Prodco Live User Guide

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- Download **'Prodco Live'** app from Play Store (Android) or App Store (Apple)
- Login to the app with your credentials provided by **Prodco Analytics team**
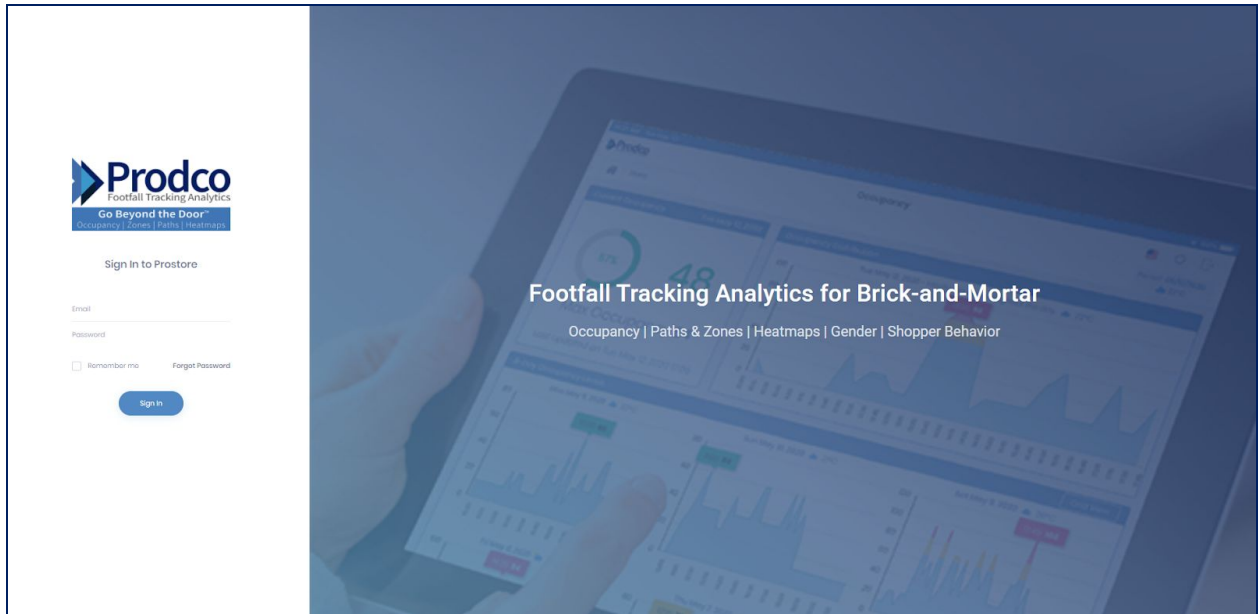
- Login using supported browser with the link: **https://prodcolive.prodcotech.com/** (Please note that IE is not supported)
- Enter your user name and password to start accessing your data
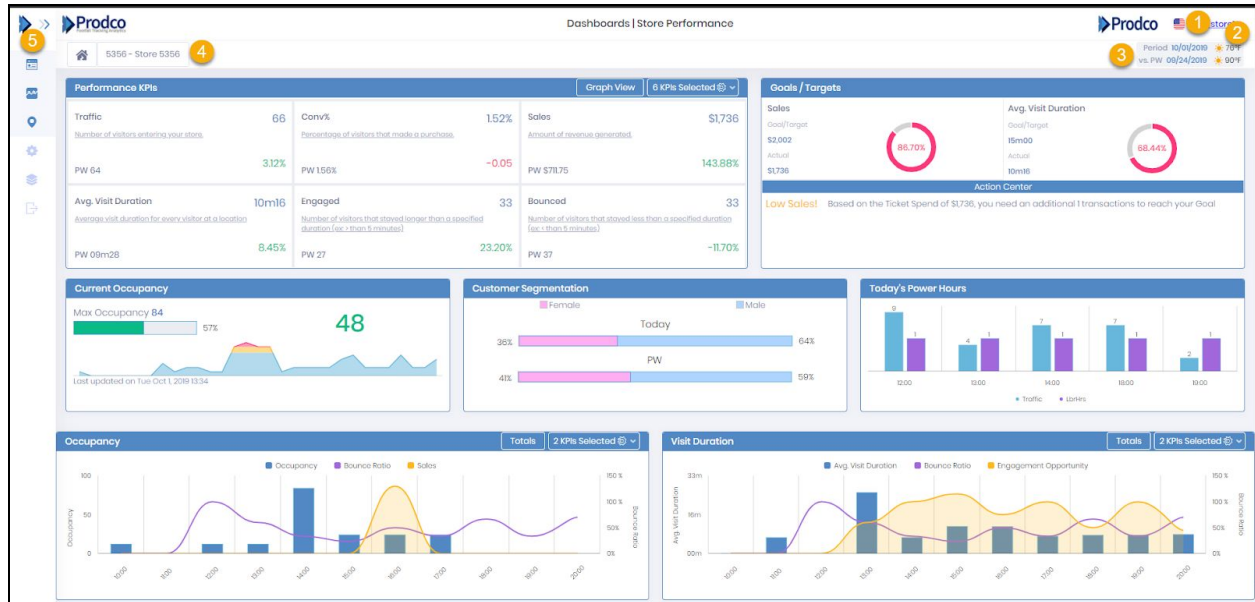
1. **Language picker:** Select the language from the drop-down menu by clicking on the flag
2. **Live local weather update**
3. **Date picker:** Select the date/period from the drop-down menu
4. **Store picker:** Select the store or any level from the hierarchy
5. **Dashboard and Reports drop down menu:** Select any dashboard or report available under your login level from the drop-down menu

Traditional KPIs/Metrics:	**Usage:**
Traffic: Number of people visiting your store	Used to track the number of customer opportunities that can be converted into sales. Use this metric to gain insight into traffic trends and what times your store is busiest to help schedule sales associates to meet the demand. This metric also offers executives the possibility to identify the top and underperforming stores of the retail chain, based on opportunities that enter each store and measure performance such as conversion ratios
Conversion Rate: Percentage of visitors that made a purchase	Used to gain insights into overall store performance, how well your sales associates convert potential customers into buyers. Increase conversion rates by optimizing sales associate scheduling and increase visitor engagement
Transactions: Number of visitors that made a purchase	Used to understand how many visitors made a purchase. Optimizing service levels, increasing visitor engagement and getting more visitors into the fitting room (for apparel retailers) will help increase transactions
Sales: Amount of revenue generated within a given period	This is the most common KPI used to measure store performance. Increasing visitor engagement, optimizing service levels to meet that demand, upselling to increase the avg. sale and shorter queues all help in increasing sales and achieving your sales goals/targets
ROV (return-on-visit): The average sales value per visitor within a given period	Return-on-visit requires all sales associates to focus on the customer and increase customer satisfaction by increasing visitor engagement to create an emotional connection that helps convert a visitor into a purchasing customer
UPT (Units Per Transactions): The average number of items purchased in each sales transaction	Use this to understand how well your sales associates upsell each purchasing customer. Optimized service levels and visitor engagement is key to increasing units per transaction
Avg. sale (average sale): The average sales value per transaction within a given period	Increase the average sale value by optimizing service levels so sales associates have more time to assist visitors and upsell during the busiest times of the day
LbrHrs (labor hours): Number of hours sales associates worked on the sales floor within a given period	Use this to optimize service levels and scheduling sales associates to visitor trends will help reduce labor costs and increase sales productivity and overall store performance

Units: The number of units/items sold within a given period

Use this to understand how many items are sold in total. Better service levels and increased visitor engagement will help increase units per transactions that will result in an increase in overall sales revenue

Sls/Hr (sales per hour): Amount of revenue generated for each hour of the day

Used to understand how much revenue is being generated by the sales associates by hour for your store. Increasing sales revenue per hour can be achieved by making sure each sales associate has enough time to assist visitors by optimizing service levels and visitor engagement

Trns/Hr (transactions/hour): Number of purchases generated for each hour of the day.

Used to understand how many visitors make purchases by hour for your store. Increasing
The number of purchases per hour can be achieved by making sure each sales associate has enough time to assist visitors by optimizing service levels and visitor engagement

Trf/LbrHrs (traffic/sales associate hours): Visitor to sales associate ratio (Service Level)

Scheduling sales associates to the number of visitors in your store will allow more time for sales associates to assist visitors and will increase their conversion rates and overall sales revenue

Sls/LbrHrs (Sales per labor hours): Amount of sales revenue generated by sales associates per each labor hour worked

Sales per labor hour is more a measurement of labor efficiency and sales associate's ability to sell. Proper labor scheduling to visitor trends will help increase hourly efficiency and help increase sales profitability

Trns/LbrHrs (Transactions per sales associate hours): Number of purchases generated per each labor hour worked

Transactions per labor hour is more a measurement of labor efficiency and each sales associate's ability to sell. Proper labor scheduling to visitor trends will help increase hourly efficiency and help increase sales profitability

Shopper Behavior Analytics (Wi-Fi based KPIs/Metrics):

Usage :

Avg. visit duration (average visit duration): Average visit duration of all visitors within a given period at a location

Used to measure how long customers spend in your store. Increasing the visit duration will lead to increased sales and achieving your store goals. Look at optimizing service levels, increasing customer engagement and having enough merchandise available on the sales floor

Engagement (visitor engagement): Number of visitors that stayed longer than a specified duration (ex: > than 3 minutes)

Used to measure the level of customer engagement on the sales floor. Increasing customer engagement levels will lead to increased sales and achieving your store goals. Look at optimizing service levels and customer interaction

Bounce (visitor bounce): Number of visitors that stayed less than a specified duration (ex: < than 2 minutes)

Used to measure how many potential customers leave the store too quickly. Increasing customer engagement levels will help reduce customer bounce. Look at optimizing service levels and customer interaction as well as having enough merchandise available on the sales floor

Passer-by (passer-by traffic): Number of people that pass by a store within a specified distance

Used to measure the amount of customer opportunities that pass directly in front of your store. Attracting these customer opportunities into the store can be achieved with better window displays and store signage

Capture Rate (store capture rate): Percentage of visitors entering the store vs. passer-by traffic

Used to measure what percentage of customer opportunities that passed by your store entered the store. Increasing the capture rate can be achieved with better window displays and store signage

New Visits (new visitors): Number of first-time visitors to the store

Used to measure the number of new visitors (visitors not seen before) to your store, helping understand if marketing initiatives and window displays attract potential new customers to your store

Repeat Visits (returning visitors): Number of visitors who have visited the store in the past

Used to measure the number of repeat customers that return to your store. Gain insights into brand loyalty, and if marketing initiatives and merchandise are bringing back repeat customers to your store

Engagement Opportunity (visitor engagement rate): Percentage of visitors that stayed longer than a specified duration (ex: > than 3 minutes)

Used to track the rate of engaged customers (vs. total store traffic) at your store. Increasing customer engagement rates will lead to increased sales and achieving your store goals. Look at optimizing service levels and customer interaction

Bounce Ratio (visitor bounce rate): Percentage of visitors that stayed less than a specified duration (ex: < than 3 minutes)

Used to track the rate of customers that bounce (vs. total store traffic) at your store. Increasing customer engagement levels will help reduce customer bounce. Look at optimizing service levels and customer interaction as well as having enough merchandise available on the sales floor

Visit Frequency (frequency of returning visitor): Average number of times visitors have returned to the store within a specified period

Used to track brand loyalty. Gain insights into how often a customer returns to your store. Increasing customer engagement and service levels, as well as merchandise availability and marketing initiatives will increase the visit frequency and lead to increased sales

Visit Recency (amount of time between visits): Number of times a visitor has returned to a store per week for the last 8 weeks

Used to track the return visit cycle for your store over an 8-week period. Understanding your customer's return visit cycle can help you schedule your sales associate more efficiently and provide the correct merchandising mixture to maximise your opportunity to increase sales

Cross Store Visits (number of stores visited by the same visitor): Number of stores a visitor has visited within a selected period

Used to gain insights into how many customers visit other stores within a specified brand or multiple brands within the chain

Shopper Paths : Which zones, and in what order customers visited after they entered the store

Understanding a typical shopper's path informs you of what shoppers want and need. Knowing where shoppers go and don't go in your store, and how often they visit specific zones/departments. Use this insight to gain clues about optimizing the store.

Abbreviations Definitions

Abbreviations	Description
TD	This day
PD	Previous day
TW	This week
PW	Previous week
TY	This year
LY	Last year
WTD	Week to date
QTD	Quarter to date
YTD	Year to date
W-o-W	Week over week
Y-o-Y	Year over year
Chng	Change
Vs.	Versus
PM	Previous Month
AVD	Average visit Duration
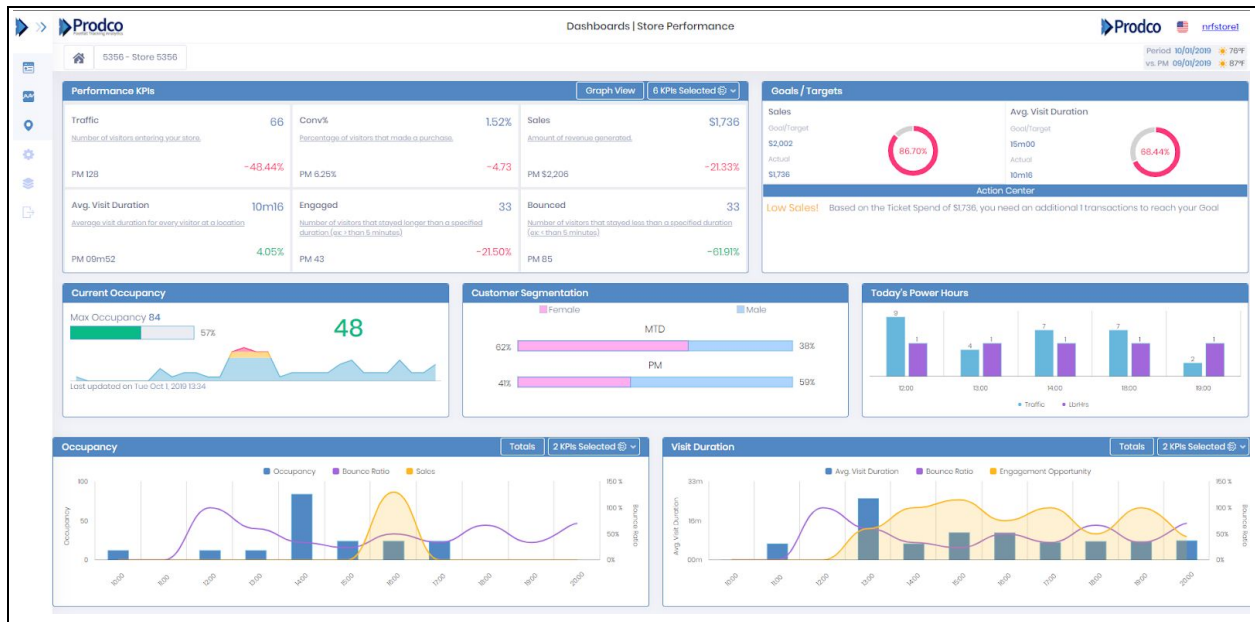
Dashboards-Store Performance: To begin, once you land on the main dashboard you should be able to see data up to date, with the visibility of all KPIs related to the business goals.

