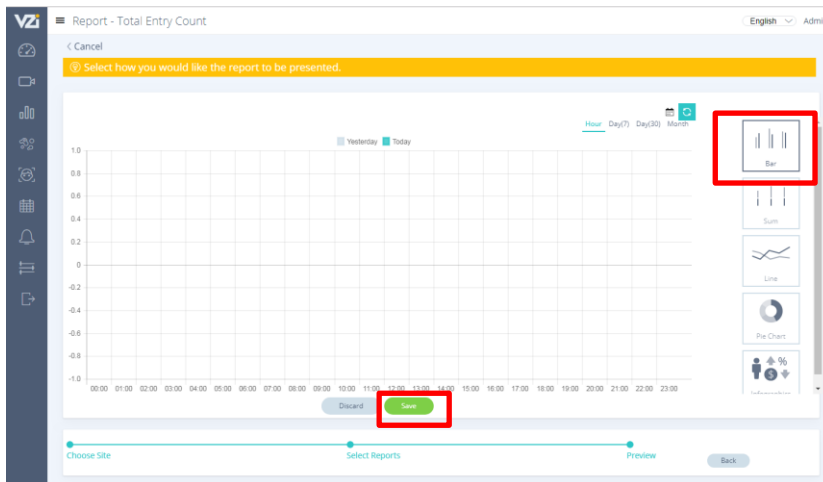
5. Click on **edit** button to enter edit mode.
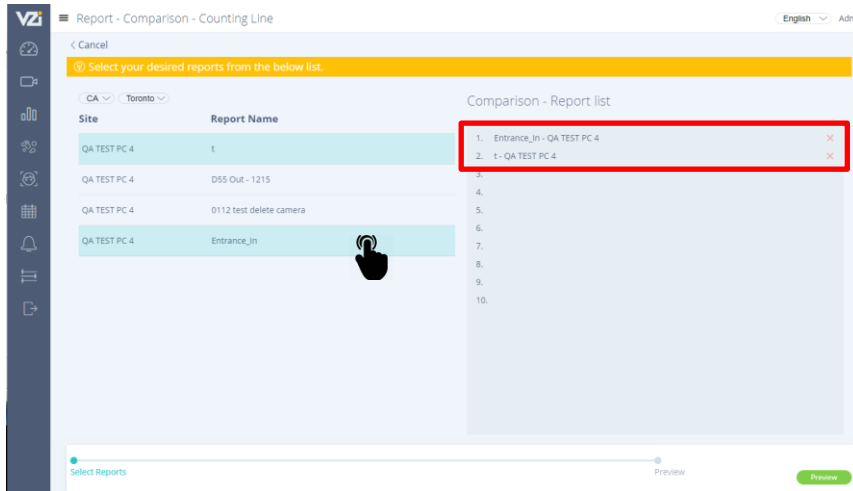

Create Comparison – Counting Line

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.

2. 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.

3. Choose pie chart, and then save report.
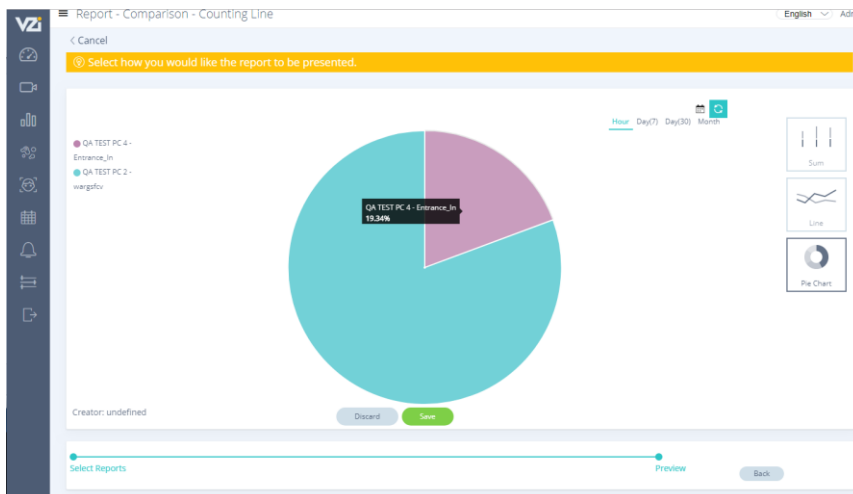
4. The color of pie chart is random.

   Mouse hover on it, and you'll see % of each entrance.
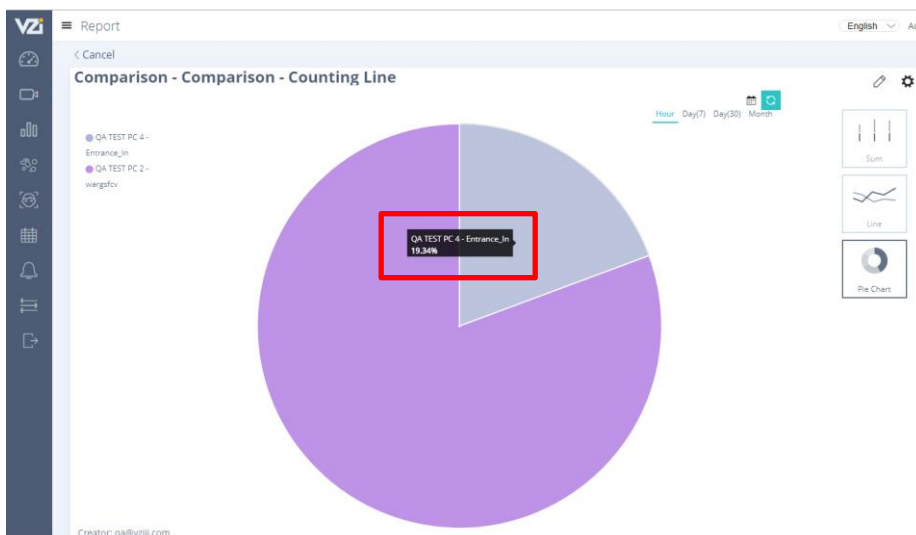
Create Indoor People Counting Report

1. Select **In-store Customer and Staff** Report.
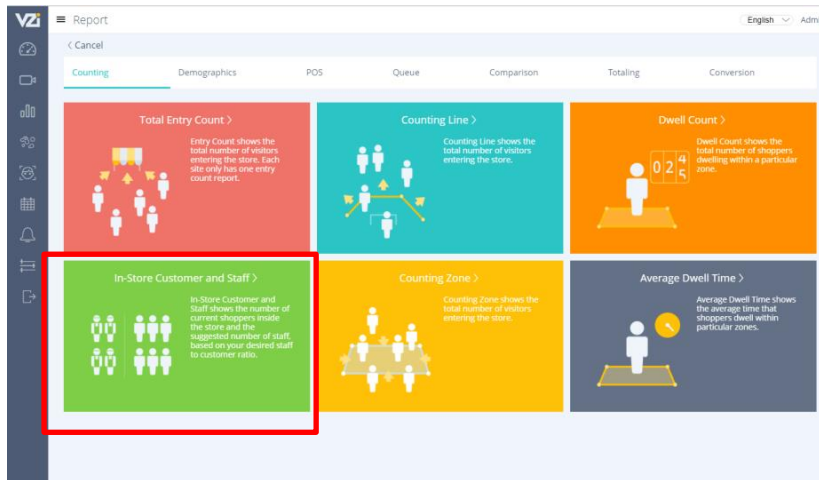
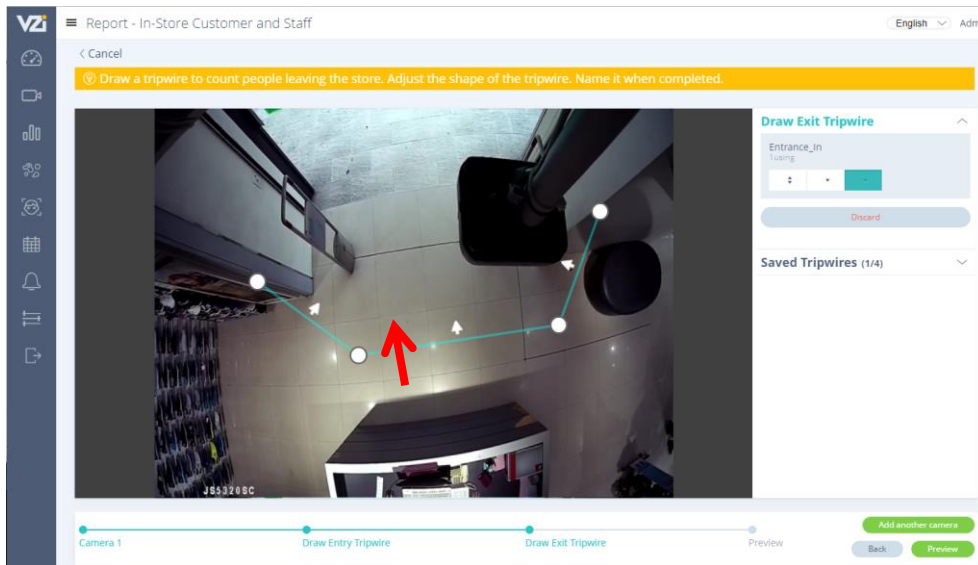2. Select the camera at entrance, and then click **Next Step**.
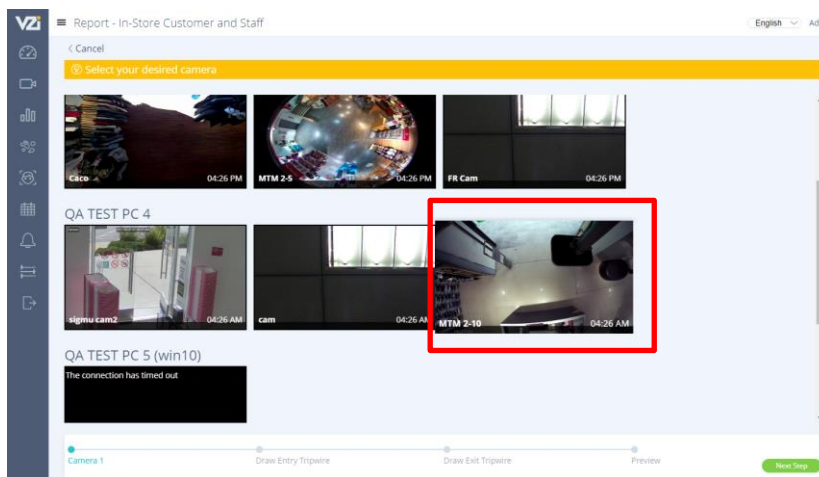
3. Draw a tripwire to count people coming in, and select the direction that goes in.
   Please note that the maximum number of tripwire is 4 for each camera, so it is suggested to select from **Saved Tripwires** instead of drawing a new tripwire.
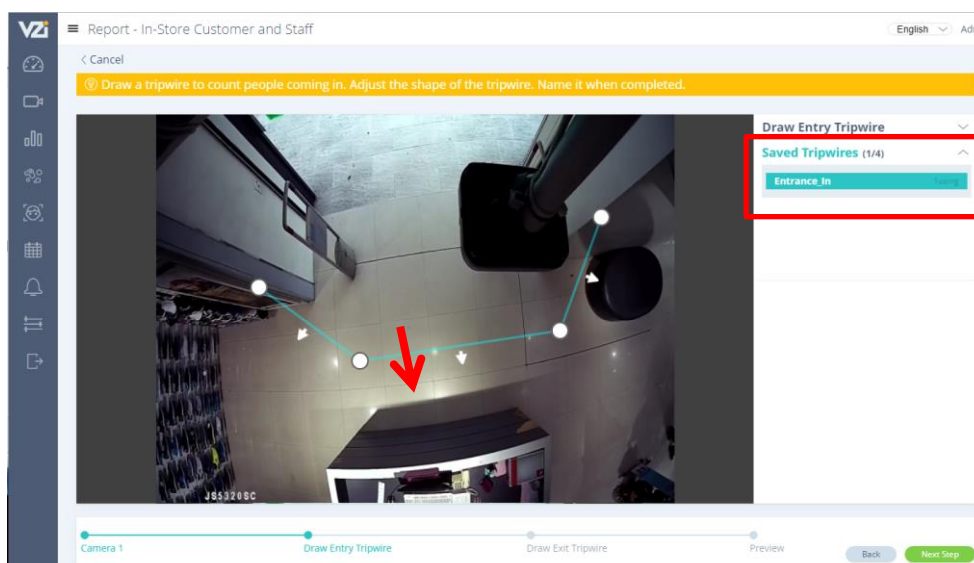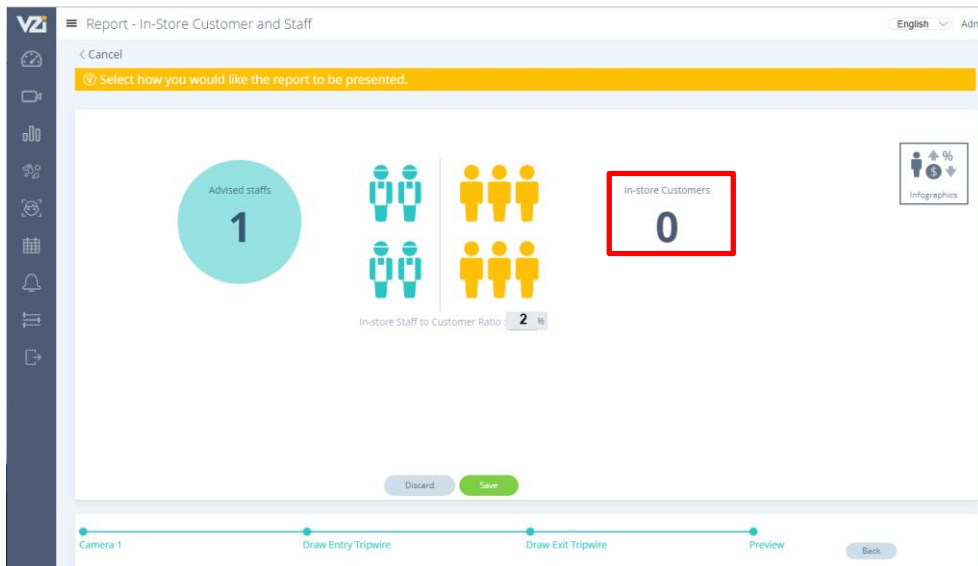
4. Draw a tripwire to count people going out.
   Click **Preview** to go next step.

