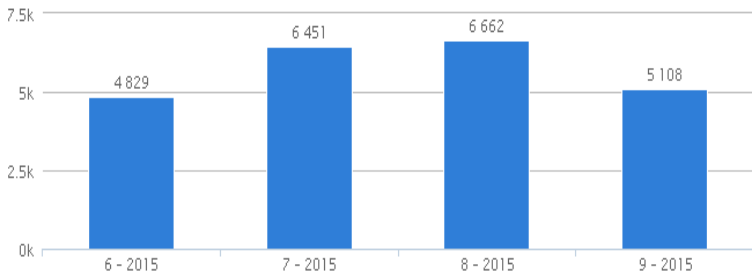


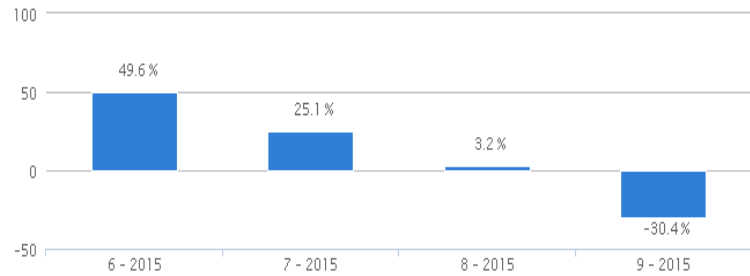
# 5 Key Performance Signals for everyday business control.

## 1. Performance dashboard – all your stores footfall data at one window.

Week traffic (over the period for 4 weeks)

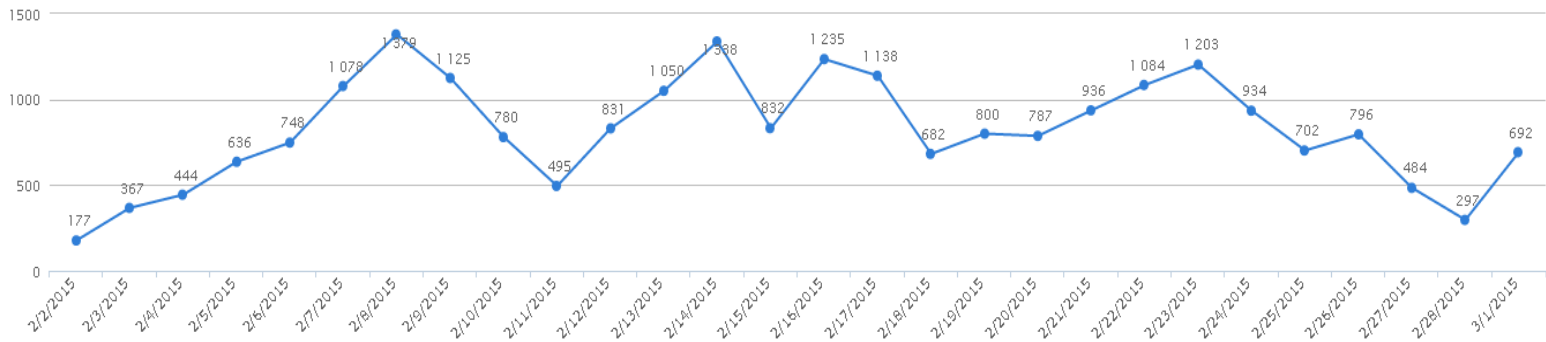


Traffic dynamics (over the period for 4 weeks)



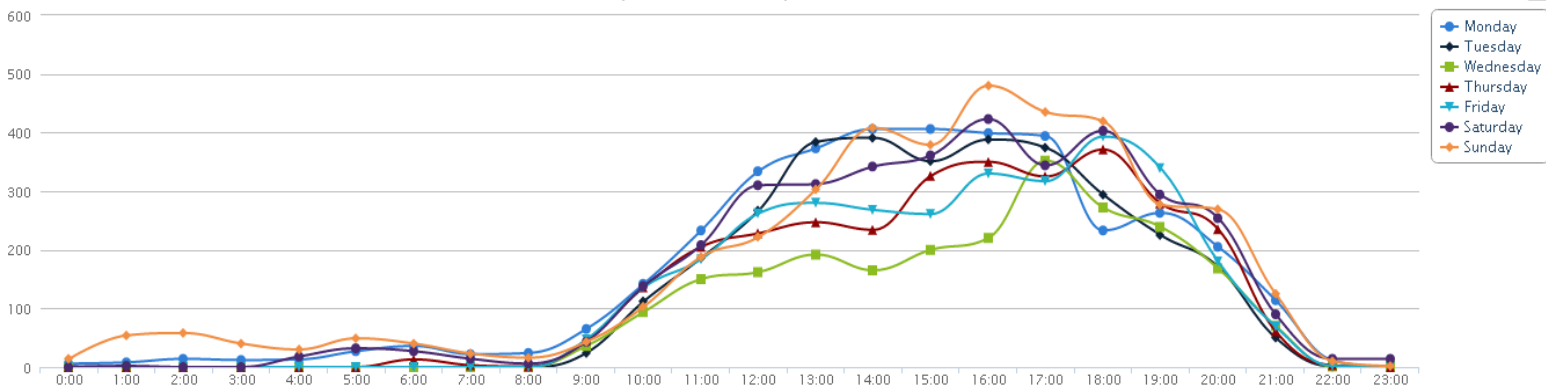
Graphics show the exact pulse of company for 4 weeks. Visitors traffic dynamics is at your fingertips. Always. You could easily evaluate upcoming and down going trends to perform on-the-fly adjustments