Performance KPIs: Displays 6 KPIs set as default per business focus. Traffic is the main KPI with an additional 5 other KPIs selected. The KPI description and an explanation to provide guidance on how to use each is available when you click on it. The bottom left of the tile displays results for the comparison period selected and the bottom right displays the variances between the comparison period and current period. Variances vs the comp period will be displayed in different colors, results above showing improvement over the comparison period will be highlighted in green, and results showing no improvement will be highlighted in red.

6 KPIs can be changed manually to select different ones from the KPIstile drop down menu. Performance KPIs can be viewed by graph too, click on the Graph View box to see by graph view.

Goals/Targets: View current goals set for your business, ma of 2 can be set. Sales is a key Indicator to set towards business improvements. A max of 2 can be set.

**Action Centre:** Provides alerts with sales goal status and action to be taken.

Current Occupancy: View your maximum occupancy and threshold, with a graph to show occupancy throughout the day that highlights times which were above threshold in orange and times which were above maximum occupancy in Red.

Customer Segmentation: Graph view of the percentage of gender segmentation: male or female.

Today's Power Hours: Predicted traffic and suggestedLabor hours required to prepare for the day ahead of time.

Occupancy: View occupancy by interval with other KPIs selected.

Visit Duration: View visit duration generated from Wi-Fi analytics with the ability to add 2 other KPIs for your analysis.
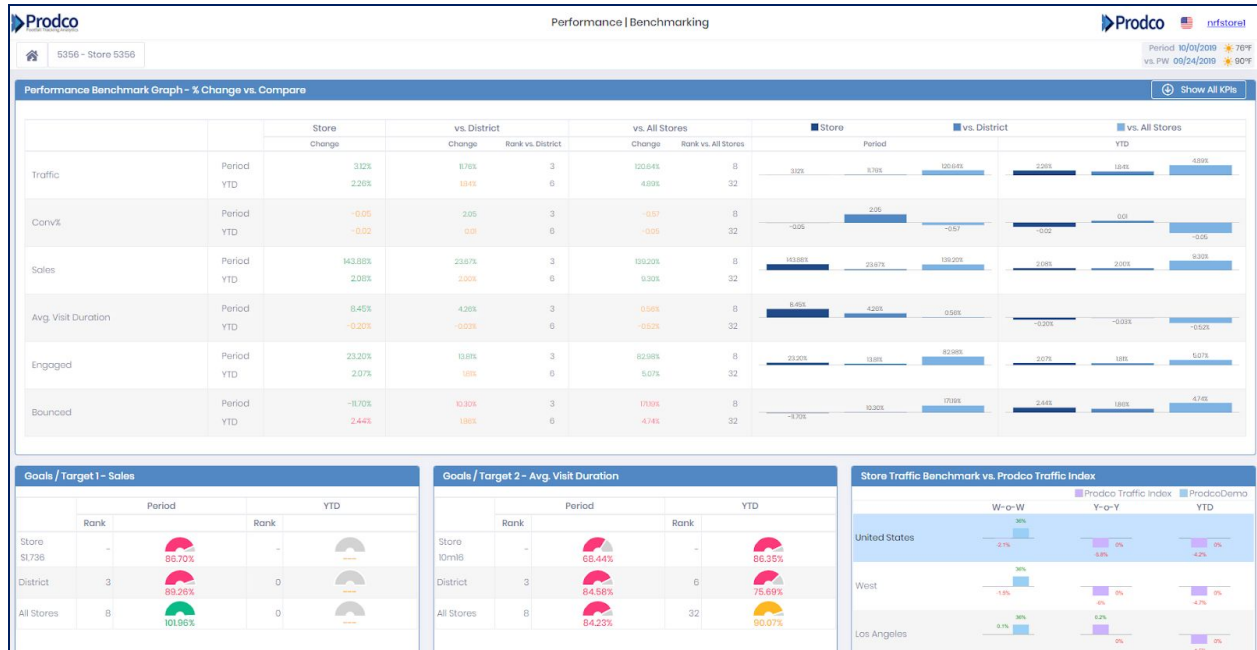
Benchmarking

Performance Benchmark Graph - % Change vs. Compare: Ability to benchmark against the hierarchy above you (District) and versus all stores.

The left portion of the view will provide variances for the period selected and YTD, available for the 6 business focus KPIs:, Above 2% variance is highlighted in green, within 2% is in orange and below 2% will be showing in red. To the left of the variance calculation, you can find your ranking among all stores.

In the right side of the view; the graph is showing variances versus the hierarchy level above it and versus all stores.

In order to view all KPIs and not be limited with the 6 KPIs, click on Show All KPIs Box.

Goals/Target1 – Sales: View the variance between the store and higher level/all stores goal achievements. The period and YTD results are highlighted in different colors to identify if you are above or under.

Goals/Target2 – 2nd Goal set per business: View the variance between the store and higher level/all stores goal achievements. The period and YTD results are highlighted in different colors to identify if you are above or under.

Store Traffic Benchmark Vs. Prodco Traffic Index: Benchmark yourself against the Prodco RTI (Retail Traffic Index) by region. Visual variance to RTI based on periods, W-o-W, Y-o-Y and YTD

Traffic Benchmark Trends: Quick view end results in graphs to show the variance between Prodco's RTI and your chain. with the ability to add a KPI such as the sales to see the results.

Trend shows results by week and month to show a wider range of period and not only period selected from the filter.

Flexibility to switch between different KPI and view results accordingly.

RTI type section to show Prodco's RTI data by the region that the store belongs to.
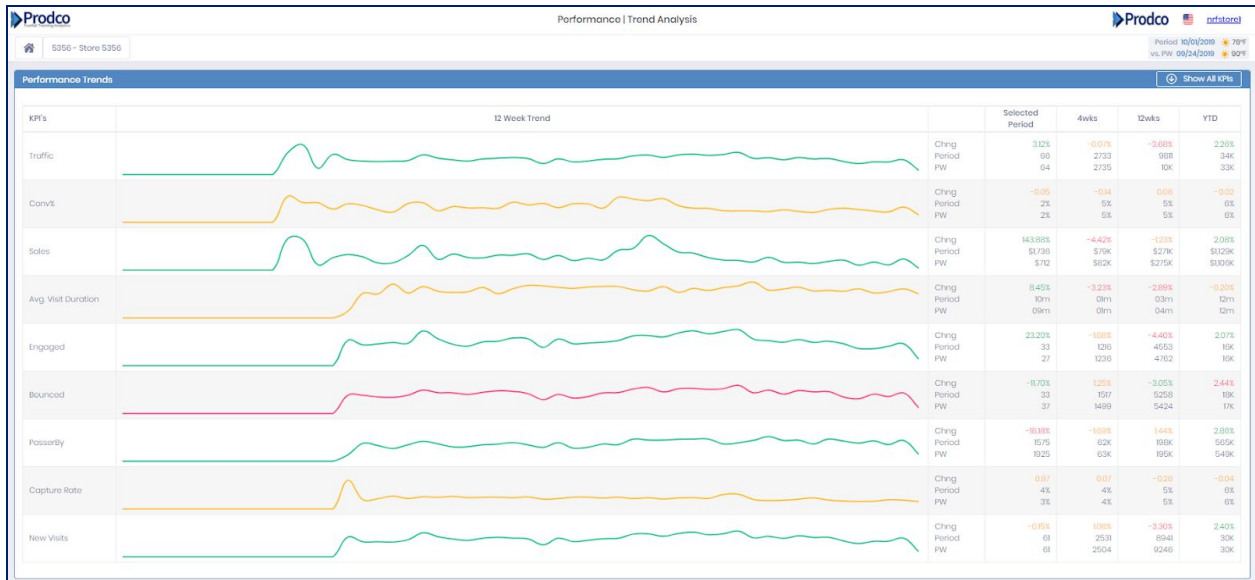
Performance-Trend Analysis

Performance Trend: Graph view with different colors to show the progress versus the compare period. Includes the option to select all KPIs rather than the default ones generated automatically. In addition, the numbers and the variances are indicated at the right side of the view in order to provide different periods, such as 4 weeks, 12 weeks and YTD.

Monthly/Weekly Trend: It provides monthly trend vs rolling average. With the option to select up to 2 KPIs from basic and WI-FI KPIs. Rolling Average can be switched to LY comparison. The visual will provide performance over a monthly period.

Weekly Trend Vs. Rolling Average. In the same view you will be able to see granular data by week rather than a month view. Weekly trend vs. rolling average will provide insights on, positive or negative changes happened during the period selected.

Trend Intercept: View performance over a period of time, select up to 3 KPIs from the drop down-menu for your analysis.

All Stores: Provides the selection to either group by hierarchy, all stores, regions, districts or stores.

Week, Day and Hour: Three options to view data by week, by day or by 1-hour interval

Filter Days: Sunday through Saturday, by day, or hourly view

3 KPIs Selected: Select a maximum of 3 KPIS out of all KPIs available.

TY: Provides the selection of either, TY, Chng, today's average, PW average or you can clear all and start fresh

Date ▲	Weather	Traffic TY	Conv% TY	Sales TY
09/28/19 10:00:00 AM	67°F / 75°F	1	---	---
09/28/19 11:00:00 AM	68°F / 80°F	7	---	---
09/28/19 12:00:00 PM	69°F / 83°F	26	11.54%	$896.27
09/28/19 01:00:00 PM	69°F / 85°F	37	5.41%	$1,873
09/28/19 02:00:00 PM	70°F / 88°F	25	20.00%	$1,818
09/28/19 03:00:00 PM	70°F / 89°F	30	5	
09/28/19 04:00:00 PM	71°F / 86°F	27	18.52%	$1,856
09/28/19 05:00:00 PM	70°F / 86°F	27	7.41%	$503.71
09/28/19 06:00:00 PM	69°F / 84°F	20	---	
09/28/19 07:00:00 PM	67°F / 80°F	10	10.00%	$602.25
09/29/19 11:00:00 AM	70°F / 84°F	9	---	
09/29/19 12:00:00 PM	72°F / 87°F	9	---	
09/29/19 01:00:00 PM	73°F / 89°F	12	8.33%	$372.30
09/29/19 02:00:00 PM	74°F / 89°F	14	---	
09/29/19 03:00:00 PM	73°F / 90°F	24	4.17%	$601.60
09/29/19 04:00:00 PM	73°F / 89°F	14	7.14%	$323.03
09/29/19 05:00:00 PM	72°F / 87°F	12	---	
09/30/19 12:00:00 AM	67°F / 74°F	3	---	

See Details: At the bottom of the view, you will get details for the KPIs selected, view the dates, weather and data by hourly interval.
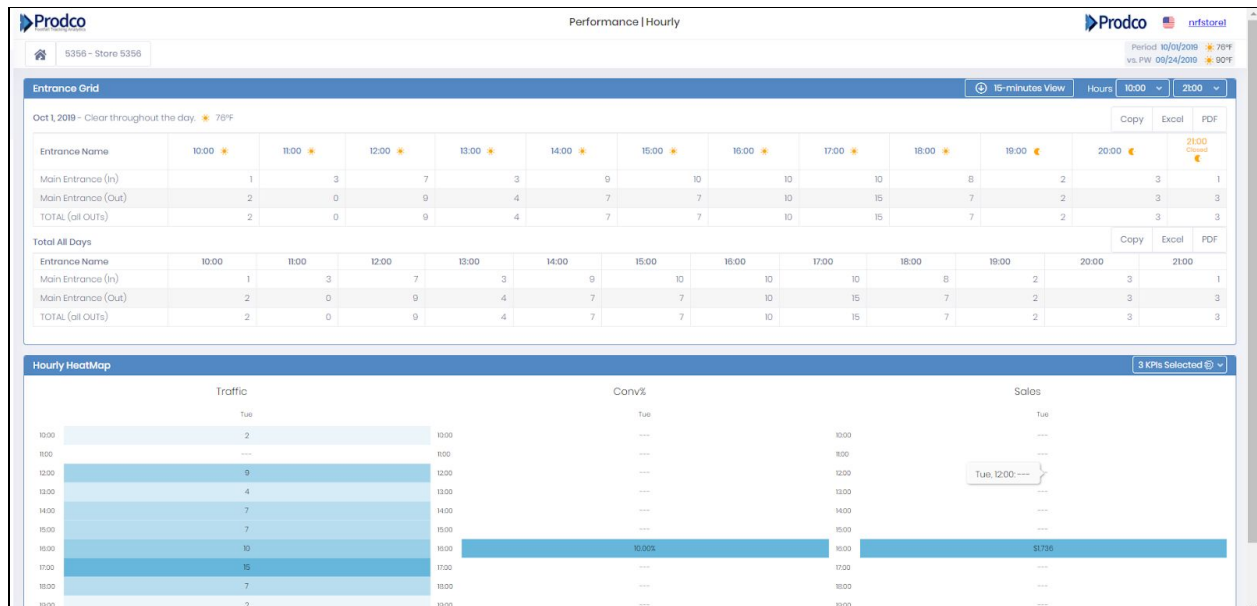
Hourly Report

Entrance Grid: View traffic by 15min/hourly intervals by entrance; total is available for all entrances.

Filter by store hours or filter by desired interval - can be set from 00:00 to 23:00 to show data for all day.

It also provides the staff exclusions (non-buyers) counts throughout the day.

Hourly Heatmap: Select three KPIs and view performance by interval, 1 hour and 15 min interval. Identify opportunities quickly, darker colors represent high values and lighter will represent lower values.
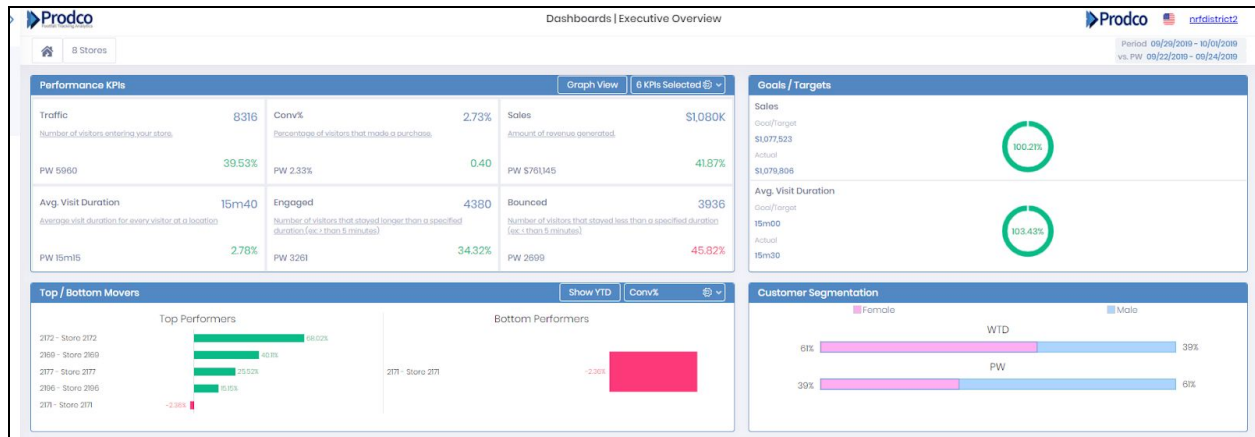
Performance KPIs: Displays 6 KPIs set as defaults per business focus. Traffic is the main KPI with an additional 5 other KPIs selected. The KPI description and an explanation to provide guidance on how to use each is available when you click on it. The bottom left of the tile displays the results for the comparison period selected and the bottom right displays the variance between the comparison period and current period. Variances vs. the comp period will be displayed in different colors; results showing improvement over the comparison period will be green, and results showing no improvement will be red.