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

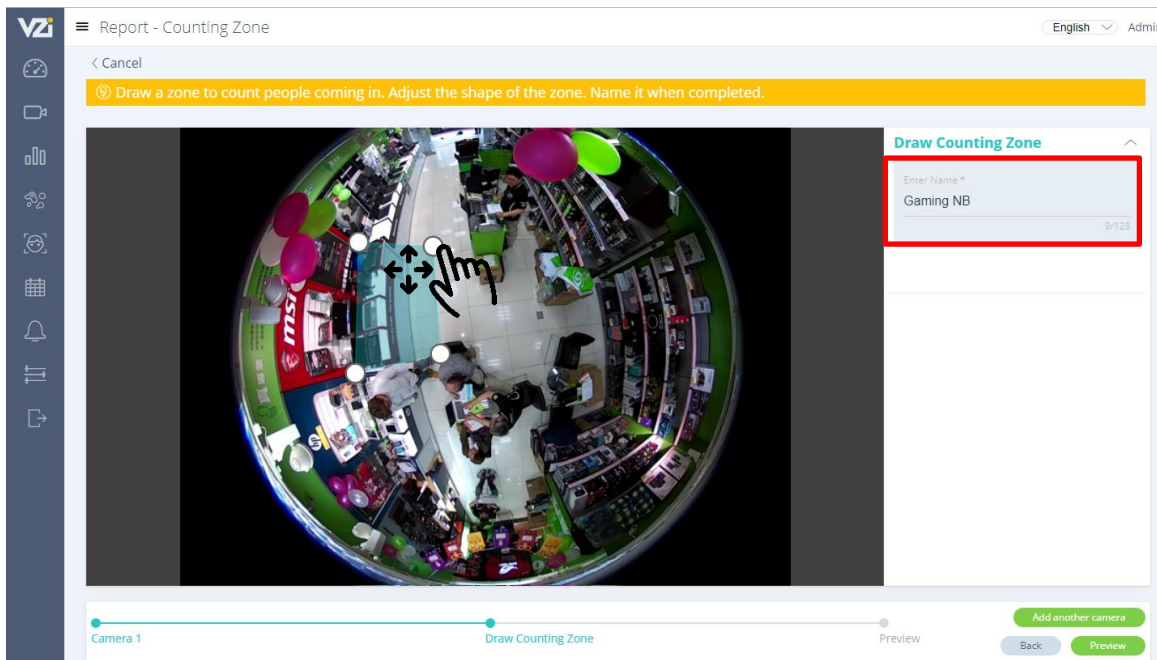1. Select **Counting Zone** report.
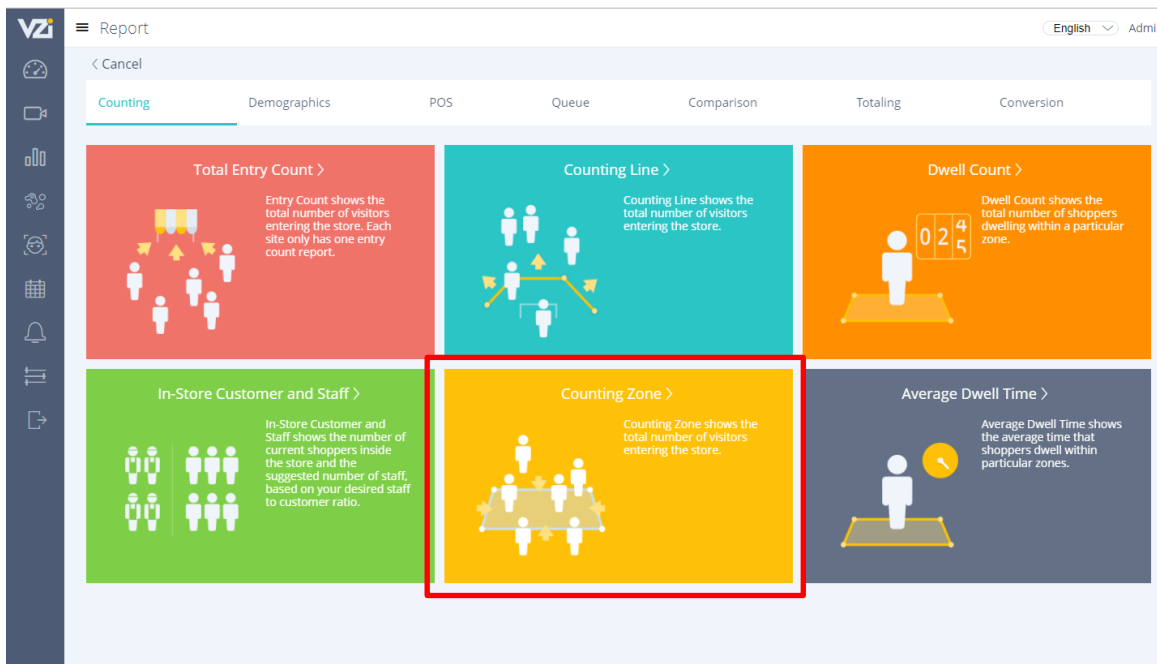
2. Select the camera, and click **Next Step.**
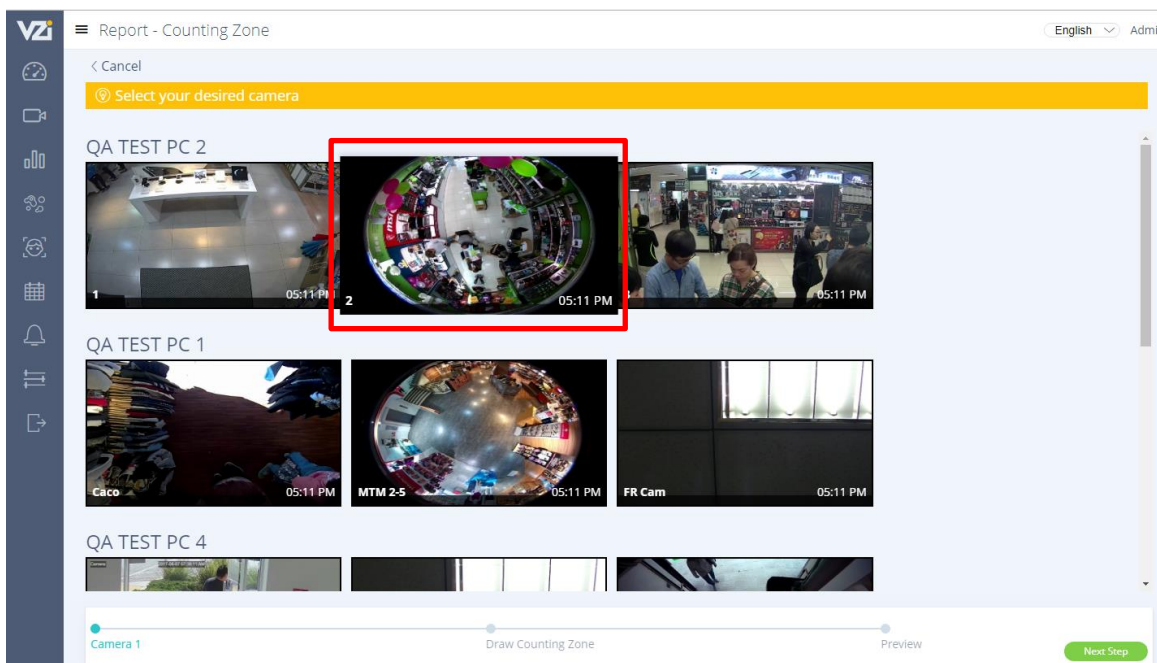
3. Draw a zone to count people coming in.