Traffic by day (over the period for 4 weeks)



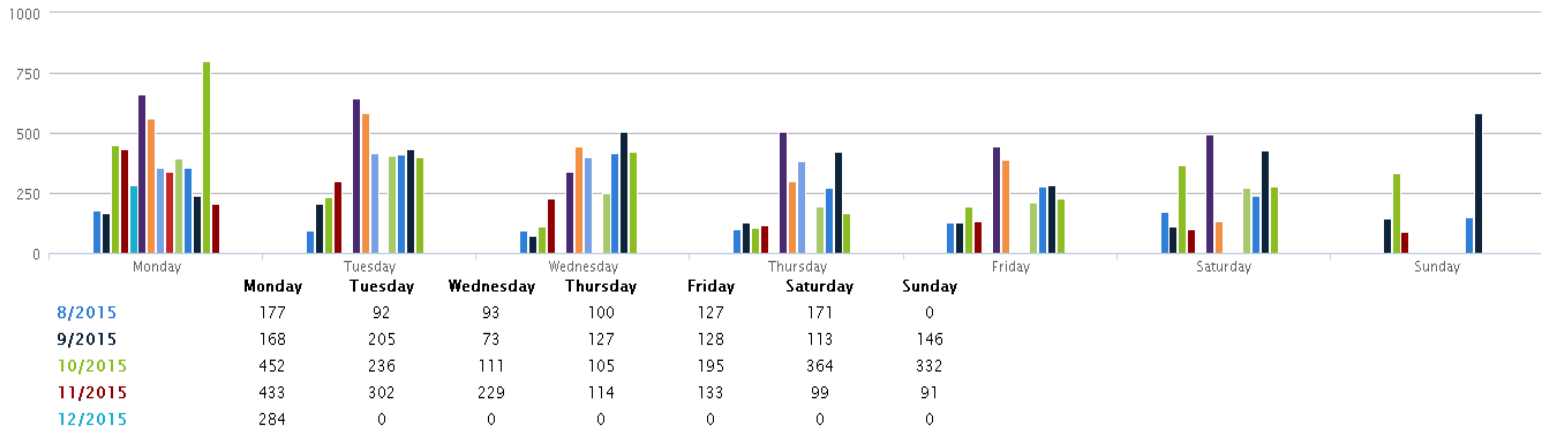
Detailed day statistics enable next-day promotion analysis.

Day traffic (over the period for 4 weeks)



Detailed hour statistics points your attention directly to overcrowded periods, shows traffic failure within the day. Only high reliable data possessing allows you to make best decisions for your business.

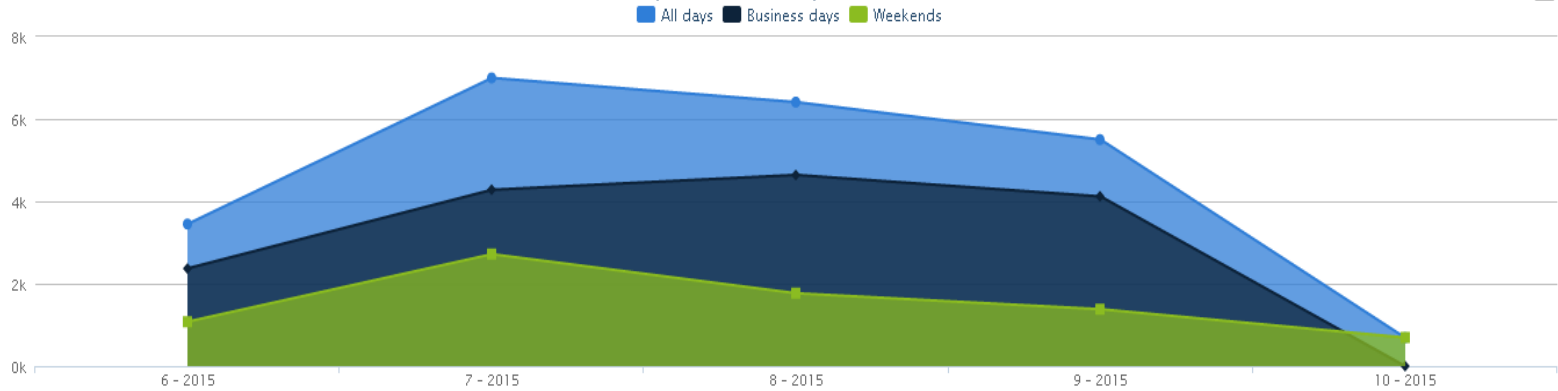
Day Of Week (over the period for 4 weeks)