Goals/Targets: View current goals set for your business, a max of 2 can be set. Sales is a key Indicator to set towards business improvements.

Top/Bottom Movers: View your top stores, which have increased their moving up with results the most in comparison to the comp period selected (LY,PW, etc…). Top performers, which increased the most compared to the comp period will be shown in green bars and bottom performers (the stores which decreased the most compared to the comp period) will be shown in red bars. The variance percentage will be indicated at the side of the bars.

Customer Segmentation: View by graph the percentage of males and females compared to total traffic.

Comparative Performance Intercept: The performance Intercept plots the selected location based on average traffic (Opportunity) and average selected KPI (Result) to highlight how each store is performing against the district average, and how the district is performing against the rest of the chain.

Bubble color will vary by hierarchy level selected, division, region, district or stores.

Bubble size will represent the sale amount.

Filtering Options:

1. Select a hierarchy: Divisions/Regions/Districts/Stores
2. Select KPIs from the drop-down menu
3. Select a 2nd KPI from the drop-down menu
4. Export to PDF
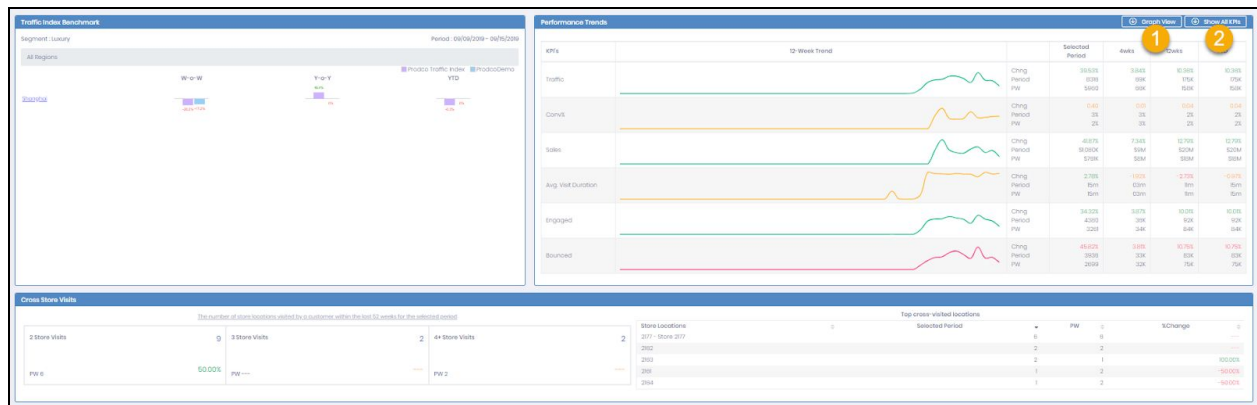
Traffic Index Benchmark: Benchmark yourself again Prodco Retail Index, Prodco Index is identified by the purple bar color and your chain is identified by the blue bar. See how you are doing compared to the retail industry as a whole or in your region/city.

Performance trend: Larger view of performance using the main 6 KPIs with finer date filtering options

1- Graph View is there to switch between graph and trend view

2- Show all KPIs provides the ability to show the 6 default KPIs or all

Cross Store Visits: The number of store locations visited by a customer within the last 52 weeks for the selected period.

2 store visits = Quantity of customers who visited 2 stores

3 store visits = Quantity of customers who visited 3 stores
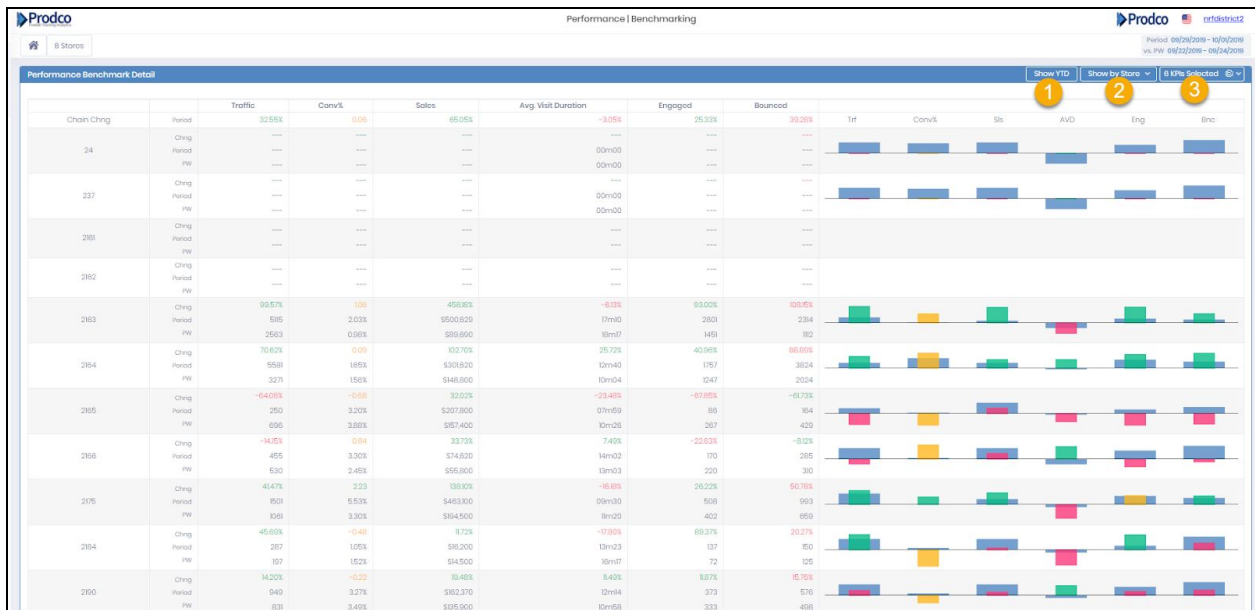
4+ stores visits = Quantity of customers who visited 4 or more stores

Top Cross-visited location: The store which received the most visits from customers who had also been to other locations within the selected period.

Performance Summary: In this section, the tree map visual displays performance and each rectangle has an area proportional to the amount of data it represents. To start your analysis, customize your view:

1. Show by Store/District/Regions/Divisions
2. Select the KPI for your analysis
3. Click the Select Comp data: TY or PW

Benchmarking:

Performance Benchmark Detail: This report displays how the stores within your territory are doing? View KPI performance by store with the ability to benchmark against each other and against the district average

This report also shows the bar shape visual on the right side of the view (what is it showing in the bar shape visually specifically?), to set-up your view:

1. Click on Show YTD to select it or Period

    2. Show by Hierarchy, Division, Regions, Districts, or Stores
    3. Change KPIs selected
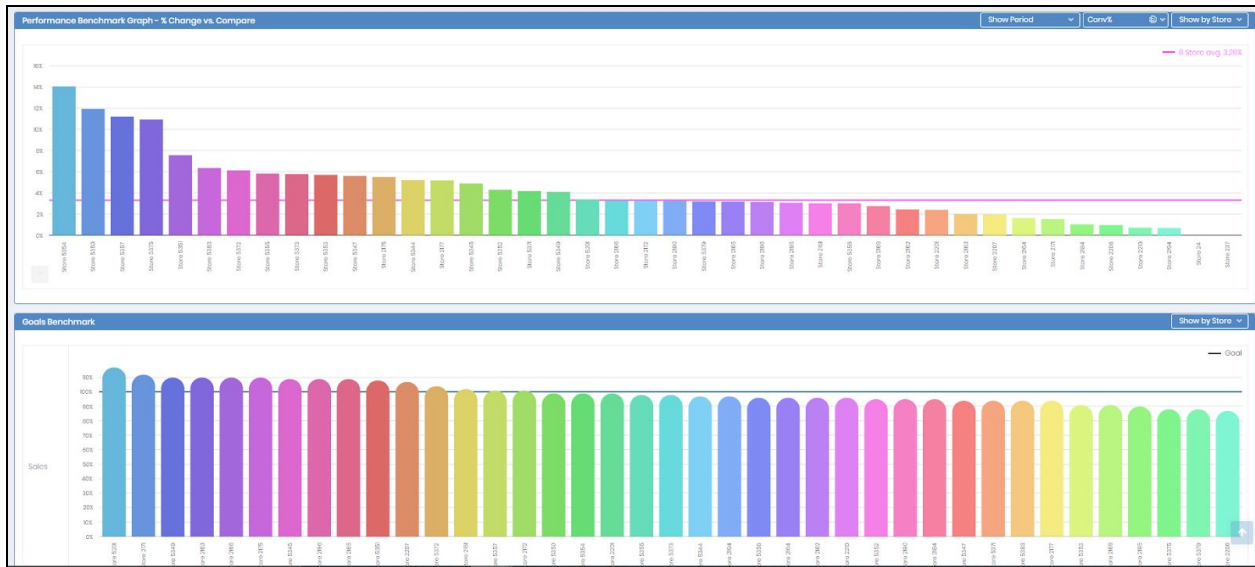
Performance Benchmark Graph - % Change vs. Compare: Measure store performance in a bar chart view, colors and size differentiate the stores' performance, easy to view top and bottom performers under your territory.

Set your view from the top right icons:

1. Click on Show Period or YTD to select.
2. Change KPIs selected
3. Show by Hierarchy, Division, Regions, Districts, or Stores
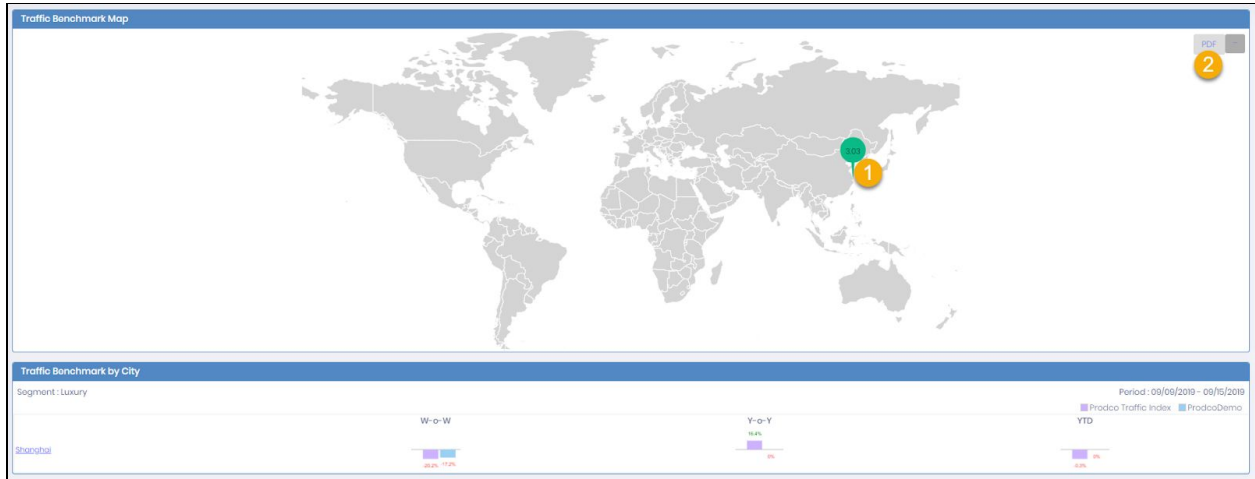
Traffic Benchmark Map: In this view, the map will show you the variance highlighted in green if it is above and red if it is below in comparison to the retail industry in the same area.

1. Hover over the bubble to view details.
2. Click to export to PDF

Traffic Benchmark by City: In this view, the bars will indicate the variance between your stores in three different periods in comparison to the retail industry in the same region. W-o-W, Y-O-Y and YTD.

Traffic Benchmark Trends: Measure performance for your regions compared to Prodo Retail Industry Traffic in the same region and same segment.
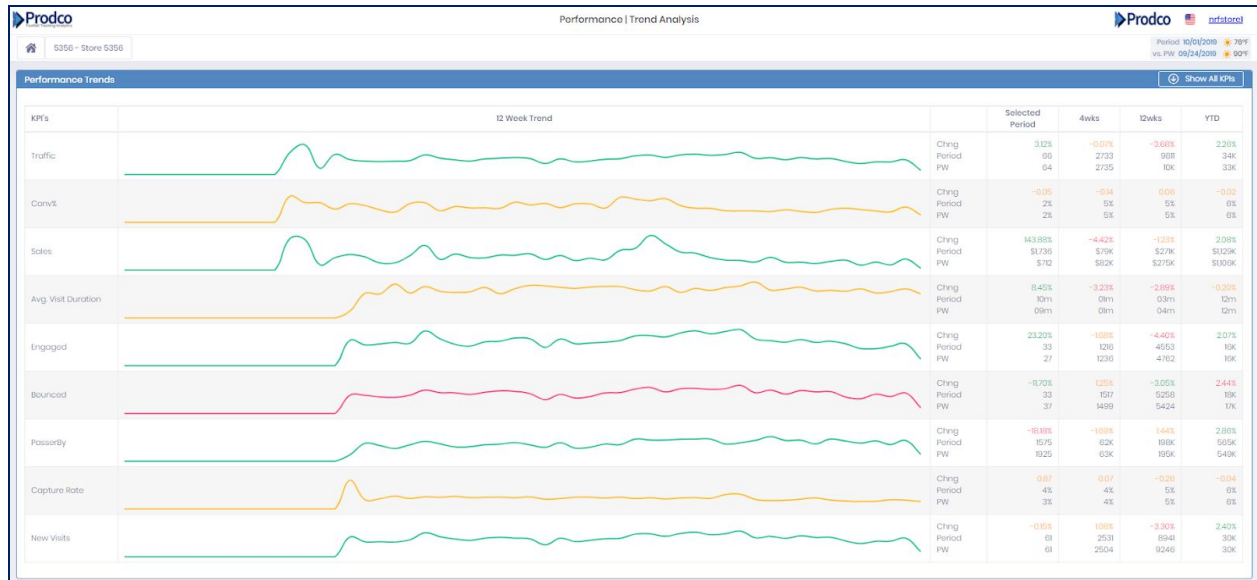
Performance-Trend Analysis

Performance Trend: Graph view with different color to indicate the trend over a period of 12 weeks. With the option to select all KPIs rather than the main ones generated automatically. Besides that, the numbers and the variances are indicated on the right side of the view in order to provide different periods, such as 4 weeks, 12 weeks and YTD. It provides a broader picture of KPI reporting over certain periods of time in one view.

Monthly/Weekly Trend: It provides monthly trend vs rolling average. With the option to select up to 2 KPIs from basic and wifi KPIs.