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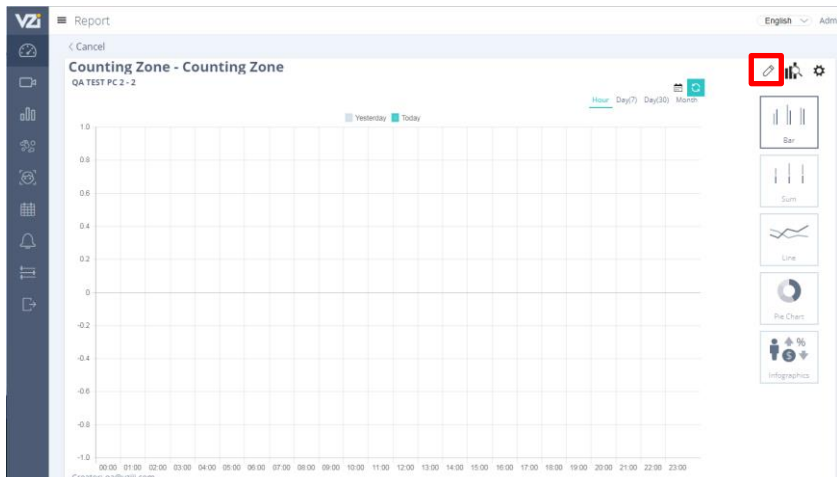
   Enter a name for the zone when completed. Click **Preview** to go next step.

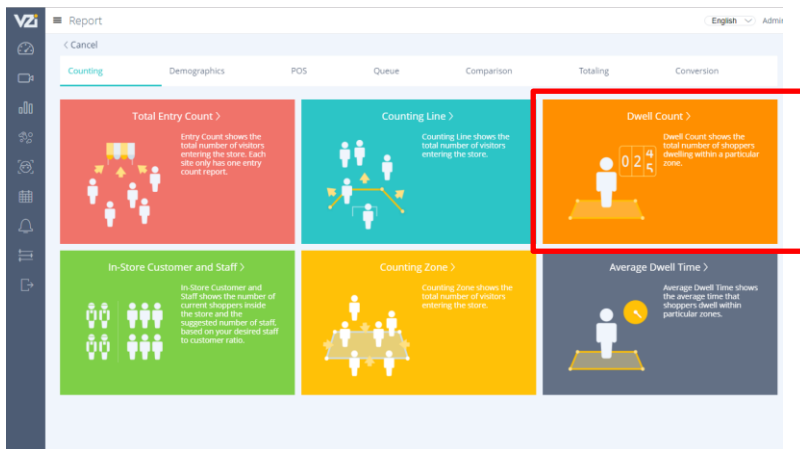4. Choose a chart type, and then save report.
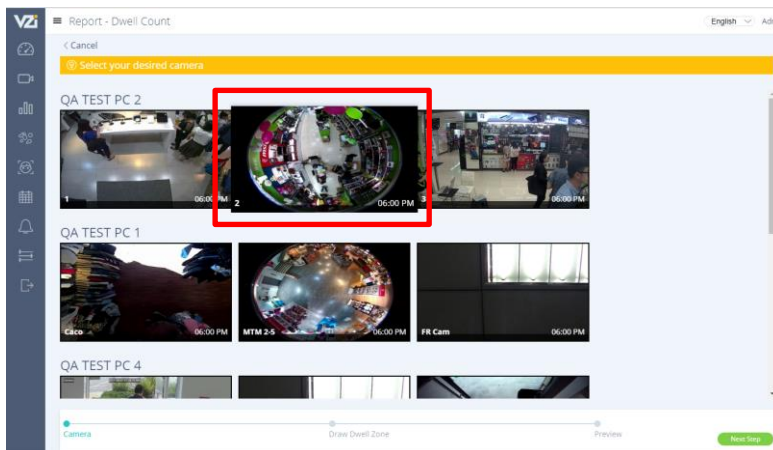

5. Click on **edit** button to enter edit mode.

15
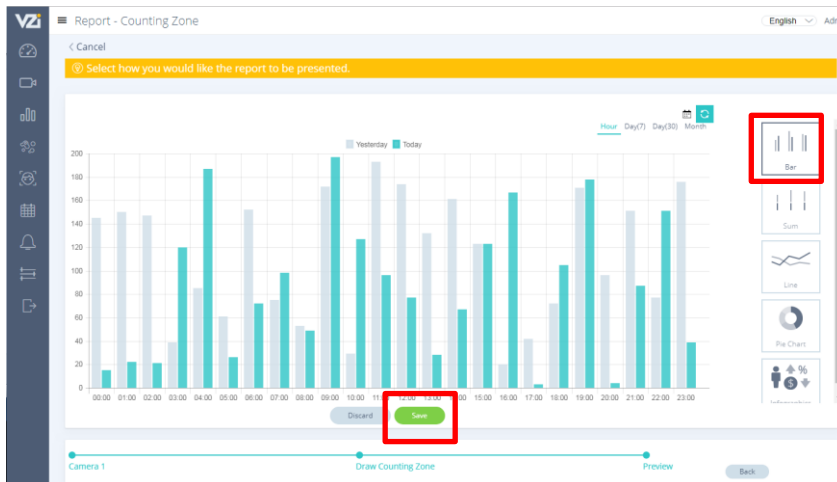
Create Dwell Count Report

1. Select **Dwell Count** report.
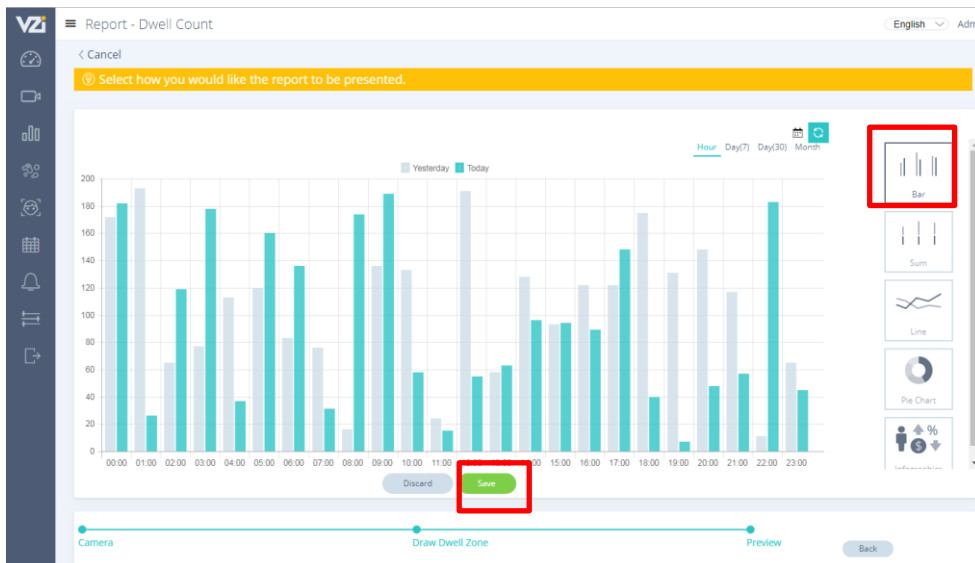

2. Select the camera, and click **Next Step.**

3. 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.
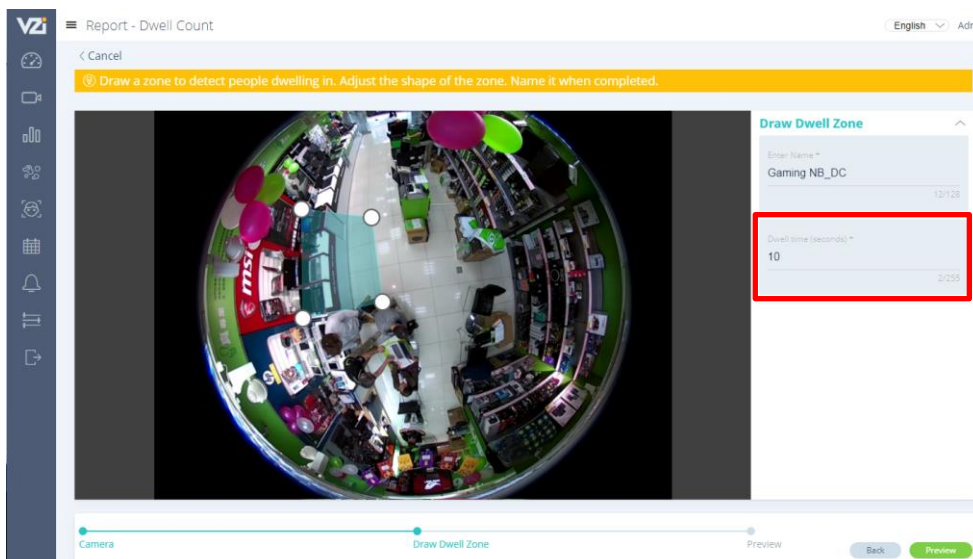
4. Choose a chart type, and then save report.