Easy to use “day of week” statistics will show your traffic patterns within the month in comparison between different days of week. **How to** use this information?

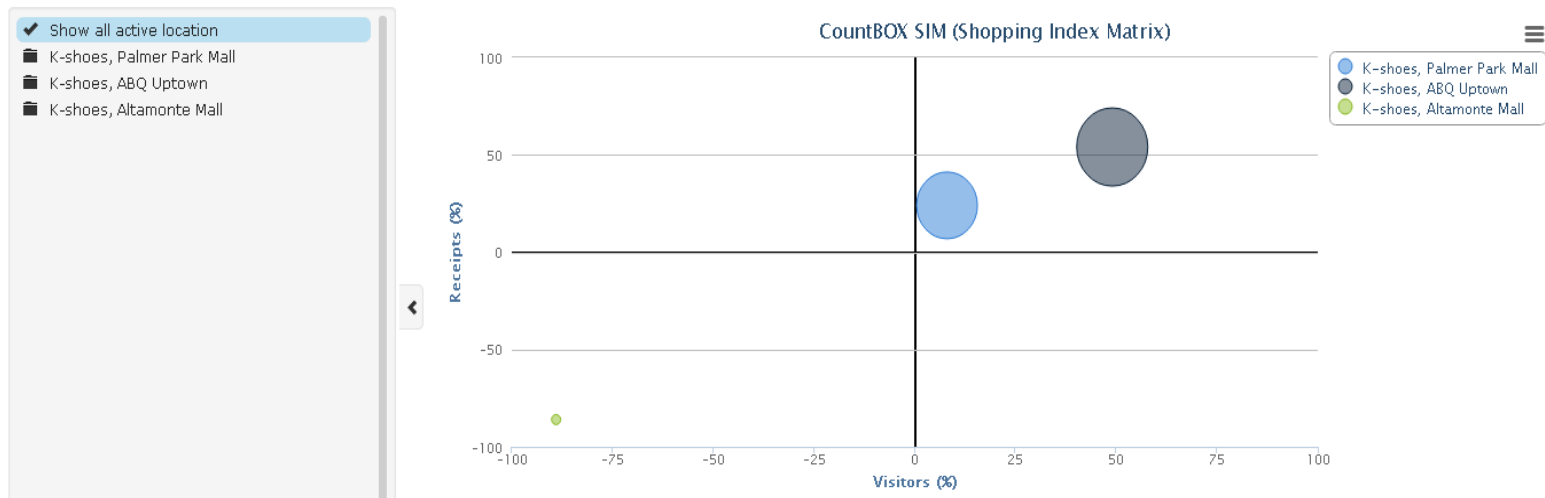
You may forecast your increasing sales or... You may start managing your advertising companies more precisely to achieve higher results within the week period.

Traffic by week (over the period for 4 weeks)



Don't have time to get deep in figures? Looking for a big picture concerning your whole company within month activities? Snap. There you go!

## 2. Shopping index matrix – Visual profitability indexes



**How's it working?** Graphic is showing dynamics of all stores evolution during the chosen period.

Horizontal axis shows footfall dynamics, vertical axis shows purchase made dynamics.

Balloon size is defining by quantity of made purchases comparatively to the store with lowest figures. Actually, it's very easy, the bigger balloon is, and the more purchases were made at this location.

Balloon center is showing conversion rate dynamics

Balloon location is showing store operating trend.

**A** – Leaders zone. Footfall is rising. Receipts quantity is rising.

**B** – Stores at that zone are demonstrating still positive trend. Footfall is getting down. Receipts quantity is rising.