Rolling Average can be switched to LY comparison. The visual will provide performance over a monthly period.

Weekly Trend Vs. Rolling Average. In the same view you will be able to see deep data by week rather than a month view. Weekly Trend vs. rolling average will provide insights on changes, positive or negative changes happened during the period selected.

Trend Intercept: View performance over a period of time, select up to 3 KPIs from the drop down-menu for your analysis.

All Store: Options are, Group by Hierarchy, all stores, Regions, Districts or stores.

Week, Day and Hour: Three options to view data by week, day or by 1-hour interval

Filter Days: Sunday through Saturday, by day or hourly view
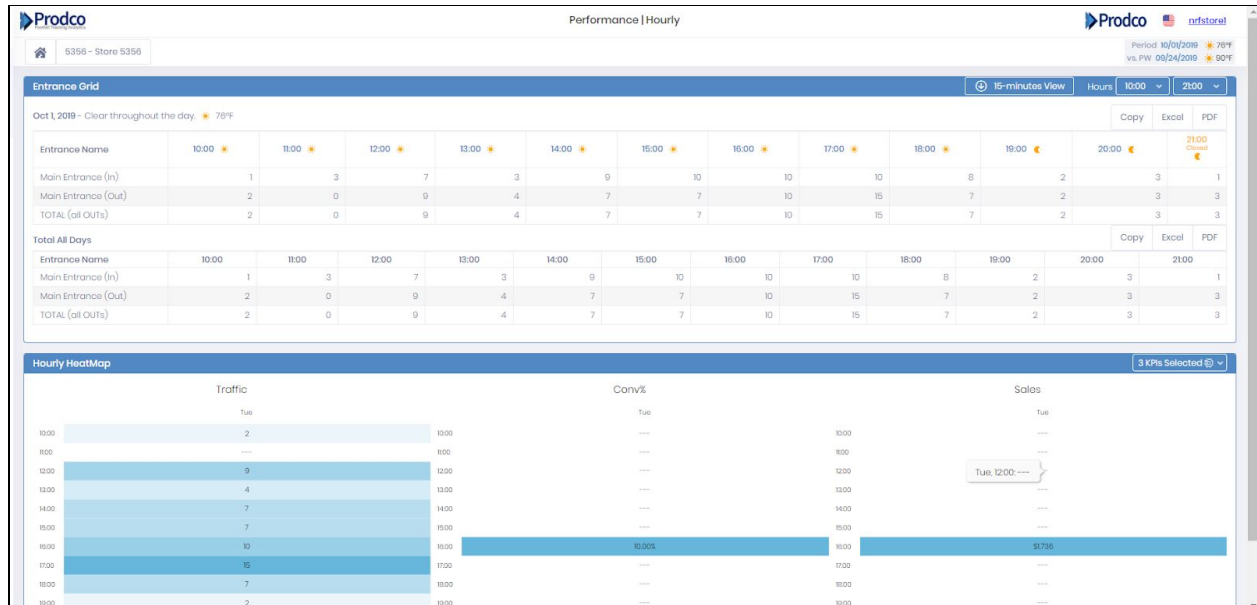
3 KPIs Selected: Select max of 3 KPIS out of all KPIs available

TY: Options are, TY, Chng, Today Average, PW average or you can clear all and start fresh

Show Details/Hide Details: At the bottom of the view, you will get details for the KPIs selected, view the dates, weather and data by hourly interval.

Hourly Report

Entrance Grid: View traffic by 15min/hourly interval by entrance, total is available for all entrances.
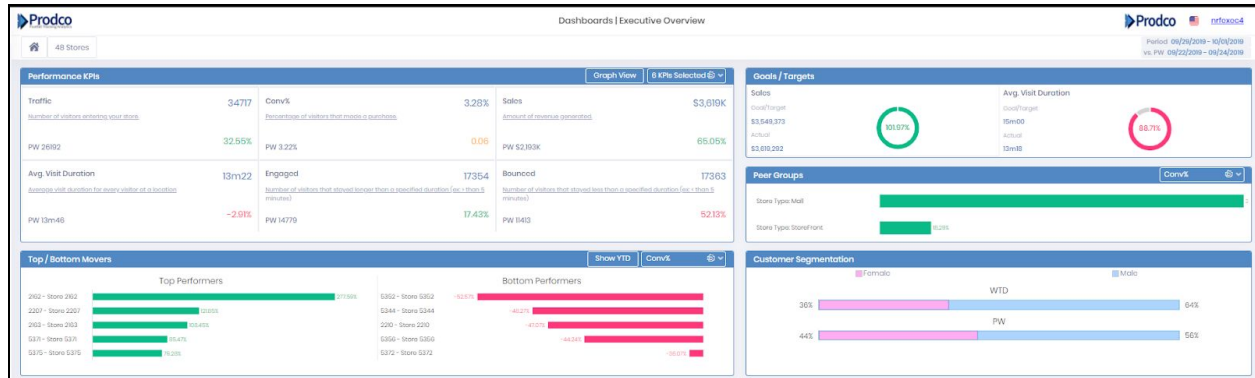
Filter by store hours or filter by desired interval - can be set from 00:00 to 23:00 to show data for all day.

It also provides the staff exclusions (Non-buyers) counts throughout the day.

Hourly Heatmap: View data of three selected KPIs by hourly interval in order to quickly identify opportunities.

Performance KPIs: Measure chain performance for period selected using the 6 KPIs set as default as per the business focus.

Goals/Targets: Measure conversion and sales goal achievement and see each store's contribution to the success of your business.

Peer Group: Measure performance by peer group, peer group can vary from store format or location type to advertising, strategy of climate..

Top/Bottom Movers: Identify stores which have most improved or decreased performance for a certain period with any KPI selected.

**Customer Segmentation:** Identify gender type visiting the location.

Comparative Performance Intercept: Identify opportunities for improvement through the comparative performance that will plot the business in four sections:

- **Marketing Opportunities:** Stores in this section could see improvement by receiving more traffic. Therefore, the business may consider marketing campaigns to improve the foot traffic.
- **Below Average:** Stores in this section could see improvement by improving traffic and other selected metrics.
- **Above Average:** Share tips and tricks from locations in the high-performance section to help improve other areas

- **Engagement opportunities:** Stores in this section could see improvement within the store but are receiving a lot of traffic. Customer to client engagement is key and helps to grab the opportunity to increase the sales.
-
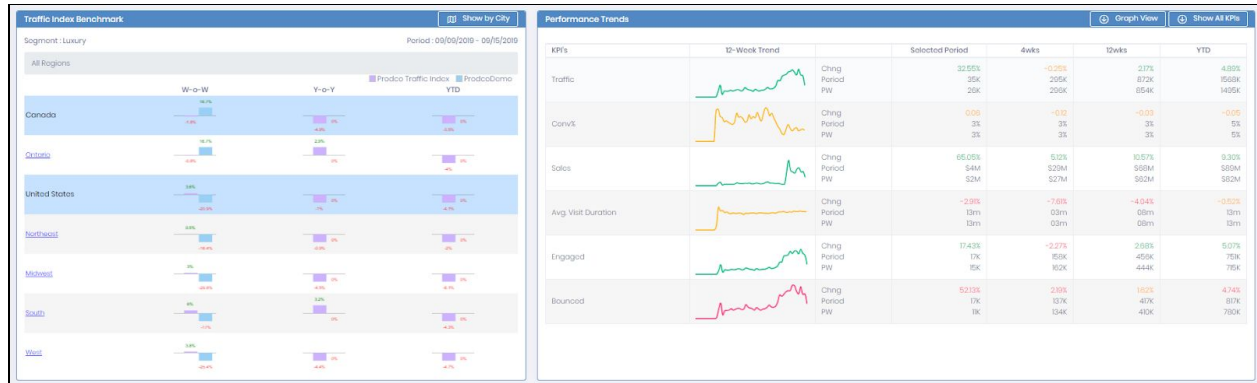
Traffic Index Benchmark: Benchmark yourself against the Prodco Retail Index, Prodco's Index is identified by the purple bar and your chain is identified by the blue bar. See how you are doing compared to the retail industry as a whole or in your region/city.

Performance trend: Larger view of performance trends using the 6 Key KPIs and additional periods other than current period, such as 4 weeks, 12 weeks and YTD.
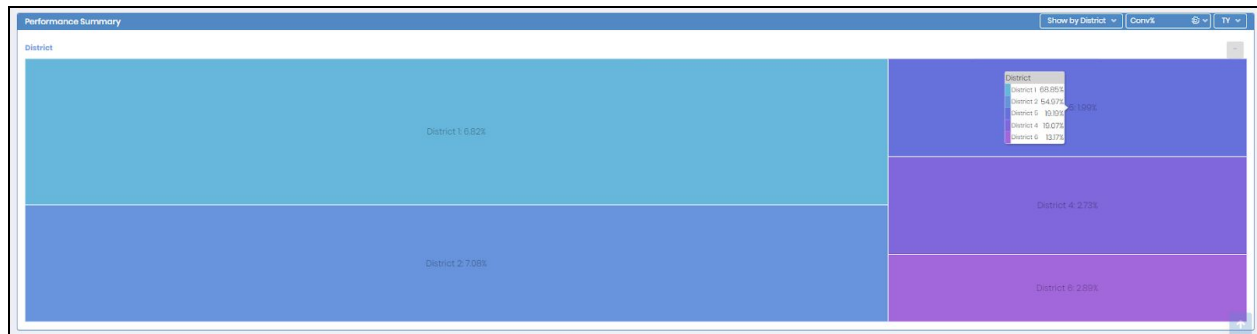
Performance Trend:

Performance Summary: In this section, the tree map visual can be used to display performance, each rectangle has an area proportional to the amount of data it represents. To start your analysis, customize your view:

4. Show by Store/District/Regions/Divisions
5. Select the KPI for your analysis
6. Click the Select Comp data: TY or PW
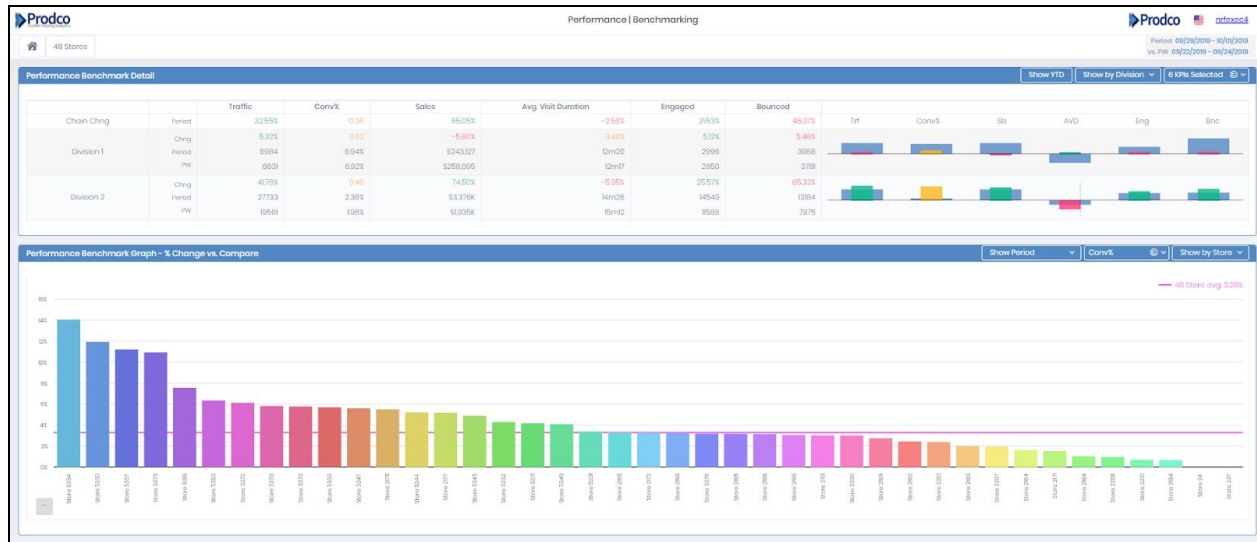
Benchmarking:

Performance Benchmark Detail: from the report you will be able to see how stores assigned to your district, region or division is doing. View KPI performance by store with the ability to benchmark against each other and the above hierarchy level.

This report also shows in bar shape visual on the right side of the view, variance for the default 6 KPIs, top to bottom performers for the KPIs selected, to set-up your view:

1. Click on <u>Show YTD</u> to select it or Period
2. Show by Hierarchy, Division, Regions, Districts or Stores
3. Change KPIs selected
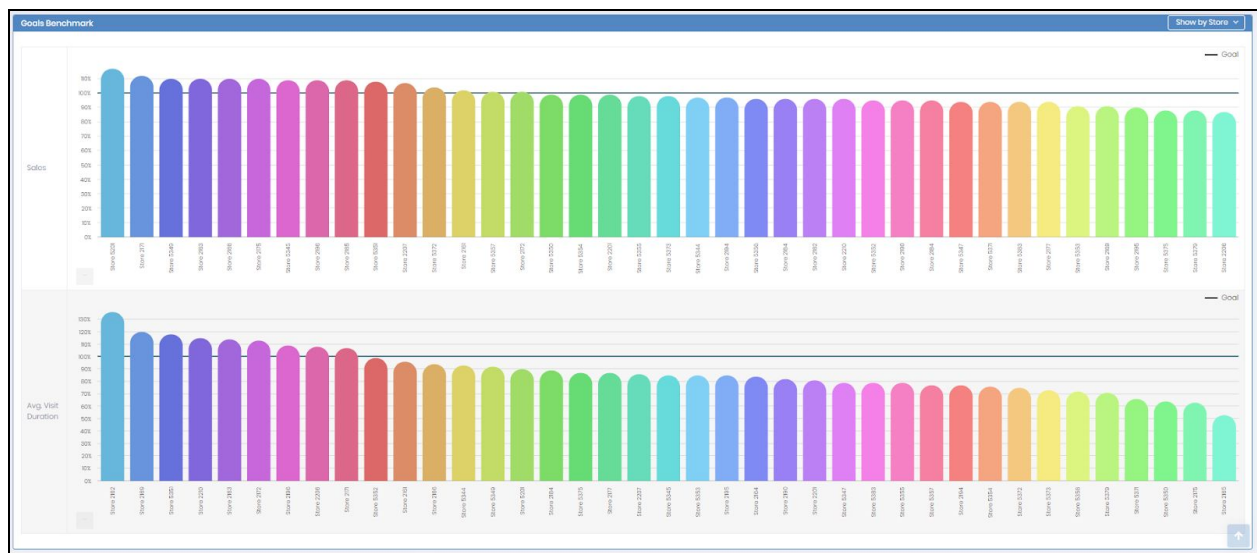
Performance Benchmark Graph - % Change vs. Compare: Measure store performance in a bar chart view, colors and size differentiate each store's performance, making it easy to view top and bottom performers under your territory.