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.
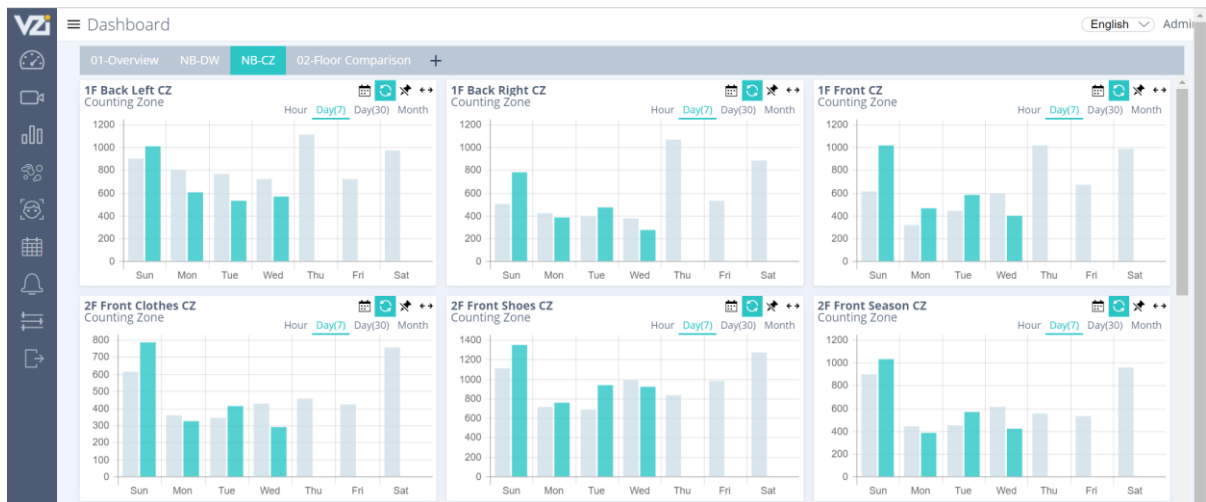
- **Step 1. Divide Zones**

  Divide your space into several zones, based on product categories.
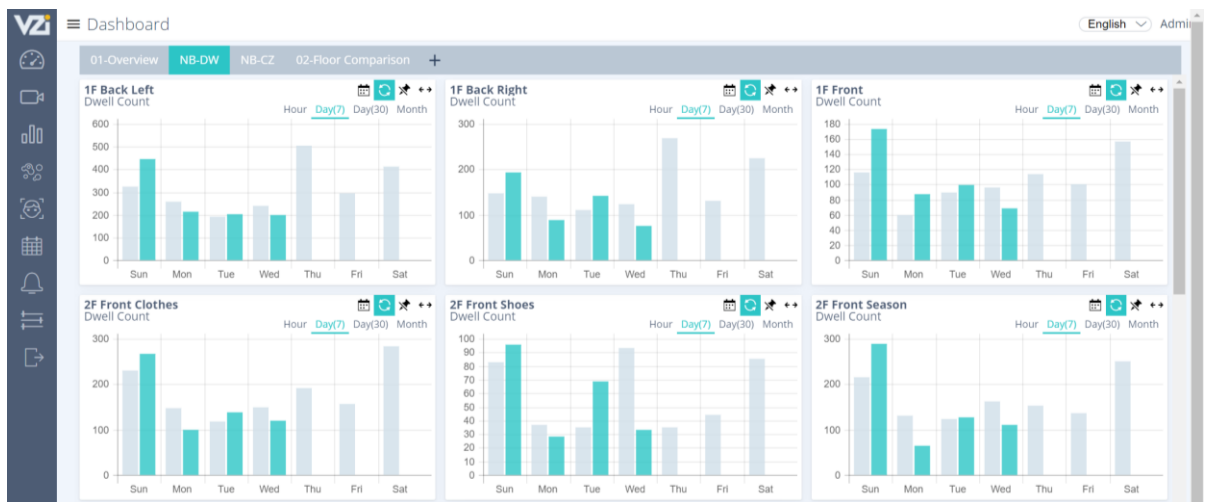
  Give a special name to each zone.

  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)
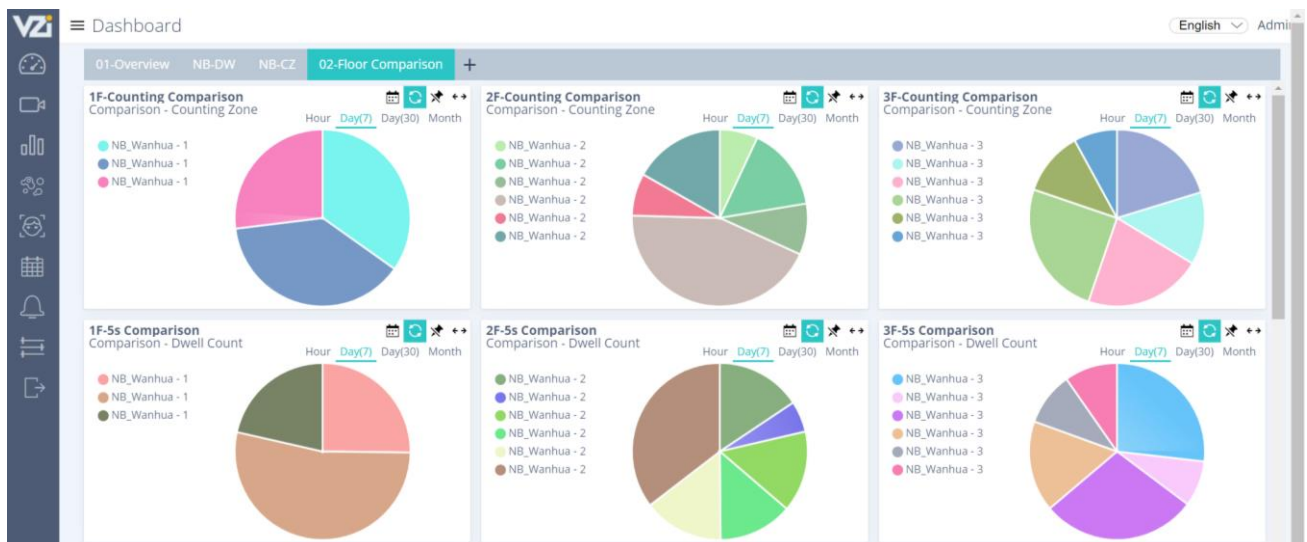
- **Step 2.** Create **Counting Zone** reports for each zone.

- **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**
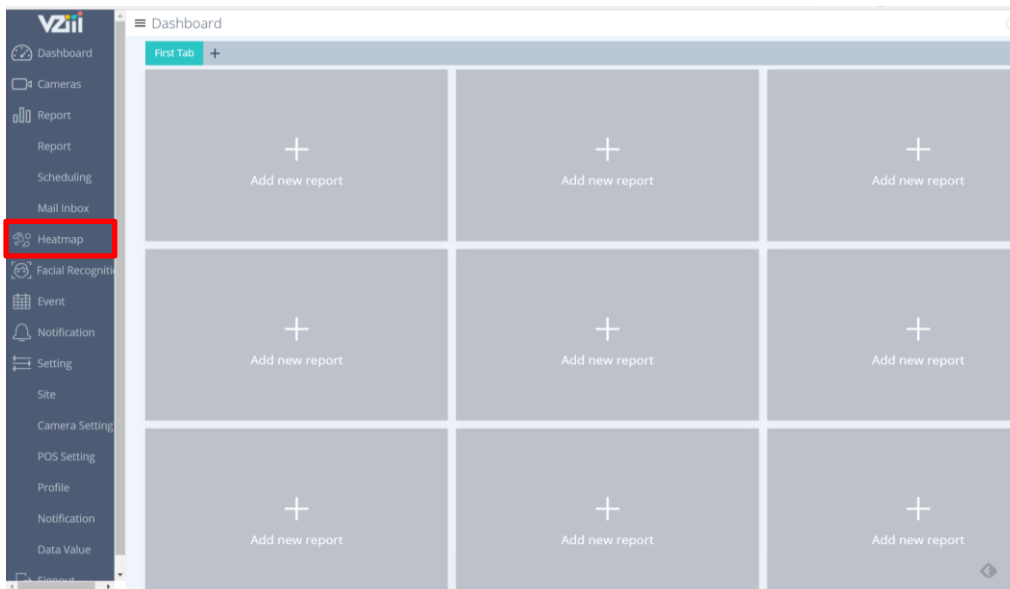
Add new heatmap

Choose one heatmap type

- Activity: where people spend most time

- Traffic: where most people pass by

- Path: direction of movements

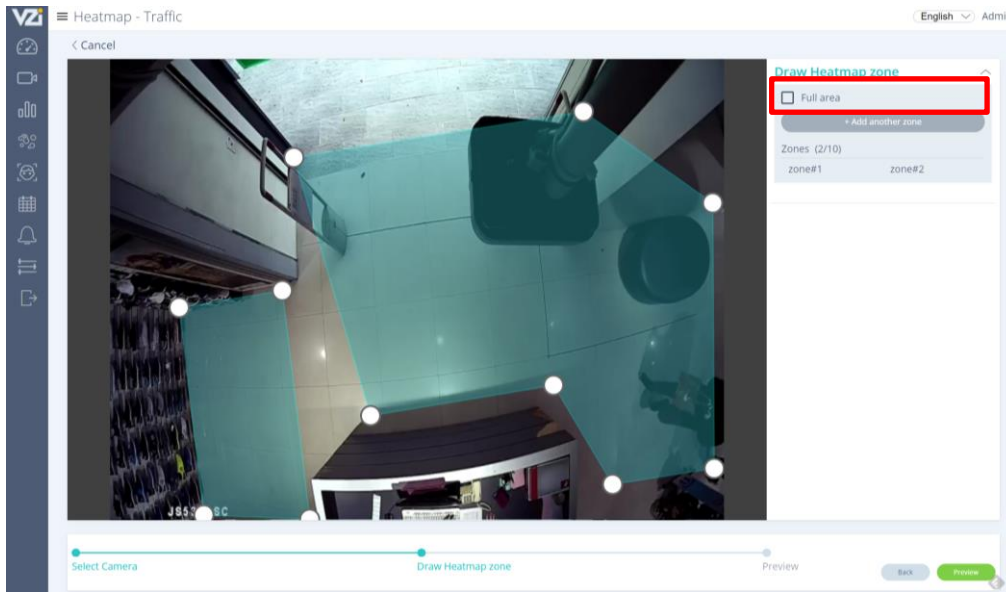2. Select a camera, and click **Next Step.**
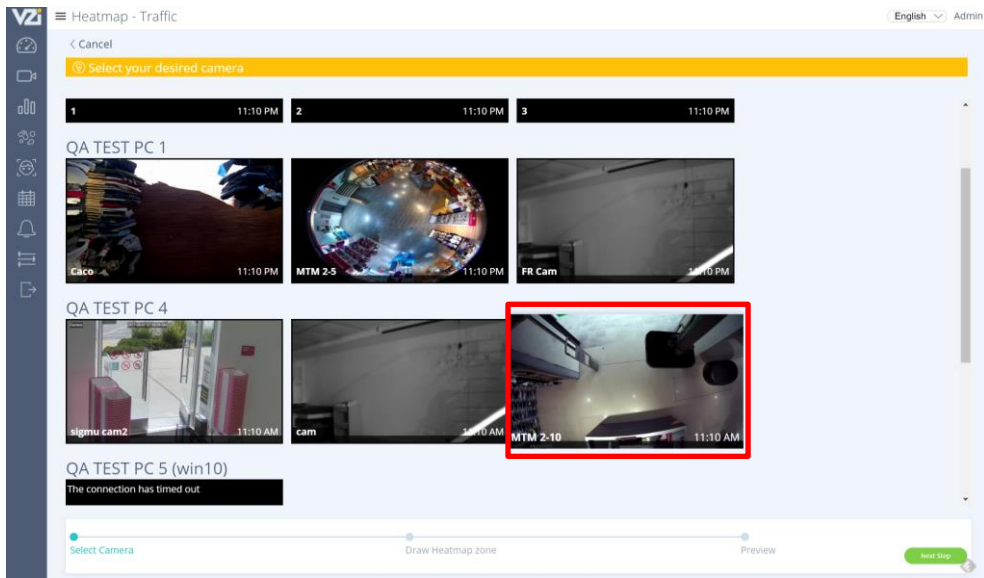
3. Draw a zone to analyze specific area, or choose **Full area** to see overall heatmap.