Set your view from the top right icons:

1. Click on Show Period or YTD to select.
2. Change KPIs selected
3. Show by hierarchy, division, regions, districts or stores
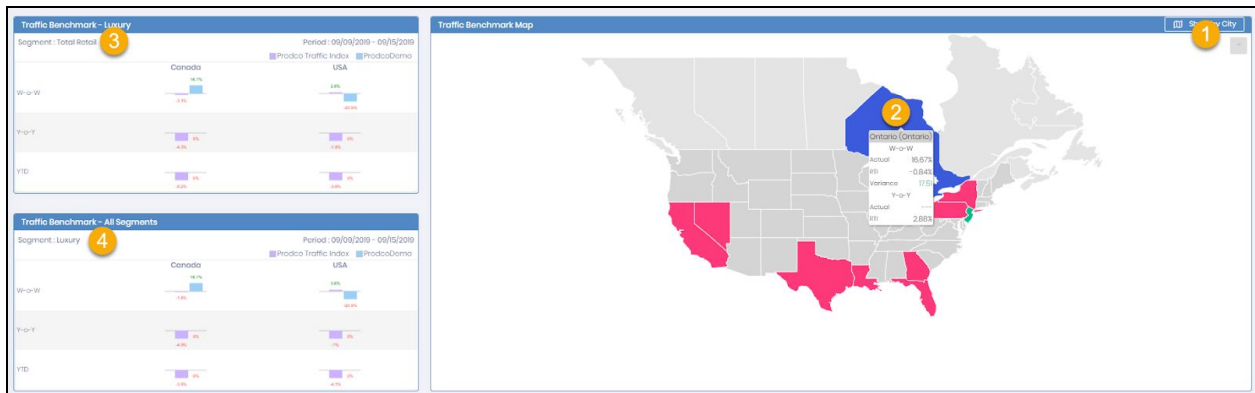
1. **Traffic Benchmark Map:** *Show by city* will switch the view to bubbles that include variances represented in red or green color for the cities, red means under and green means above the retail industry
2. **Show by Region:** Will show RTI coverage for the regions
3. **Traffic Benchmark-Luxury:** Measure your chain's performance compared to the retail Traffic Industry within the same segment, in the same country and same region, W-o-W, Y-o-Y and YTD
4. **Traffic Benchmark-All Segments:** Measure your chai's performance in comparison to the retail industry across all segments

Traffic Benchmark by Region: Measure your locations by region in comparison to Prodco's Retail Traffic Index

Traffic Benchmark by City: Measure your location by city in comparison to Prodco's Retail Traffic Index
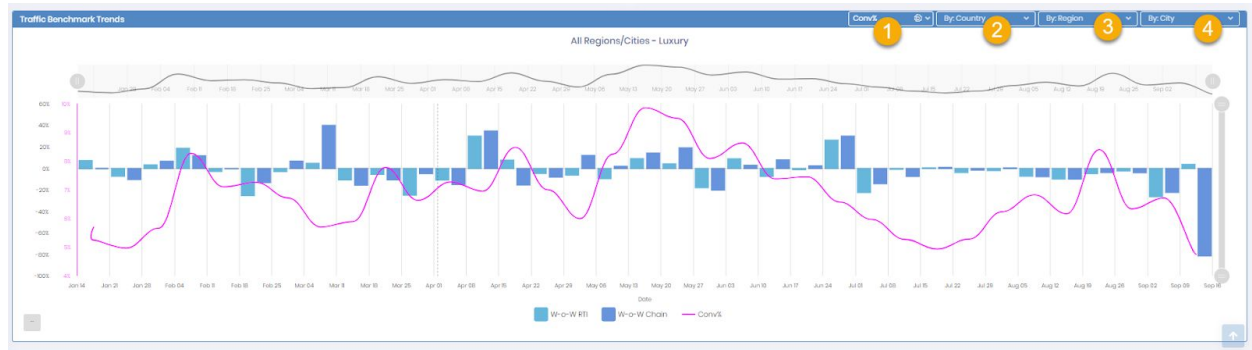
Traffic Benchmark Trends: Measure your stores in comparison to Prodco's Retail Traffic Index over a period of time with the ability to add one KPI to see your outcome, such as conv% or sales.

1. Switch and select KPIs from the drop-down menu
2. Switch view between seeing results by country: Canada or USA
3. Select the region from the drop-down menu that includes the region that your stores are under, ex: Canada-Ontario, USA-Midwest...etc
4. Select the city from the drop-down menu, ex: Beijing, Los Angeles, New York, Orlando, Shanghai...etc
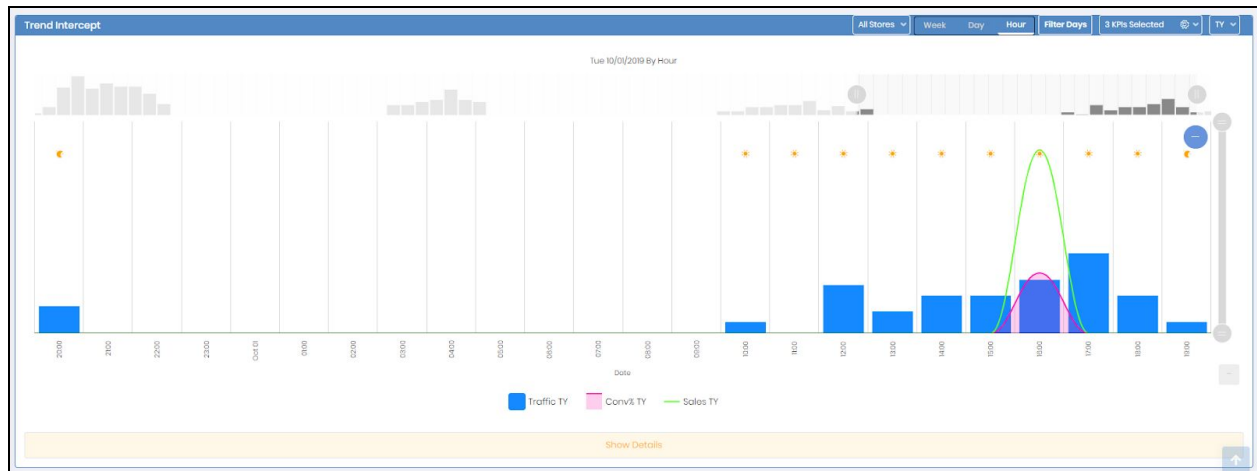

Performance-Trend Analysis

Performance Trend: Graph view with different colors (to show the progress versus the compare period) to indicate the trend over a period of 12 weeks. Includes the option to select all KPIs rather than the default ones generated automatically. In addition, the numbers and the variances are indicated at the right side of the view in order to provide different periods, such as 4 weeks, 12 weeks and YTD. It provides a broader picture of KPI reporting over certain periods of time in one view.

Monthly/Weekly Trend: It provides monthly trend vs rolling average. With the option to select up to 2 KPIs from basic and Wi-Fi KPIs. Rolling Average can be switched to LY comparison. The visual will provide performance over a monthly period.

Weekly Trend Vs. Rolling Average. In the same view you will be able to see deep data by week rather than a month view. Weekly Trend vs. rolling average will provide insights on any positive or negative changes that happened during the period selected.

Trend Intercept: View performance over a period of time, select up to 3 KPIs from the drop down-menu for your analysis.

All Stores: Provides the selection of either group by hierarchy, all divisions, regions, districts or stores.

Week, Day and Hour: Three options to view data by week, by day or by 1-hour interval
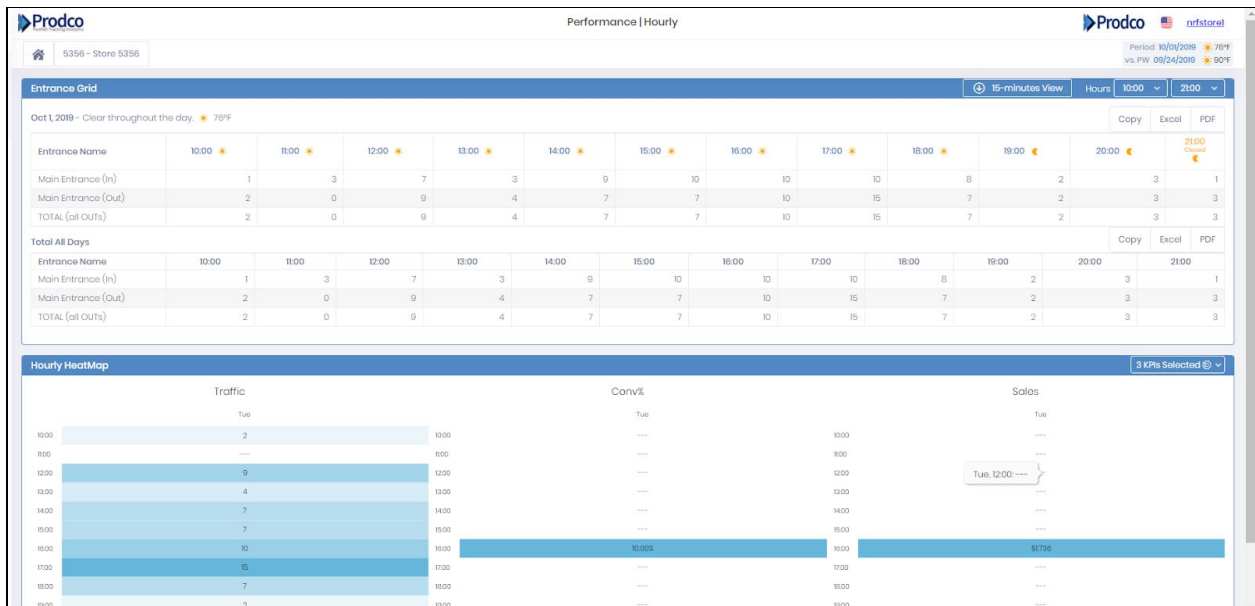
Filter Days: Sunday through Saturday, by day, or hourly view

3 KPIs Selected: Select a maximum of 3 KPIS out of all KPIs available

TY: Provides the selection of either TY, chng, today's average, PW average or you can clear all and start fresh

Show details/Hide details: At the bottom of the view, you will get details for the KPIs selected, view the dates, weather and data by hourly interval.


Hourly Report

Entrance Grid: View traffic by 15min/hourly intervals by entrance; total is available for all entrances.

Filter by store hours or by desired interval - can be set from 00:00 to 23:00 to show data for the day.

It also provides the staff exclusions (non-buyers) counts throughout the day.

Hourly Heatmap: View data of three selected KPIs by hourly interval in order to quickly identify opportunities.
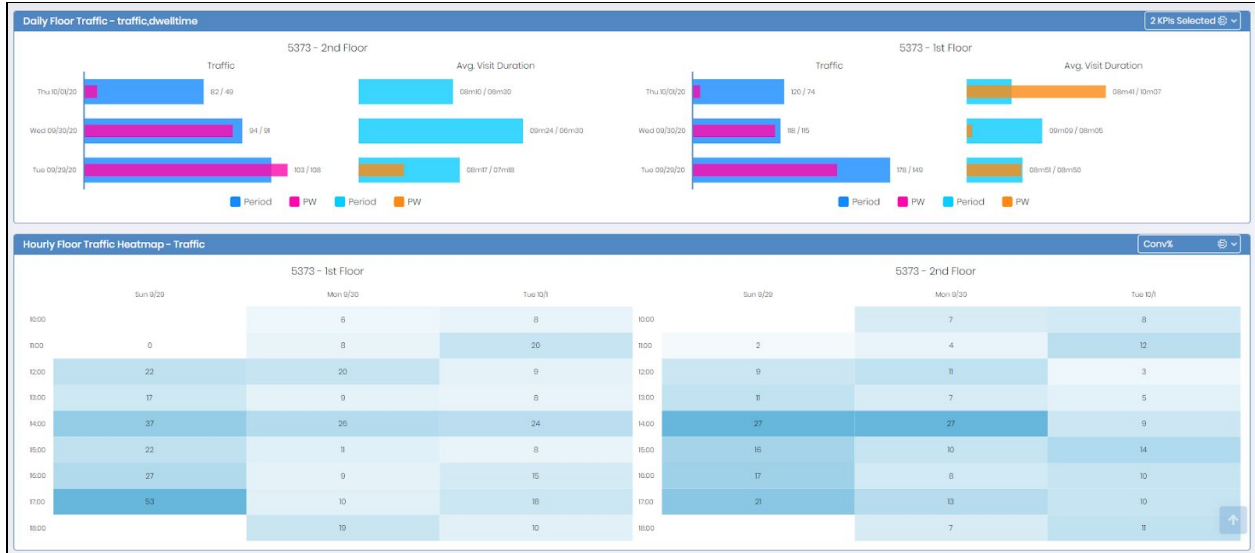
Daily Floor Traffic - Traffic dwell time: Select the 2nd KPI from the top right box and view data distribution by floor, bars in the visual represent current period and comp period selected.

Hourly Traffic Heatmaps - Traffic: Select the KPI and view the top hours visited by floor in a heatmap view.
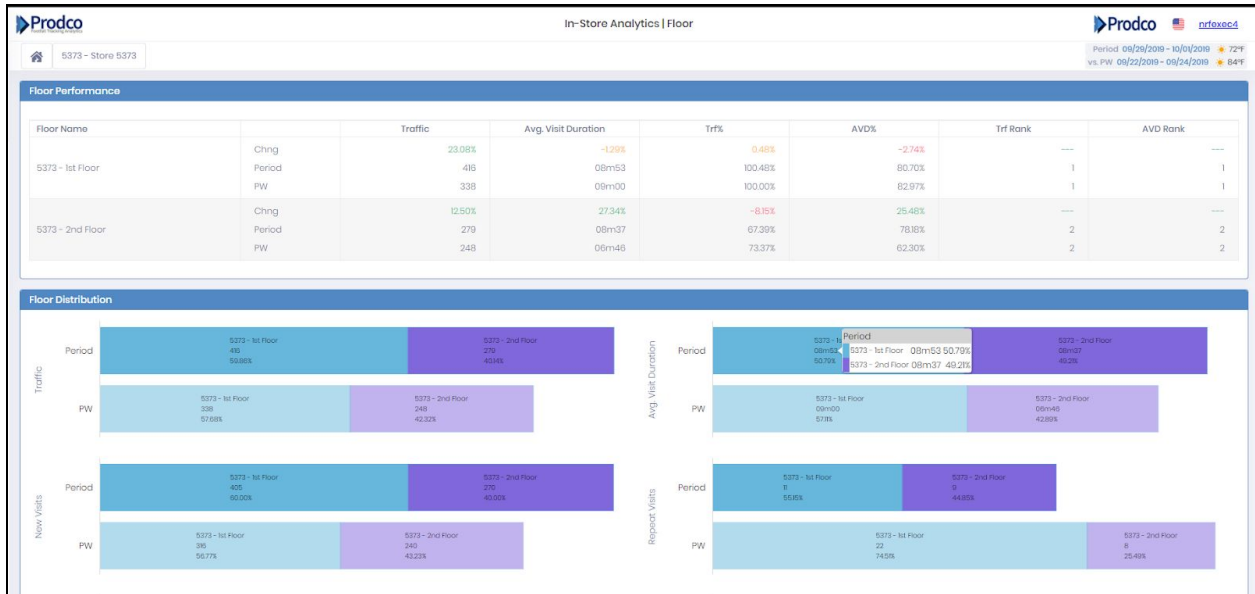
Floor Performance: Measure floor performance and identify quickly floor performance versus selected period for all KPIs related to sales data or client behaviour.

Understand shopper behaviour, measure shopper engagement, understand bounce rate, track shopping visit duration, and repeat and first visits across your stores.

Shoppers must have a mobile phone with Wi-Fi on.

Mobile phones ping at different intervals, anywhere from every 30 seconds to 1 minute and 30 seconds.

The dwell time (average visit duration) is calculated based on the Wi-Fi pinging of the mobile phones of the customer. We take the first time we see the phone and the last time we see it; the difference is the dwell time.

If the duration is less than 2 minutes (configurable), it will be ignored and considered as Passerby

If the duration is between 2 minutes (configurable), it will be ignored and considered as a bounce

If the duration is more than 4 minutes, it will be considered as part of the engagement rate
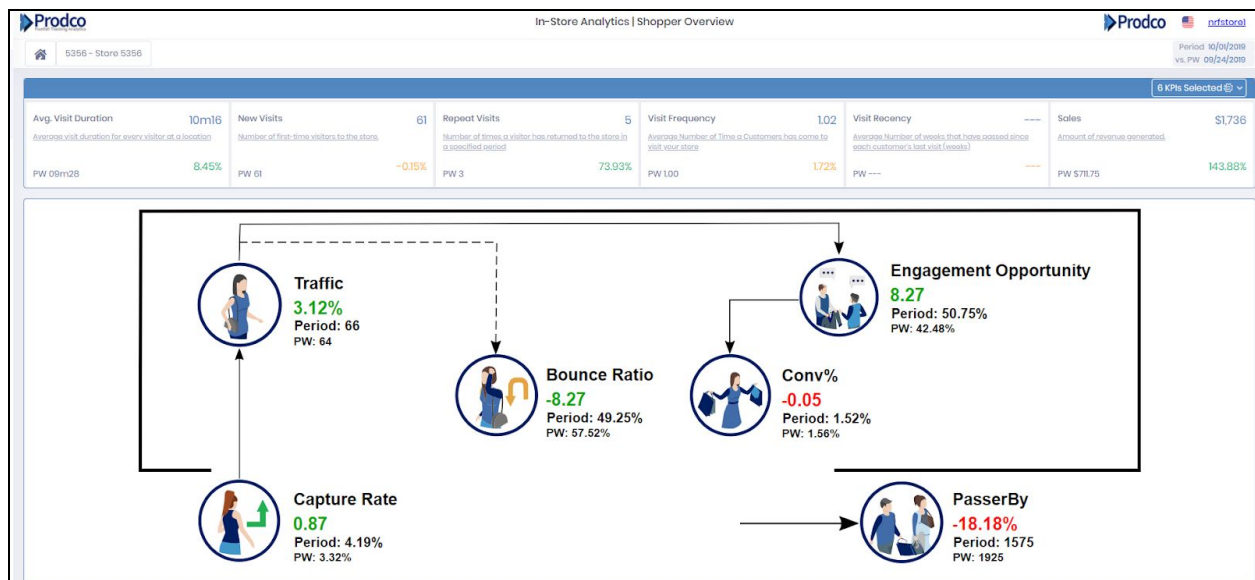
Shopper Overview: View shopper behavior data in real time and transform the data into insights to help highlight opportunities. Begin by viewing the shopper behaviour using the main 6 KPIs set as defaults by the business's focus, such as average dwell time, capture rate, bounce rate, along with sales results.

Advanced Analytics Counting   11
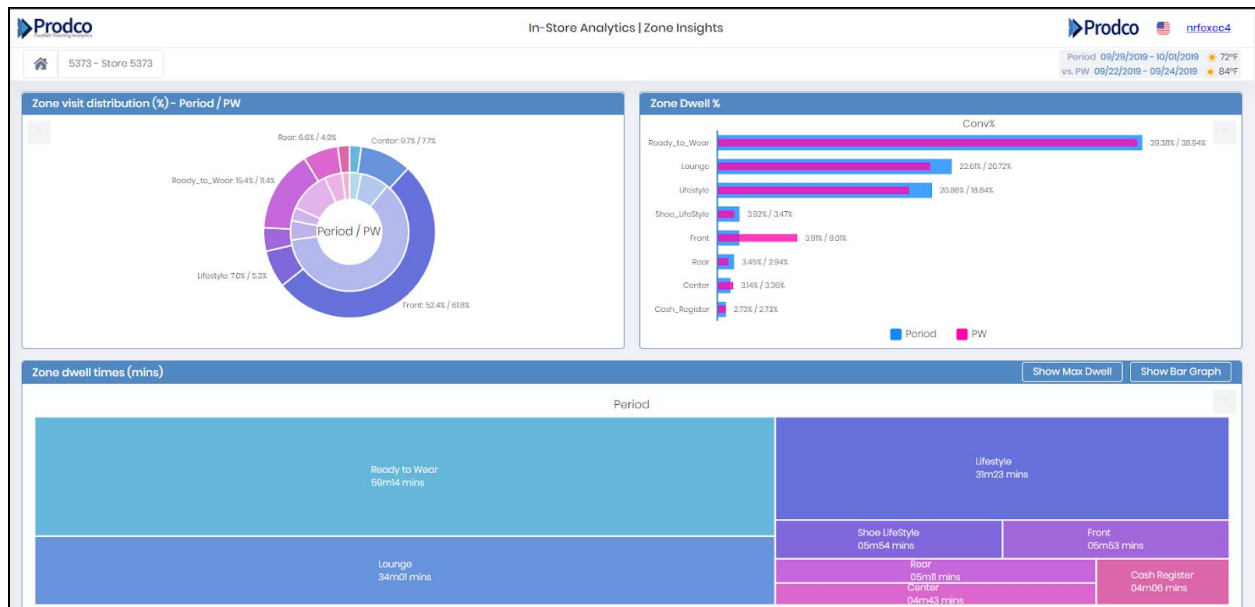
Transform shopper behavior data into insights that help highlight opportunities and drive performance.

- Zone insights
- Paths and heatmaps insights

Zones Insights   12

Zone Insights: Gain unique shopper insights by comparing zone analytics. Discover how successful your marketing campaigns and merchandising are in each zone by comparing YoY or WoW data to better understand how many visitors went to each zone and how long they stayed. Identify opportunities to improve these factors by seeing which zones receive less visits and have a shorter visit duration.

-Zone Visit Durations (%) - period/PW: Easily identify which are the zones with highest percentage of traffic and compare to previous period

-Zone Dwell %: Easily identify which zones have the highest dwell %

-Zone Dwell Times (mins): Shows (in minutes) the average time spent in each zone. The tree map view identifies each zone with different color and size

Click on "Show Max Dwell" to switch between seeing the maximum dwell time and the average dwell time in each zone.

Click on "Show Bar Graph" to switch the view from tree map to bar graph view

Detailed Zone Analysis

Copy | Excel | PDF

| Zones	Zone visit distribution (%)			Zone dwell %			Zone dwell times (mins)			Max Zone dwell times		
	Period	PW	Chng	Period	PW	Chng	Period	PW	Chng	Period	PW	Chng
Cash_Register	2.20%	3.25%	-1.05	2.73%	2.73%	0.00	04m06	04m13	-2.77%	10m42	11m03	-3.17%
Center	9.69%	7.72%	1.97	3.14%	3.36%	-0.23	04m43	05m12	-9.29%	27m30	12m57	112.36%
Front	52.42%	61.79%	-9.37	3.91%	9.01%	-5.10	05m53	13m56	-57.78%	01h50m23	18h14m48	-89.92%
Lifestyle	7.05%	5.28%	1.76	20.86%	18.84%	2.02	31m23	29m09	7.66%	02h11m50	03h39m46	-40.01%
Lounge	4.41%	3.66%	0.75	22.61%	20.72%	1.90	34m01	32m03	6.14%	01h27m02	01h7m43	28.53%
Ready_to_Wear	15.42%	11.38%	4.04	39.38%	38.94%	0.44	59m14	01h0m14	-1.66%	12h42m47	14h57m58	-15.05%
Rear	6.61%	4.88%	1.73	3.45%	2.94%	0.50	05m11	04m33	13.92%	13m01	23m17	-44.09%
Shoe_LifeStyle	2.20%	2.03%	0.17	3.92%	3.47%	0.45	05m54	05m22	9.94%	12m48	06m13	105.90%

Detailed Zone Analysis: Shows zone analysis in detail and provides the ability to compare to previous periods. The zone visit distribution, zone dwell %, zone dwell times(mins), and max zone dwell time can all be exported to PDF or excel.
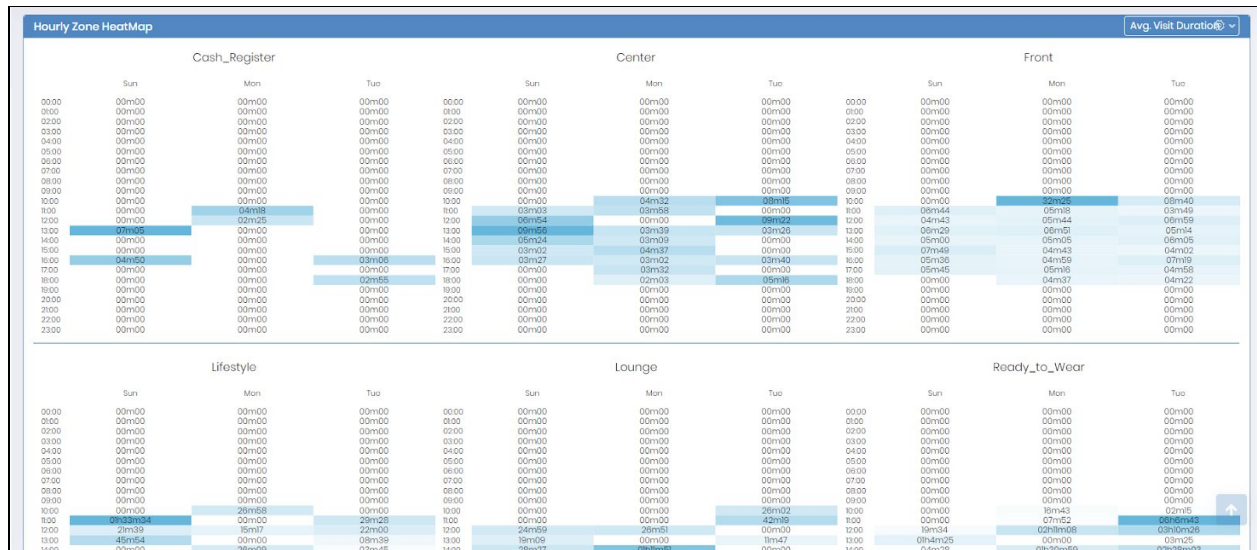
Hourly Zone Heatmaps: Allows you to see top hours performance with any KPI selected. Notice how the shading will be darker to specify peak times.
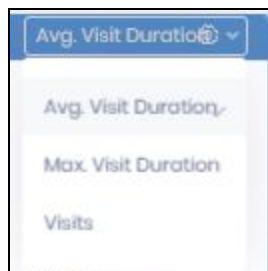
Average Visit duration box on the top right will provide the ability to switch between Avg. Visit Duration, Max Visit Duration, or Visits.
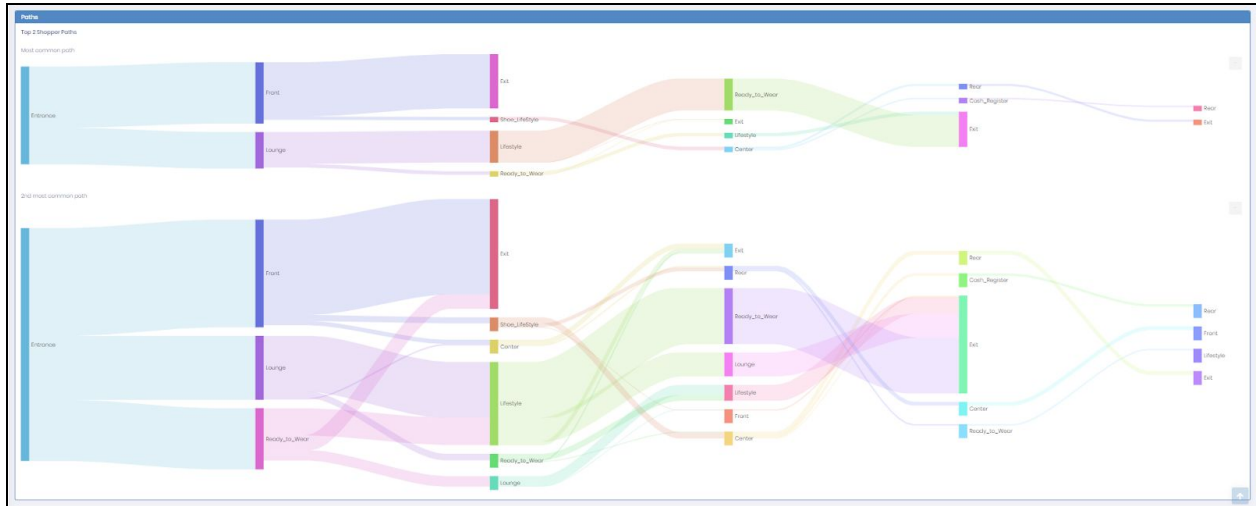
Paths: Track customers throughout your store(s) and identify the true path-to-purchase of your customer. The visual provides the most popular path from the first zone visited after passing the store entrance. Each path is presented in different colors to differentiate the paths taken. There is a feature to click on each path in order for you to eliminate and view specific paths.

Paths and Heatmaps: Heat maps and paths are the best visualization technique to track data. Visualize the paths of your visitors with meaningful insights and identify your top visited ones. View hot/cold zones throughout the entire store, learn and understand what is the busiest area of your store using the heatmap option.