   Alter the shape by dragging the node, or click on the side of the zone to add nodes.
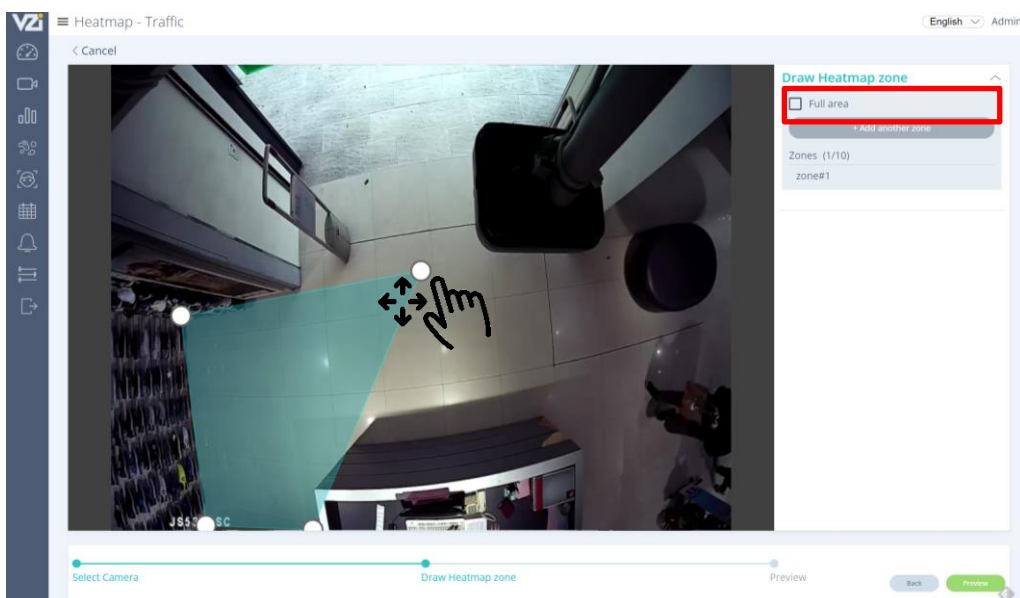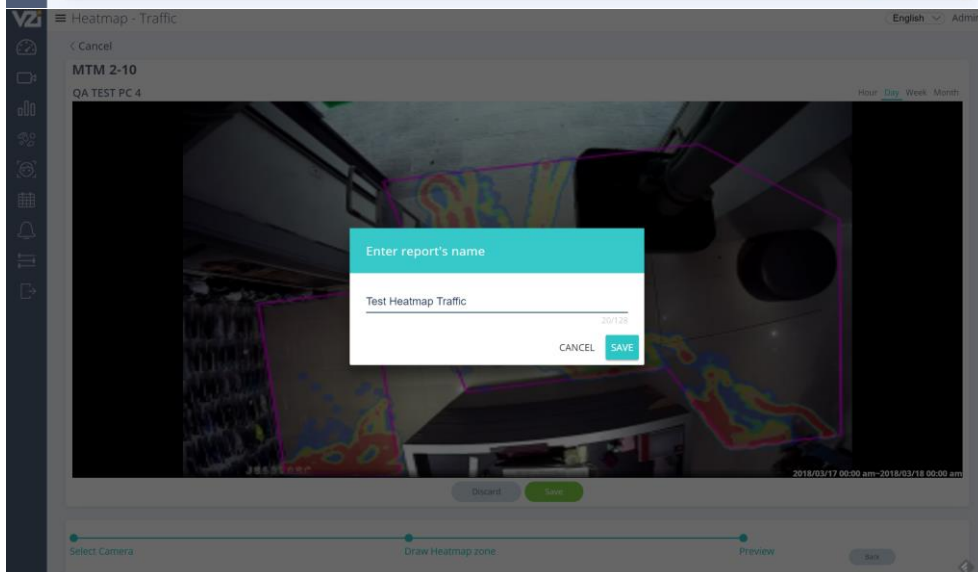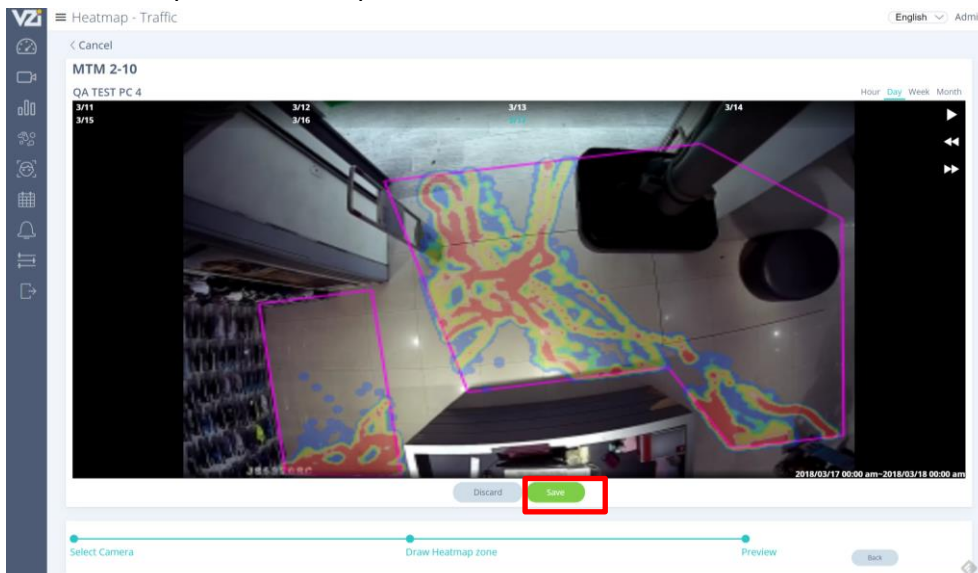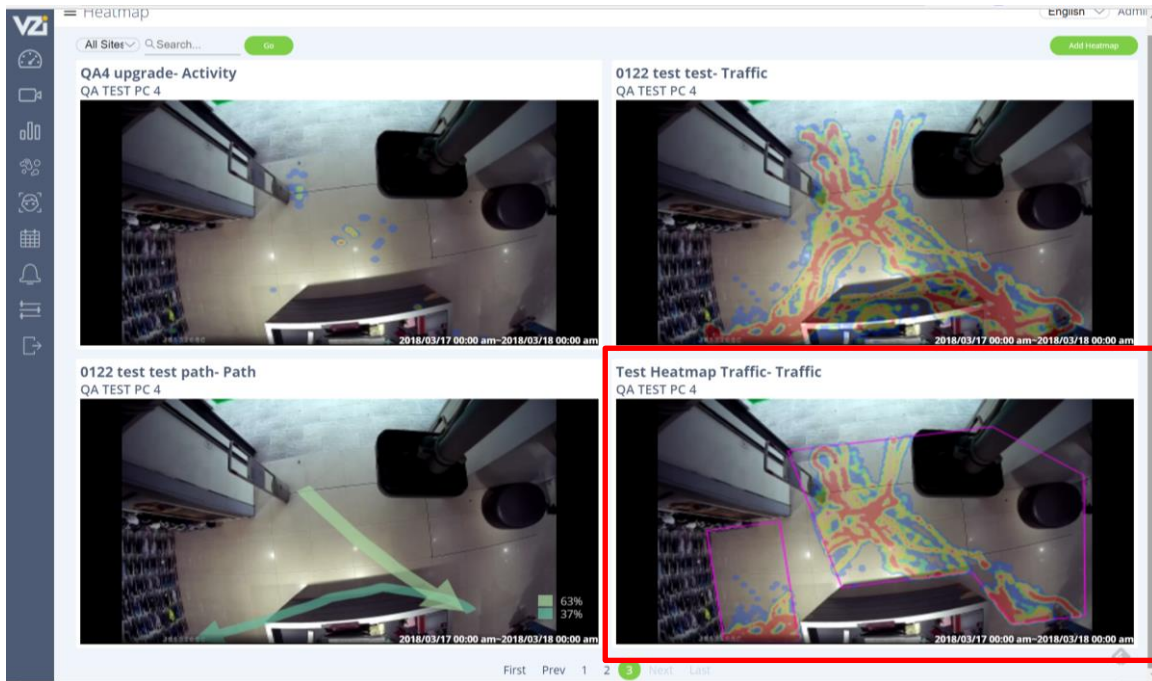
Add another zone, or click **Preview** to go next step.

4. Save heatmap and enter report name.

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.
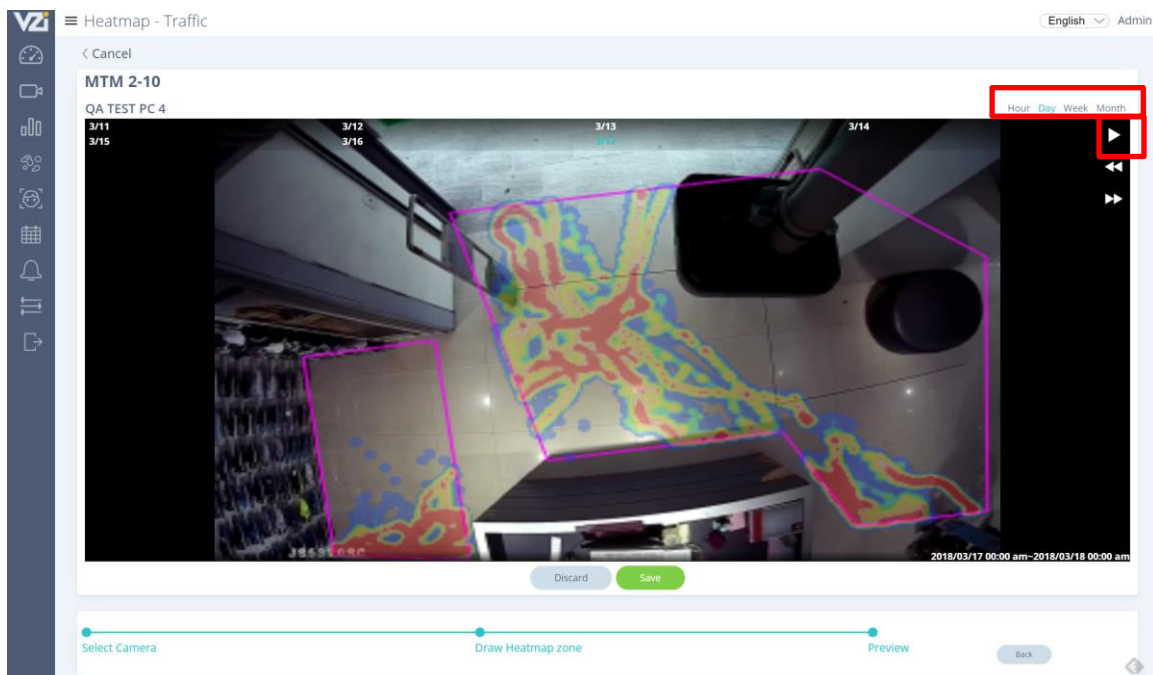
Create Path Heatmap