The menu on the right side of the report will have the following options:

1. Store/location selector
2. Time selector can be selected manually or runs automatically
3. Functionality to play, pause, skip forward or backward in time
4. Flexibility in viewing or removing options shown on screen by checking and unchecking heat maps, paths, icon, zones or zone activity
5. By selecting make or female you will see which paths respond to either gender
6. Select the amount of paths shown.
7. Ability to select a specific path

Occupancy

- Occupancy is calculated by subtracting Outs from Ins.
- Occupancy reporting refreshes every 1 minute.
- Percentage of maximum occupancy at which alerts get sent is configurable.
- Every time occupancy exceeds the percentage threshold, a notification via an email/app will be sent.
- Alerts/Notifications will be sent every 1 minute (Configurable) if occupancy exceeds the threshold and every 1 minute (Configurable) if it exceeds the maximum occupancy.
- The maximum occupancy as well as the threshold of maximum occupancy at which alerts get sent is configurable (ec. 70%, 80%, 90%, etc…)
- When occupancy drops below the threshold percentage, another alert will be sent with the status indicating current occupancy.
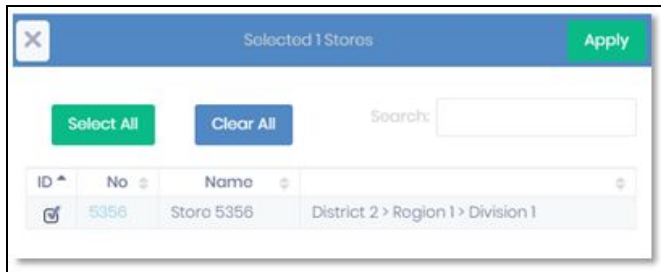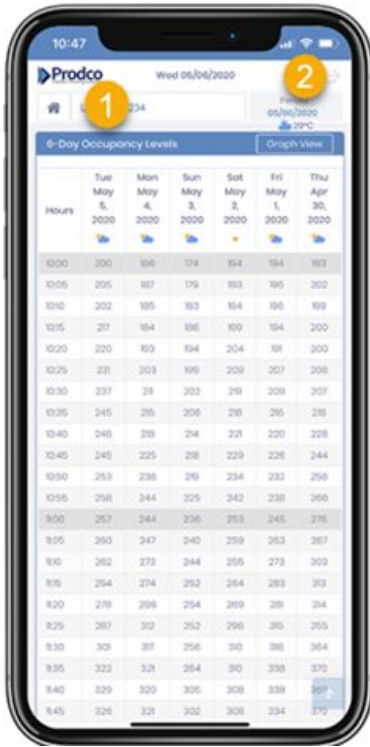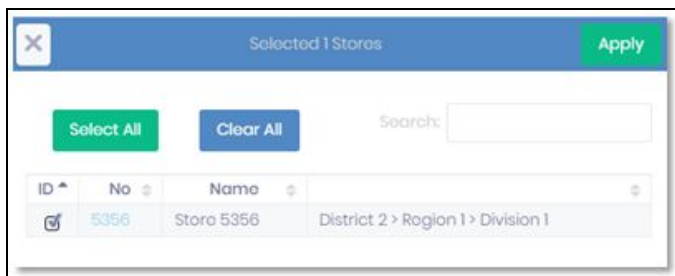
Mobile - Management Occupancy View
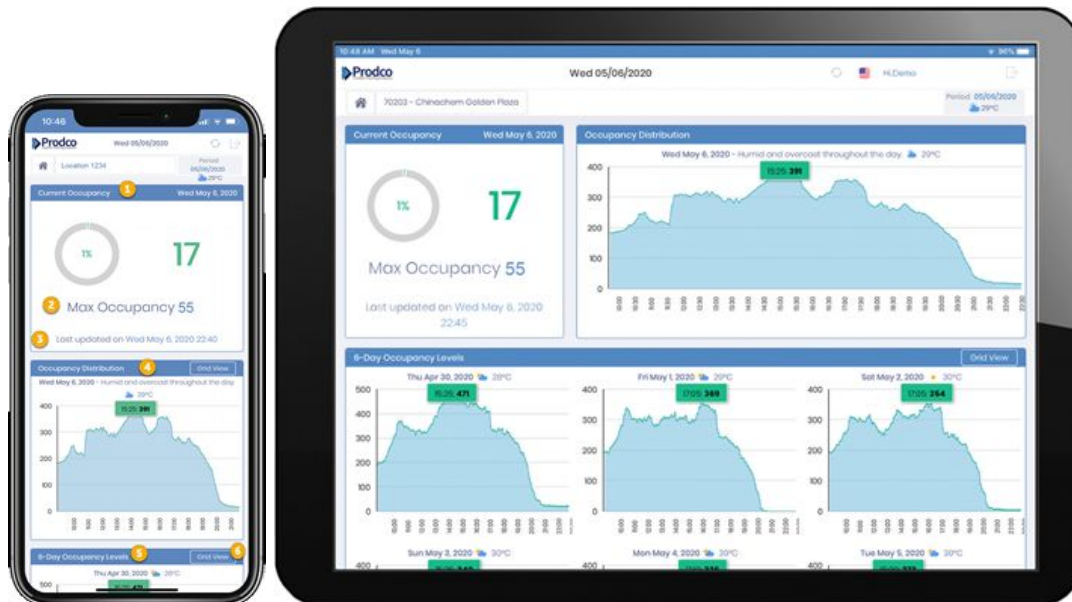
1- Current Occupancy: Number of people inside the location at the current moment.

2- Max: Maximum number of people allowed inside the location at any given moment.

3- Last update on: Shows the last update in HH:MM format. It refreshes every minute

4- Occupancy Distribution: Occupancy trend throughout the day with an emphasis on the highest volume of occupancy reached.

5- Day Occupancy Level: Occupancy for the last 6 days, with an indication of highest volume throughout the day.

6- Grid View: Will allow you to view occupancy numbers by 5 minute intervals throughout the day for the current week.
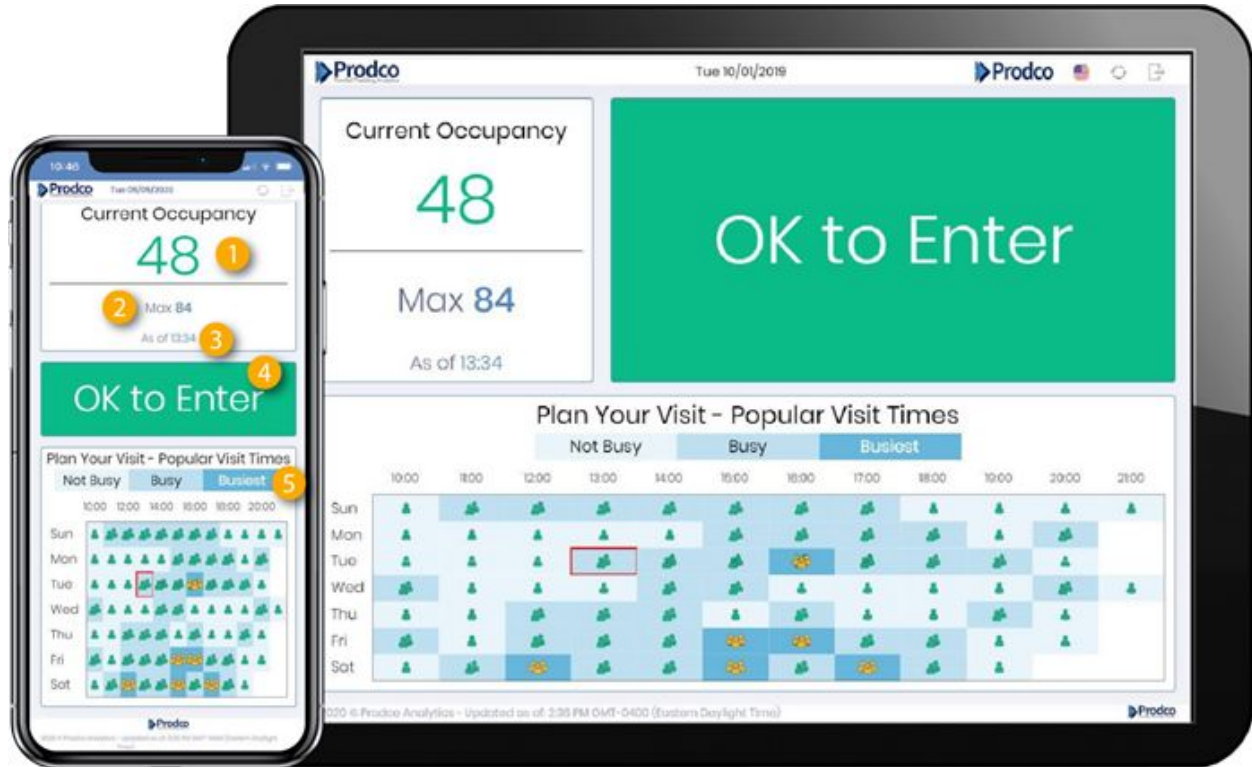
View Occupancy in details:

1- **Store Picker:** Pick the location you want to view if you have multiple stores under the same credentials

2- **Period:** Select period (Today, yesterday or any other day) that you want to view

1. **Current Occupancy:** number of people inside the location at this very moment.

2. **Max**: maximum number of people allowed inside the location at any given moment.

3. **Last update on:** shows the last update in HH:MM format. It refreshes every minute

4. **Occupancy Status Alert:** based on current occupancy and threshold setting, this will provide a clear

   message if people can enter or not, alerts are:

   OK to Enter

   Please Wait to Enter

   Please Do Not Enter

5. **Traffic Heatmap:** shows occupancy distribution for the previous 7 days in order to plan their visit.

Traffic Heatmap: Shows occupancy distribution for the past 7 days in order to plan their visit. The darker the shade of blue, and the more icons of people indicate busier periods. In addition, current day interval reporting is framed in red.
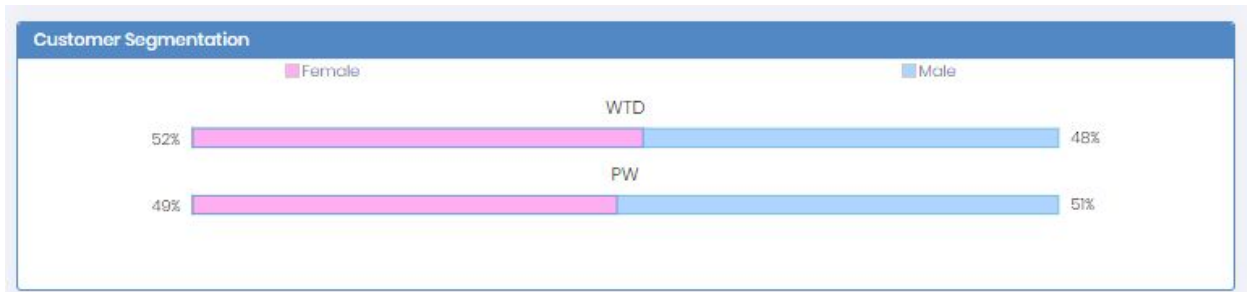
Colors (Pictogram) are based on the threshold of occupancy reached:
- 0%: White, no pictograms
- Up to 40%: Light blue, one Pictogram
- Up to 80%: Medium blue, 2 Pictograms
- Over 80% : Dark blue, 3 Pictograms

Language Picker: Select the languages: English, French, Japanese, German, Spanish, Italian and Chinese.
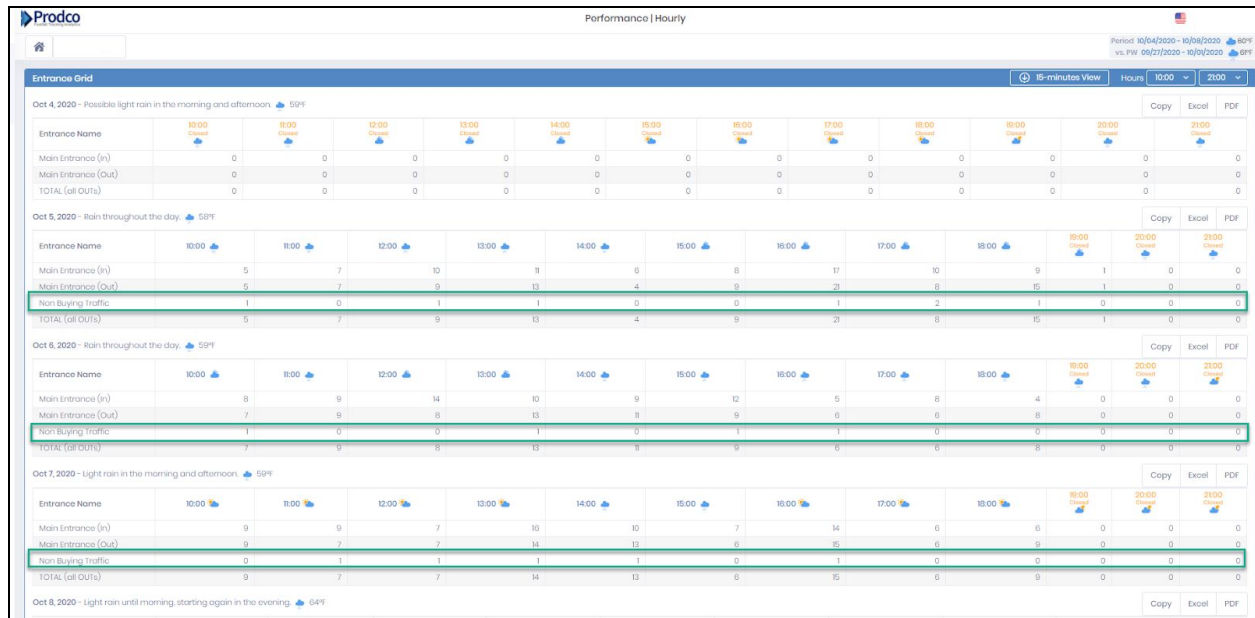
Gender Segmentation   17

Process of categorizing customers by gender so that businesses can market each group effectively and appropriately. This will allow you to identify potential and focus your efforts effectively.

The view will provide the percentage of each gender that visited and variances compared to the previous period selected.

Increase footfall accuracy by filtering staff from your count.

Allow managers to see their real visitor opportunity

This is available under Performance-Hourly report, the excluded staff numbers will be shown as "None Buying Traffic", numbers are excluded from the total traffic reporting.

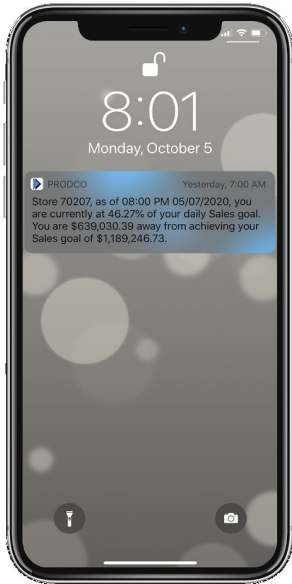## Store managers real-time notifications Centre   **19**

You can receive notifications throughout the day to indicate where your current sales are compared to your daily goals in order to make changes in real-time in order to achieve those goals.

Notifications can be sent to managers only and can be sent for the following:

-Goal achievement

-Power hours

-Occupancy

- **Prodco Live real time notifications on mobile device with sales Achievement**

- **Prodco Live real-time notifications on mobile device with Power hours**

    Power Hours Notifications: Know when your busiest hours will be at the beginning of each day

    Store Goals or Plans Progress: Track your progress for achieving your plans/goals

Mobile App - Occupancy Alerts and Notifications

- **Prodco Live real-time notification on mobile device with occupancy alerts**

     Alert Notification: Example of alert content with occupancy level of 500 and a threshold of 100%
     Alerts can be configured to be sent as low as 1 min intervals.

StoreCard Report
56 - Mic Mac Mall

Alerts/Comments	Store Goal/Target
Yesterday's service level for the following hours were lower than the 10/1 Ratio : 10AM (13/1), 6PM (13/1) Yesterday, your store sales were $1,572.71. This represented 65% of your daily sales goal of $2,403.69.	Yesterday Planned: $2,403.69 Actual: $1,572.71 Achieved: 65% Today's goal $2,120.74

Today's Power Hours (Avg.) — Todays Weather: Rain 27.7°C

Top 5 Hours	Expected Traffic	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT	Service Lvl (10/1)
12PM	10 (2.81%)	$202.60	5	50.00%	0	$40.52	$20.26	$25.33	1.60	5/1
1PM	12 (3.53%)	$339.10	6	50.00%	0	$56.52	$28.26	$26.08	2.17	6/1
2PM	12 (3.31%)	$247.69	5	41.67%	0	$49.54	$20.64	$20.64	2.40	6/1
3PM	9 (2.45%)	$138.78	5	55.56%	0	$27.76	$15.42	$19.83	1.40	4/1
5PM	8 (2.16%)	$63.83	3	37.50%	0	$21.28	$7.98	$21.28	1.00	8/1

Same Day	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT	Weather
Thu 07/14/2016	162	$1,572.71	46	28.40%	0	$34.19	$9.71	$22.79	1.50	Clear Day 32.4°C
vs. LW - Thu 07/07/2016 Var %	160 1.25% ▲	$2,028.03 -22.45% ▼	66 -30.30% ▼	41.25% -12.85 ▼	0	$30.73 11.27% ▲	$12.68 -23.41% ▼	$21.13 7.89% ▲	1.45 3.13% ▲	Clear Day 33.3°C
vs. LY - Thu 07/16/2015 Var %	137 18.25% ▲	$2,289.23 -31.30% ▼	68 -32.35% ▼	49.64% -21.24 ▼	0	$33.67 1.56% ▲	$16.71 -41.90% ▼	$23.85 -4.42% ▼	1.41 6.25% ▲	Clear Day 30.2°C
vs. District Avg : District-4 Var %	175 -7.55% ▼	$1,590.45 -1.12% ▼	44 3.76% ▲	25.30% 3.09 ▲	0	$35.87 -4.70% ▼	$9.08 6.96% ▲	$20.27 12.42% ▲	1.77 -15.23% ▼	-

WTD	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wk 21 2016: 07/10 - 07/14	590	$8,272.71	234	39.66%	0	$35.35	$14.02	$21.27	1.66
vs. LW - Wk 20 2016: 07/03 - 07/07 Var %	644 -8.39% ▼	$8,655.05 -4.42% ▼	254 -7.87% ▼	39.44% 0.22 ▲	0	$34.08 3.75% ▲	$13.44 4.33% ▲	$22.48 -5.40% ▼	1.52 9.67% ▲
vs. LY - Wk 21 2015: 07/12 - 07/16 Var %	649 -9.09% ▼	$8,488.66 -2.54% ▼	291 -19.59% ▼	44.84% -5.18 ▼	0	$29.17 21.20% ▲	$13.08 7.20% ▲	$20.31 4.72% ▲	1.44 15.73% ▲
vs. District Avg : District-4 Var %	785 -24.88% ▼	$8,056.13 2.69% ▲	199 17.79% ▲	25.29% 14.37 ▲	0	$40.55 -12.82% ▼	$10.26 36.71% ▲	$20.49 419.01% ▲	1.98 -83.20% ▼

This is an automated report generated from the Prostore reporting manager. Please do not reply to this email. If you have questions or require any assistance, please email our analytics team at rms@prodcotech.com

Daily benchmark emails: Check out these daily emails to understand how you're doing. The e-mail reports are customized and contain many different data sets in order to provide insights on performance. The reports can be designed to provide the required data to help with store manager, marketing, operations, human resources, and more. multiple types are available below.

Store Card Report: This is designed for store managers. You can see the main information of your store, such as: Power hours, expected traffic and main KPIs compared to a previous period.

Prodco — Daily Summary Report — Prodco

Division-1 & Division-3

Same Day (Non Comp)	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wed 07/13/2016 (# of Strs: 191)	50,989	$312,071.79	10,598	20.78%	0	$29.45	$6.12	$16.14	1.82
vs. LW - Wed 07/06/2016 (# of Strs:191) - Var %	50,837 / 0.30% ▲	$338,789.99 / -7.89% ▼	10,895 / -2.73% ▼	21.43% / -0.65 ▼	0	$31.10 / -5.30% ▼	$6.66 / -8.16% ▼	$16.55 / -2.49% ▼	1.88 / -2.89% ▼
vs. LY - Wed 07/15/2015 (# of Strs: 190) - Var %	62,440 / -18.34% ▼	$401,908.74 / -22.35% ▼	13,329 / -20.49% ▼	21.35% / -0.56 ▼	0	$30.15 / -2.34% ▼	$6.44 / -4.91% ▼	$15.98 / 0.97% ▲	1.89 / -3.28% ▼
Division Avg	340	$1,926.37	65	19.25%	0	$29.45	$5.67	$16.14	1.82

Same Day (Comp)	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wed 07/13/2016 (# of Strs: 190)	50,986	$312,071.79	10,598	20.79%	0	$29.45	$6.12	$16.14	1.82
vs. LY - Wed 07/15/2015 (# of Strs: 190) - Var %	62,440 / -18.34% ▼	$401,908.74 / -22.35% ▼	13,329 / -20.49% ▼	21.35% / -0.56 ▼	0	$30.15 / -2.34% ▼	$6.44 / -4.91% ▼	$15.98 / 0.97% ▲	1.89 / -3.28% ▼
Division Avg	342	$1,926.37	65	19.12%	0	$29.45	$5.63	$16.14	1.82

WTD (Non Comp)	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wk 21 2016: 07/10 - 07/13 (# of Strs: 191)	183,598	$1,100,814.22	37,162	20.24%	0	$29.62	$6.00	$16.15	1.83
vs. LW - Wk 20 2016: 07/03 - 07/06 (# of Strs:191) - Var %	186,899 / -1.77% ▼	$1,164,939.84 / -5.50% ▼	37,566 / -1.08% ▼	20.10% / 0.14 ▲	0	$31.01 / -4.48% ▼	$6.23 / -3.61% ▼	$16.59 / -2.65% ▼	1.87 / -1.88% ▼
vs. LY - Wk 21 2015: 07/12 - 07/15 (# of Strs: 190) - Var %	219,142 / -16.22% ▼	$1,388,789.51 / -20.74% ▼	45,192 / -17.77% ▼	20.62% / -0.38 ▼	0	$30.73 / -3.61% ▼	$6.34 / -5.39% ▼	$16.40 / -1.50% ▼	1.87 / -2.14% ▼
Division Avg	1,208	$6,795.15	229	18.99%	0	$29.62	$5.63	$64.41	0.46

| WTD (Comp)	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wk 21 2016: 07/10 - 07/13 (# of Strs: 190)	183,590	$1,100,814.22	37,162	20.24%	0	$29.62	$6.00	$16.15	1.83
vs. LY - Wk 21 2015: 07/12 - 07/15 (# of Strs: 190) - Var %	219,142 / -16.22% ▼	$1,388,789.51 / -20.74% ▼	45,192 / -17.77% ▼	20.62% / -0.38 ▼	0	$30.73 / -3.61% ▼	$6.34 / -5.39% ▼	$16.40 / -1.50% ▼	1.87 / -2.14% ▼
Division Avg	1,216	$6,795.15	229	18.87%	0	$29.62	$5.59	$64.41	0.46

Daily Summary Report: This is designed for executive users and area managers. You can see the KPIs for multiple stores in comparison to previous periods.
The KPIs can be customized based on business goals.
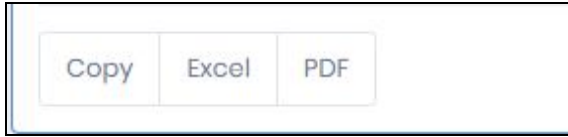
There are three options available: Copy, export to excel or export to PDF
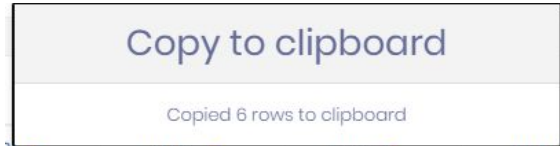
Copy to clipboard option

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		Prodco Live | Performance | Hourly												
2	**Entrance Name**	**10:00**	**11:00**	**12:00**	**13:00**	**14:00**	**15:00**	**16:00**	**17:00**	**18:00**	**19:00**	**20:00**	**21:00**	
3	Main Ent (IN)	9	9	5	7	13	9	9	11	10	21	17	2	
4	Main Ent (OUT)	6	5	1	7	8	8	10	14	6	21	8	4	
5	Side Ent (IN)	15	13	16	19	17	23	19	28	24	10	20	12	
6	Side Ent (OUT)	15	15	23	22	17	28	17	24	27	11	29	13	
7	Non Buying Traffic	0	0	0	1	0	1	0	1	0	1	0	0	
8	TOTAL (all OUTs)	21	20	24	29	25	36	27	38	33	32	37	17	
9														
10														

Export to excel will provide a `.CSV` format that can be saved and used for any manipulations.

Prodco Live | Performance | Hourly

Entrance Name	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
Main Ent (IN)	9	9	5	7	13	9	9	11	10	21	17	2
Main Ent (OUT)	6	5	1	7	8	8	10	14	6	21	8	4
Side Ent (IN)	15	13	16	19	17	23	19	28	24	10	20	12
Side Ent (OUT)	15	15	23	22	17	28	17	24	27	11	29	13
Non Buying Traffic	0	0	0	1	0	1	0	1	0	1	0	0
TOTAL (all OUTs)	21	20	24	29	25	36	27	38	33	32	37	17

Export to PDF and share with the team.

Maintenance   23

The maintenance section provides accessibility to camera status/connectivity and to Prodco's support services

Maintenance-Status   24
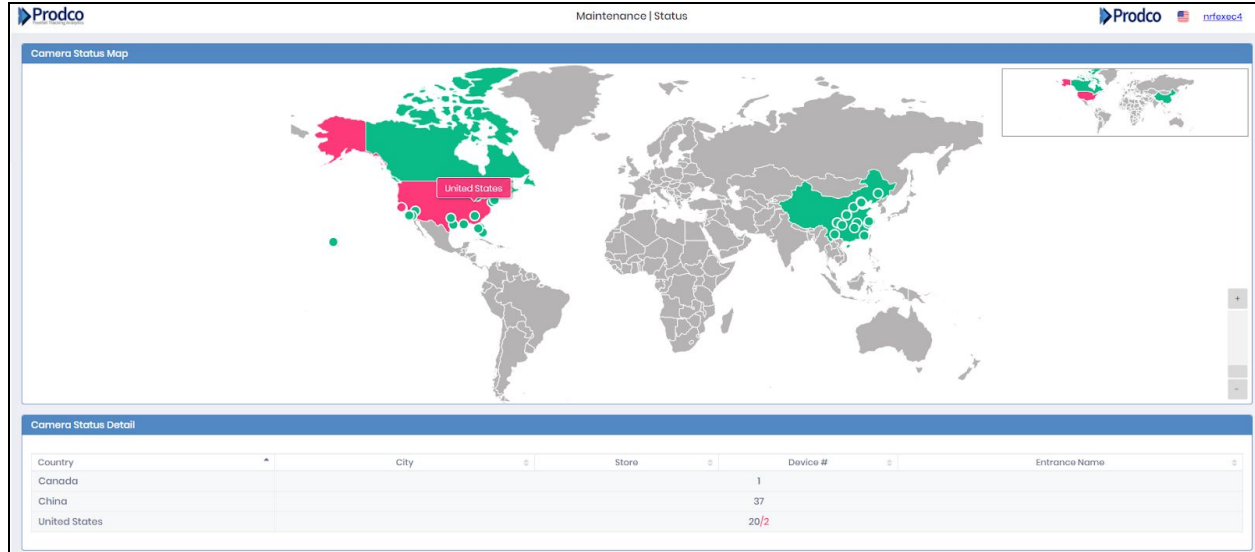
Camera Status Map: View the real-time sensor connectivity status on the map. The map is color coded to show status:

- **Green** - Stores online
- **Red** - Stores offline

Camera Status details: View the real-time detailed sensor connectivity status. It is color coded to show current status:

- **Green** - Stores online
- **Red** - Stores offline

Maintenance- Support   25
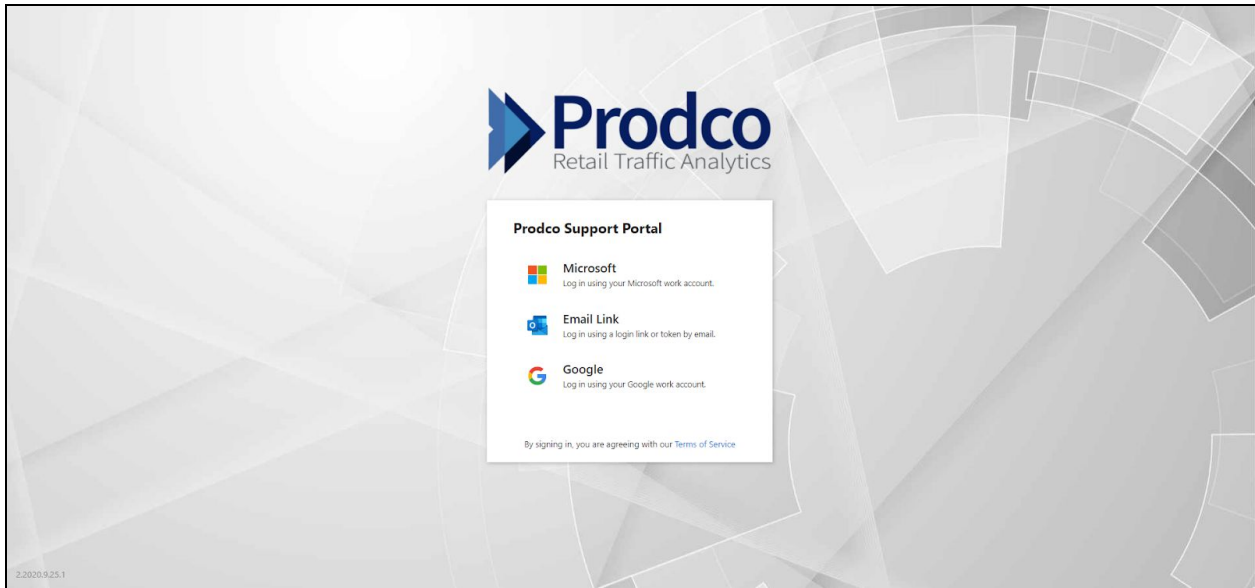
Prodco Support Portal: Customer-facing link to the support portal

Release Notes: This is where you can find the release update after new development/changes have been made on

Prodco Live Software. It provides notes with screenshots on areas updated.
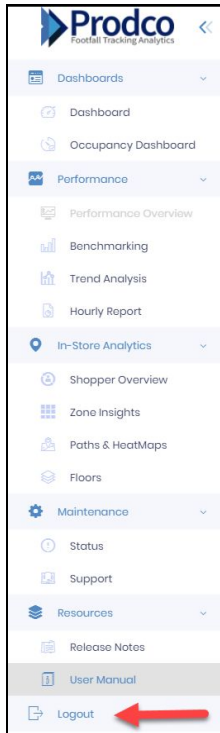
Select from the menu the "Logout" option to exit Prodco Live