1. Select **Path** heatmap.

2. Select a camera, and click **Next Step.**
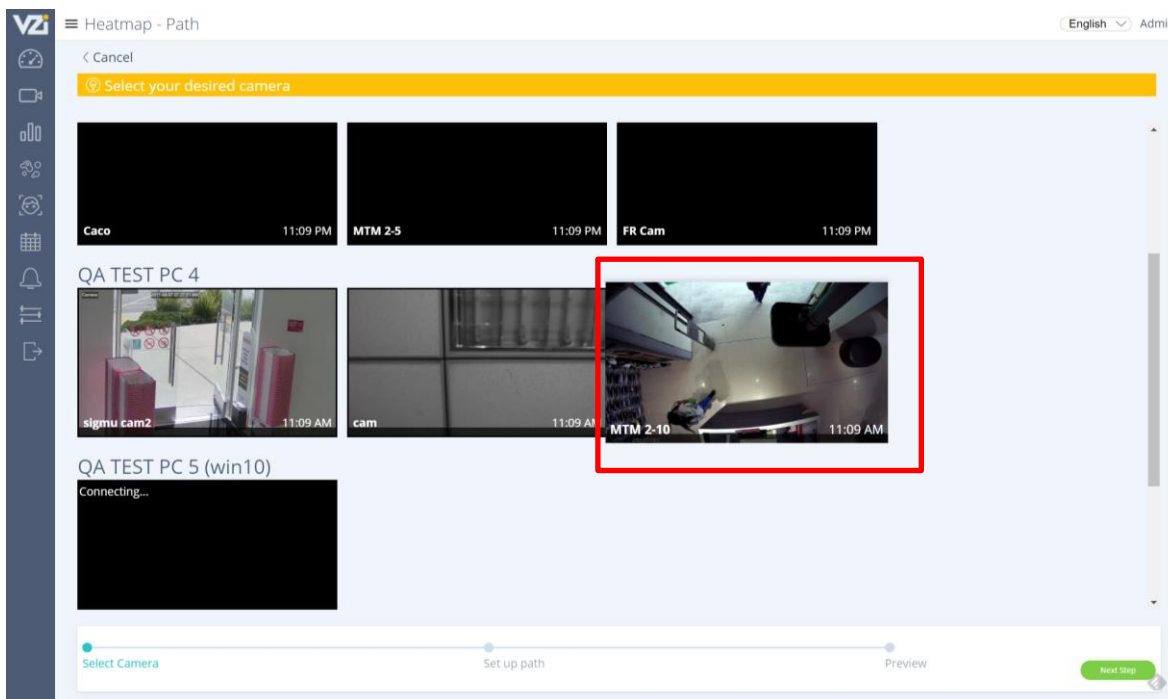

3. Set up path

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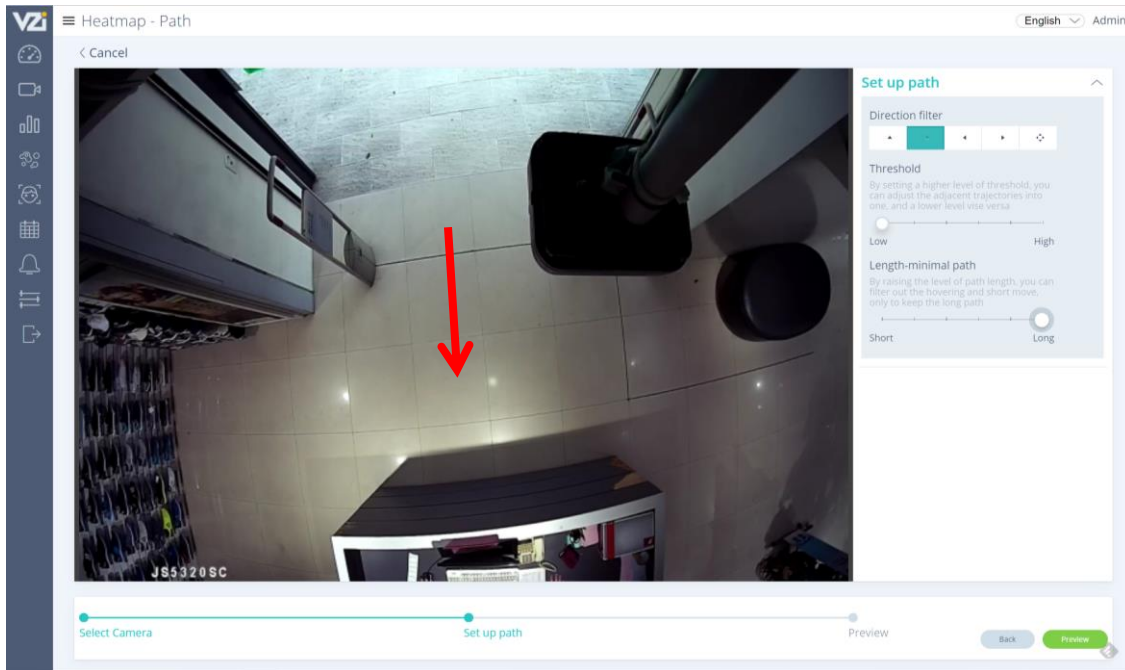
4. For path heatmap, we only support Hour/Day mode because the data quantity is way too large. Therefore, it might take some time to load the data when displaying heatmap result.
   Save the report when completed.
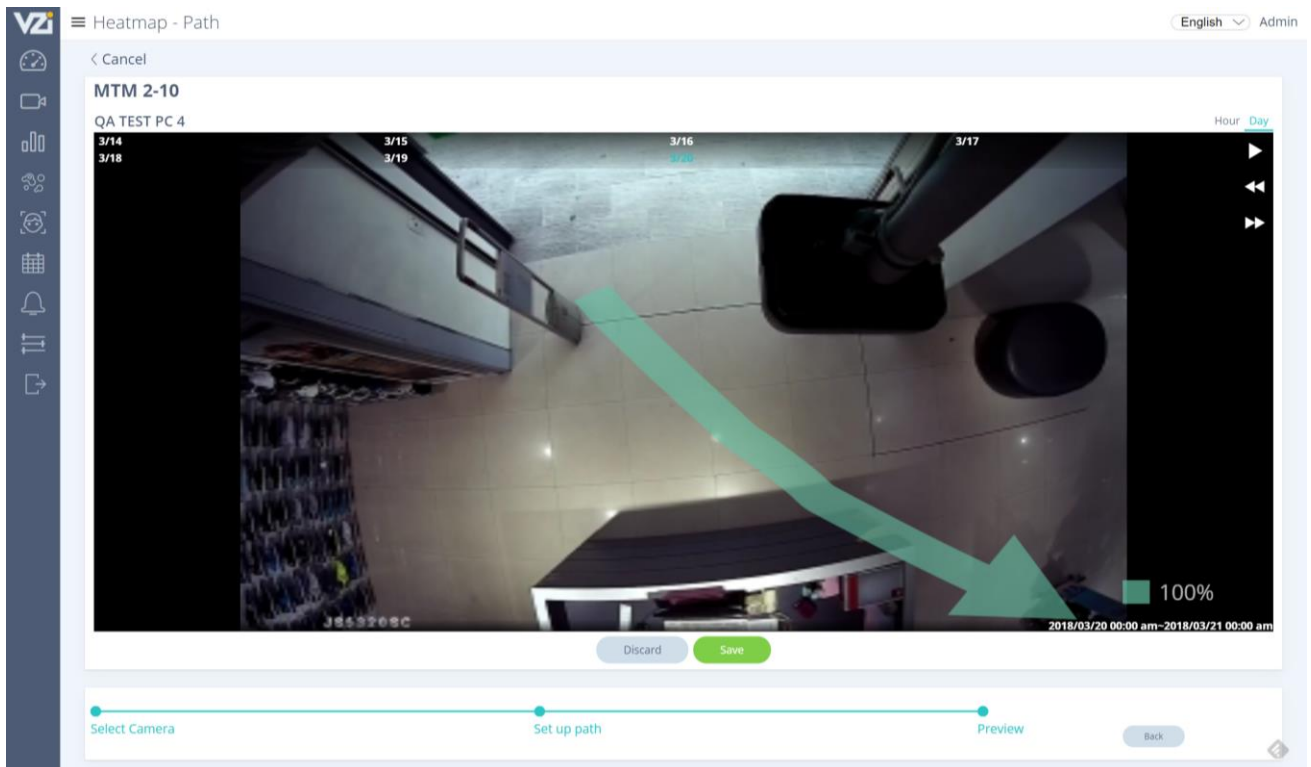
Purpose

The main purpose of demograhpics 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.**
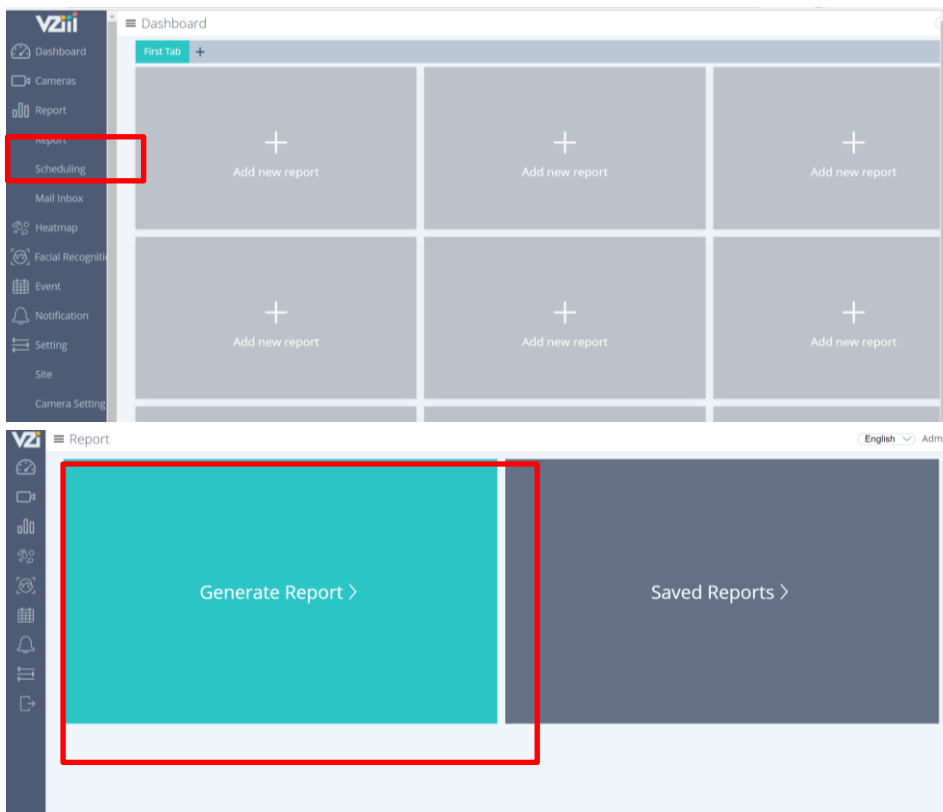
Choose **Demograhpics**, then select a report type.
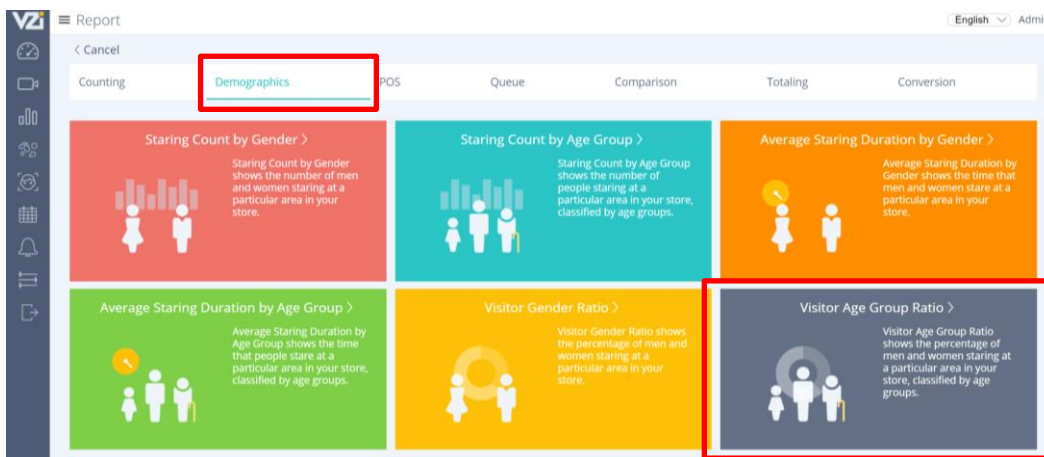
2. Select a camera, and click **Next Step.**
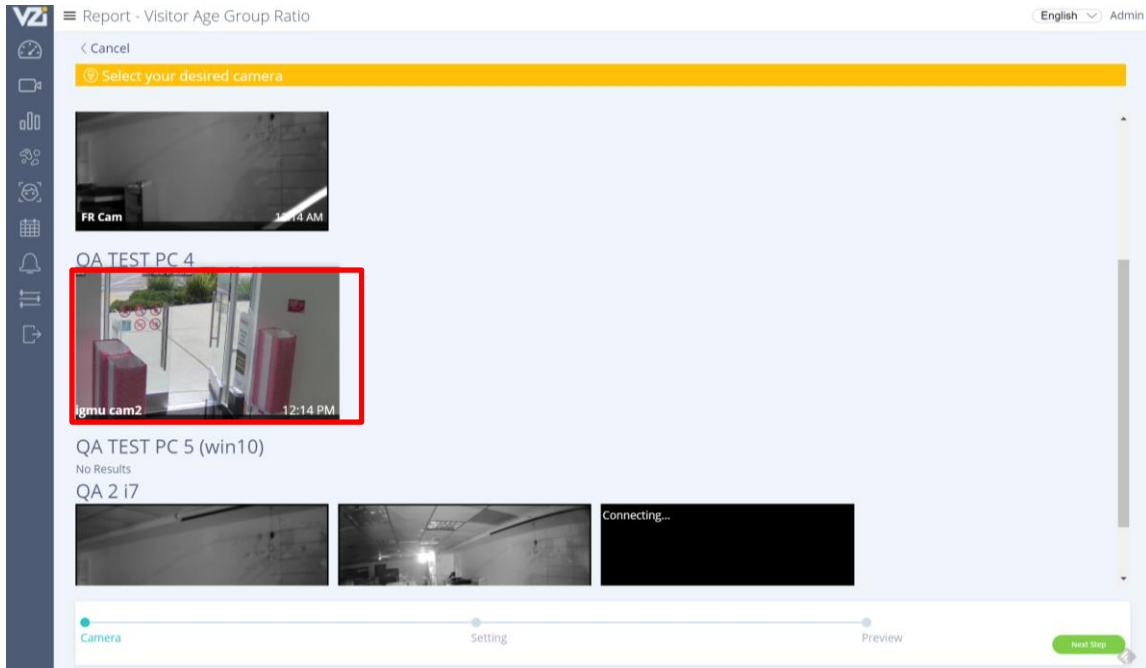
3. Setup **Age Group** by dragging the tick to the age you prefer for segmentation.

   eg. Ticking 20 and 40, referring to 0-20, 21-40, 41-100.

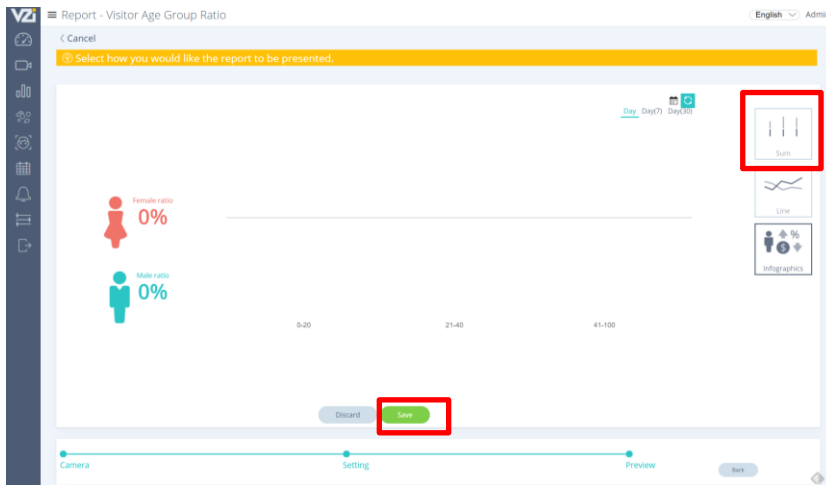   Or click on the slider to add another tick.
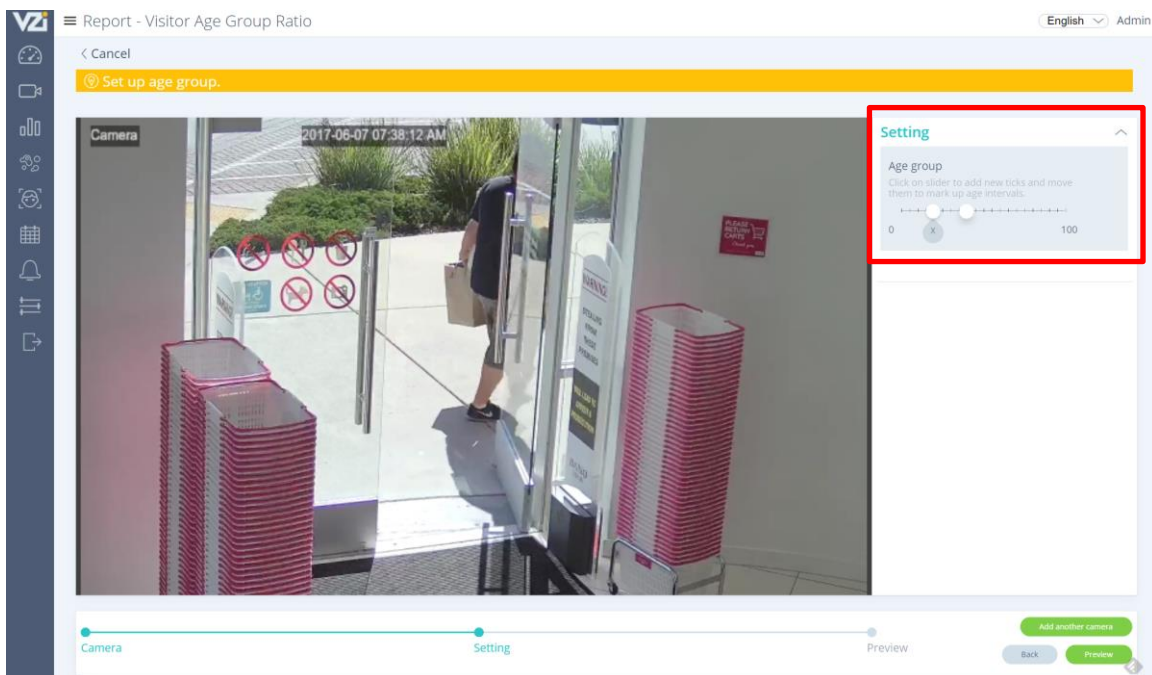
   Add another camera if you need to add up the data of different cameras.

   Or click **Preview** to go next step.
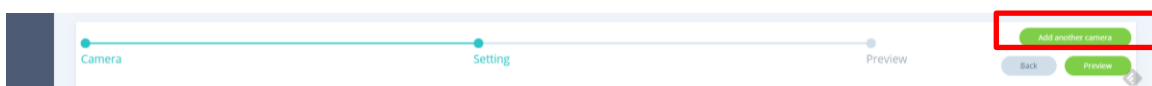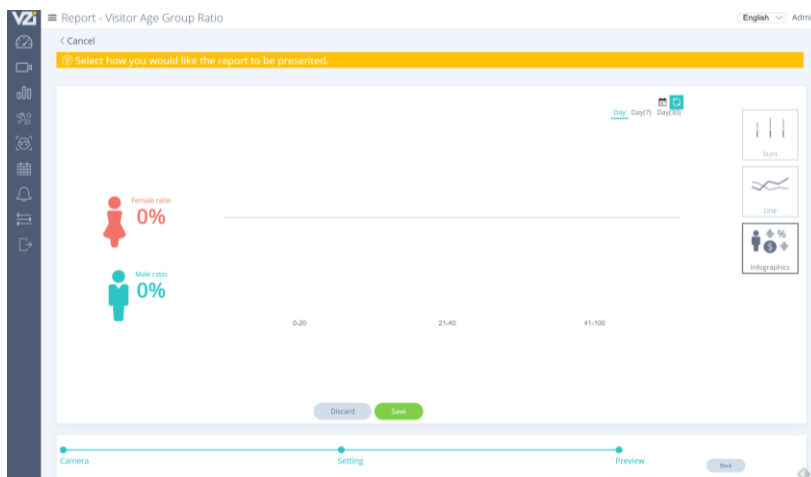
4. Choose a chart type and save report.

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

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.

Function		Admin	Super user	User
Personal Dashboard		Create & Edit	Create & Edit	Create & Edit
Cameras		View	View	View
Report	Report	Create & Edit	Create & Edit	View
	Scheduling	Create & Edit	Create & Edit	View
	Mail Inbox	Edit	Edit	Edit
Heatmap		Create & Edit	Create & Edit	View
Facial Recognition		Create & Edit	Create & Edit	View
Event Tag		Create & Edit	Create & Edit	View
Notification		View	View	View
Setting	Site	Edit on Web	View	View
	Account	Create & Edit	N/A	N/A
	Camera Setting	View on Web	View on Web	View on Web
	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**.**
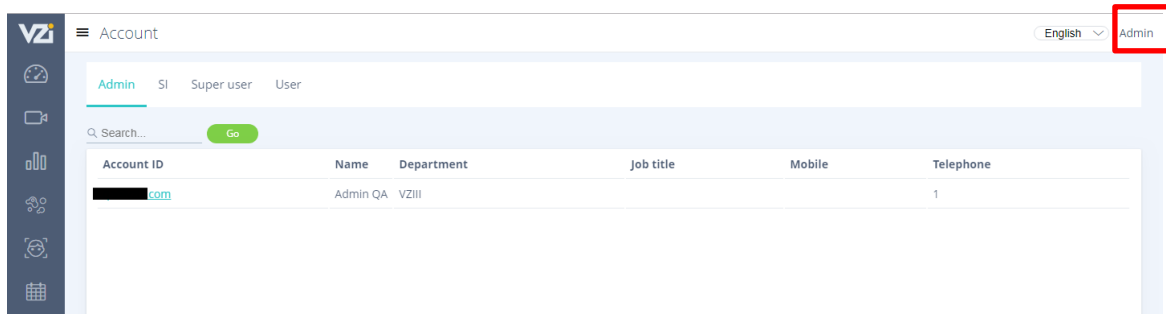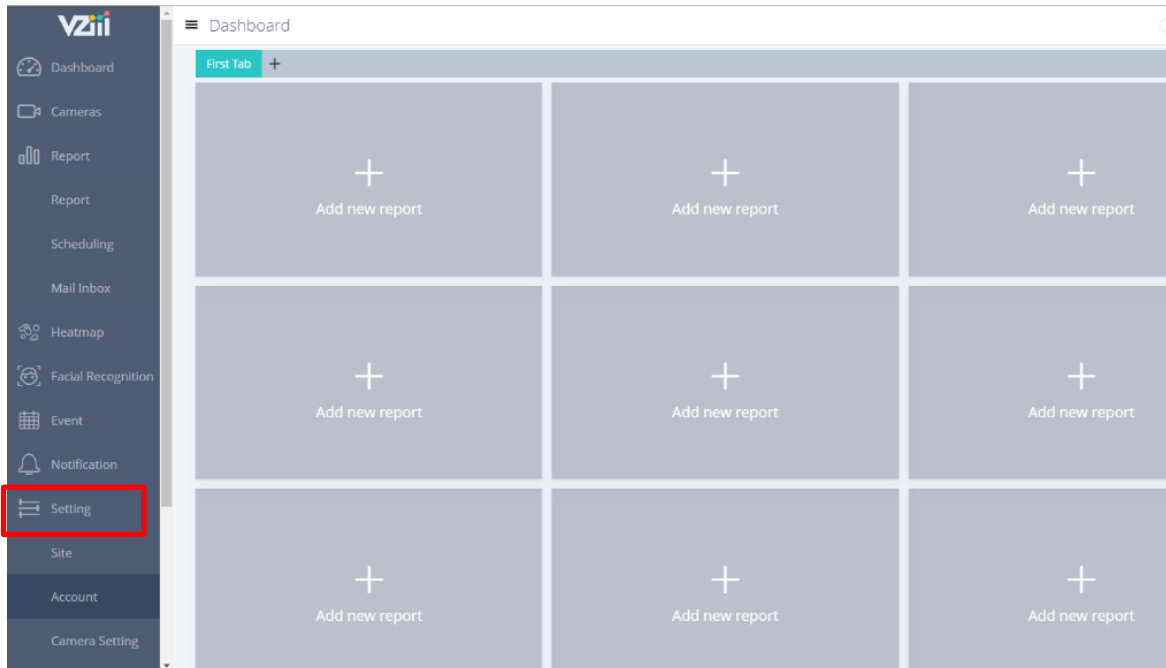
2. Choose **Super user**, and click **Add.**
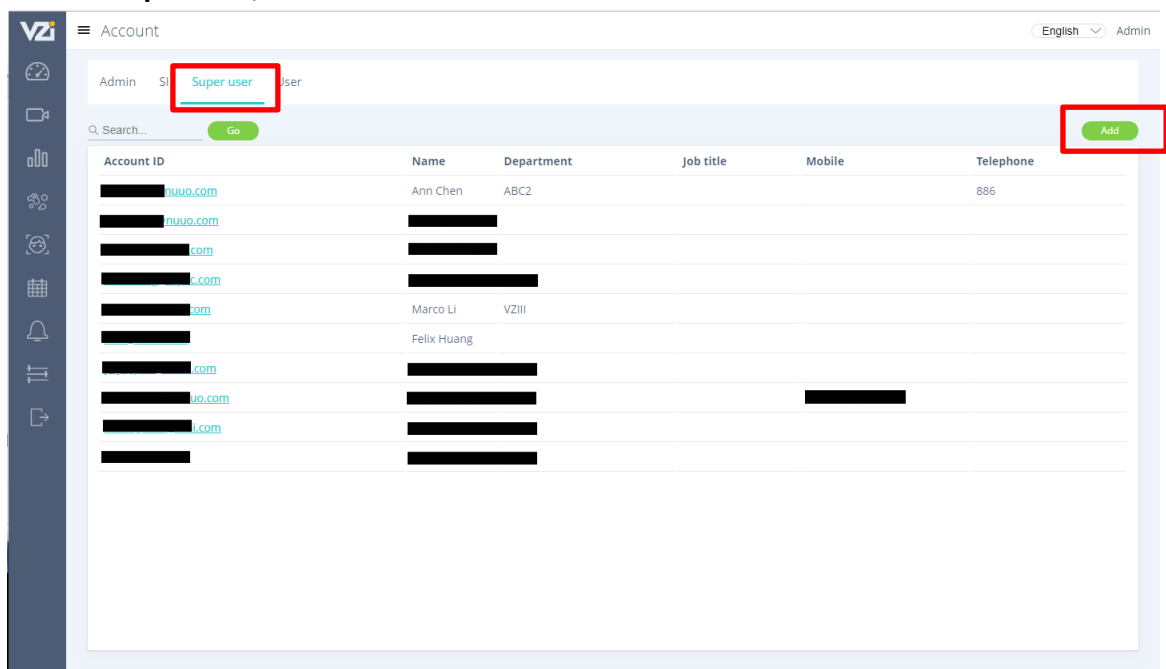
3. Fill out the mandatory fields, marked with an asterisk, including

    - Account ID (Registration email)

    - Password

    - Confirm password

    - First name

    - Last name

4. Click **Add permission**.

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

Click **ADD PERMISSION** to continue.
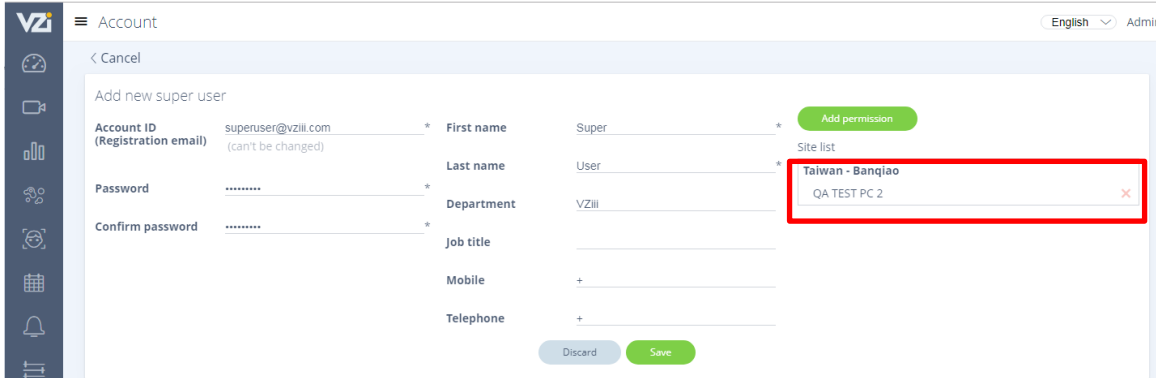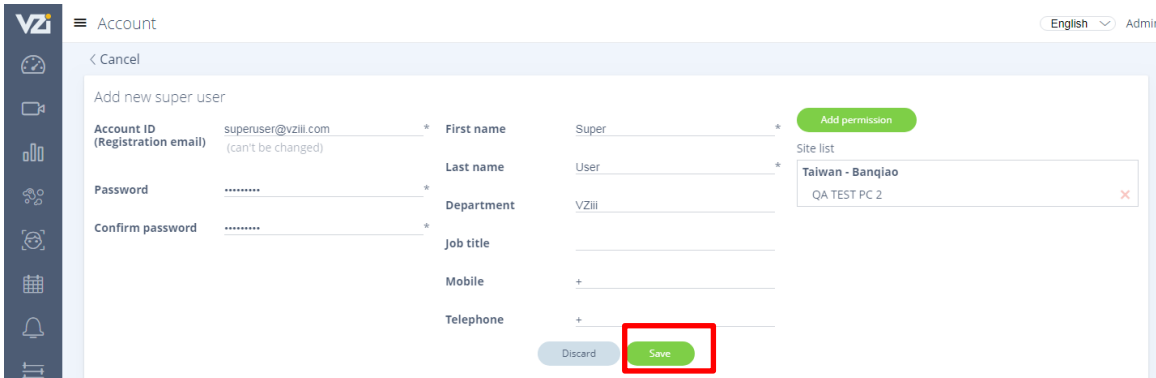
The permitted site will be shown on the **Site list**.

Click [×] to remove the account's site permission.

5. Save account when the setting is completed.