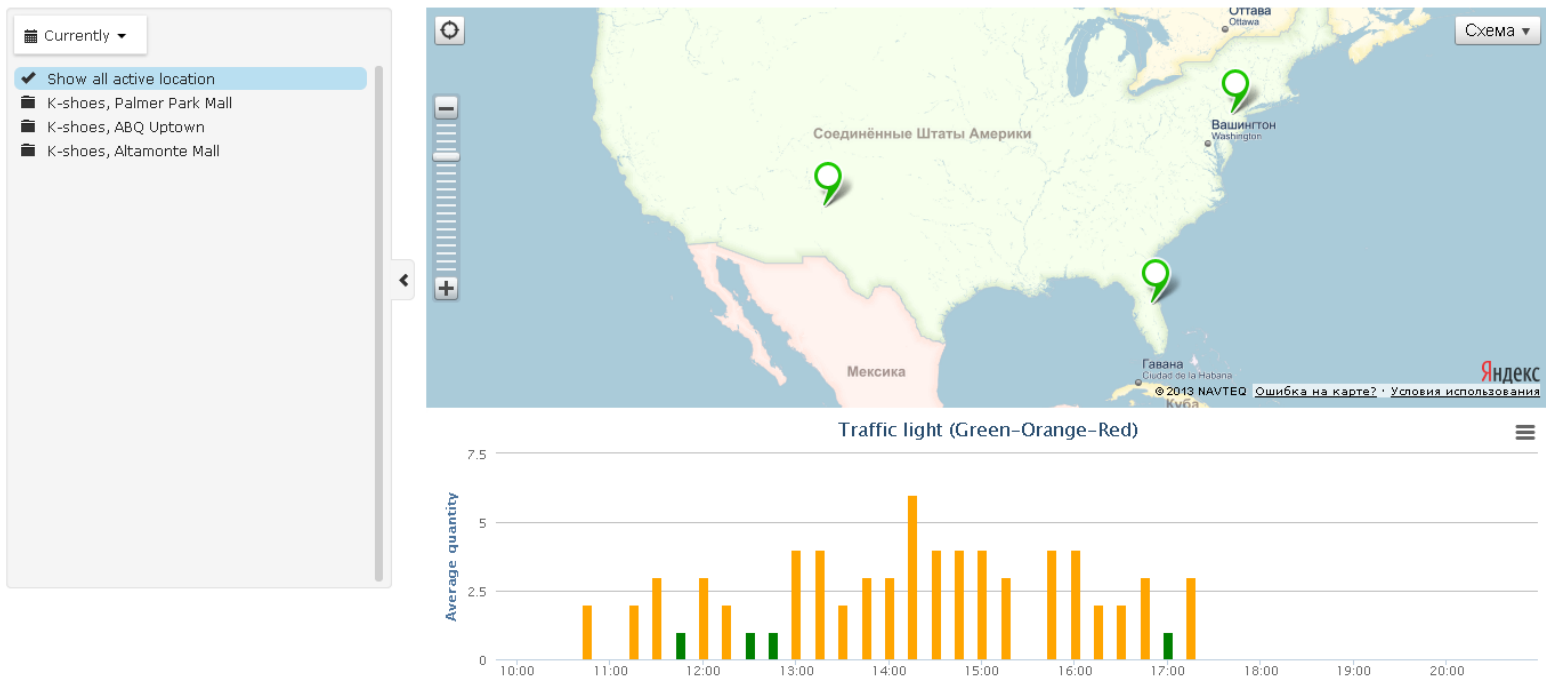
**C** – Zone C is showing footfall rising, receipts quantity going down

**D** –Outsiders zone. Footfall is getting down. Receipts quantity is getting down.

Export to Excel	01/02/2015 - 07/02/2015 (5 Week)			05/01/2014 - 11/01/2014 (1 Week)		
	Visitors	Receipts	Revenue	Visitors	Receipts	Revenue
K-shoes, Palmer Park Mall	850	131	9 708	1 053 (+24%)	142 (+8%)	9 090 (-6%)
K-shoes, ABQ Uptown	1 346	185	11 532	2 071 (+54%)	275 (+49%)	15 468 (+34%)
K-shoes, Altamonte Mall	1 697	287	18 287	238 (-86%)	33 (-89%)	2 342 (-87%)
Total	3 893	603	39 527	3 362 (-14%)	450 (-25%)	26 900 (-32%)

Want to know detailed figures? Just open the table.

### 3. Traffic light GOR (Green-Orange-Red) –exclusively at CountBOX solution.



**Traffic light GOR (Green-Orange-Red)** is demonstrating real traffic intensity of all your stores.

**Green** – all customers are getting effective service (exact visitors quantity you're define by yourself).

**Orange** – people traffic is rising; staff is working on the edge of their performance.

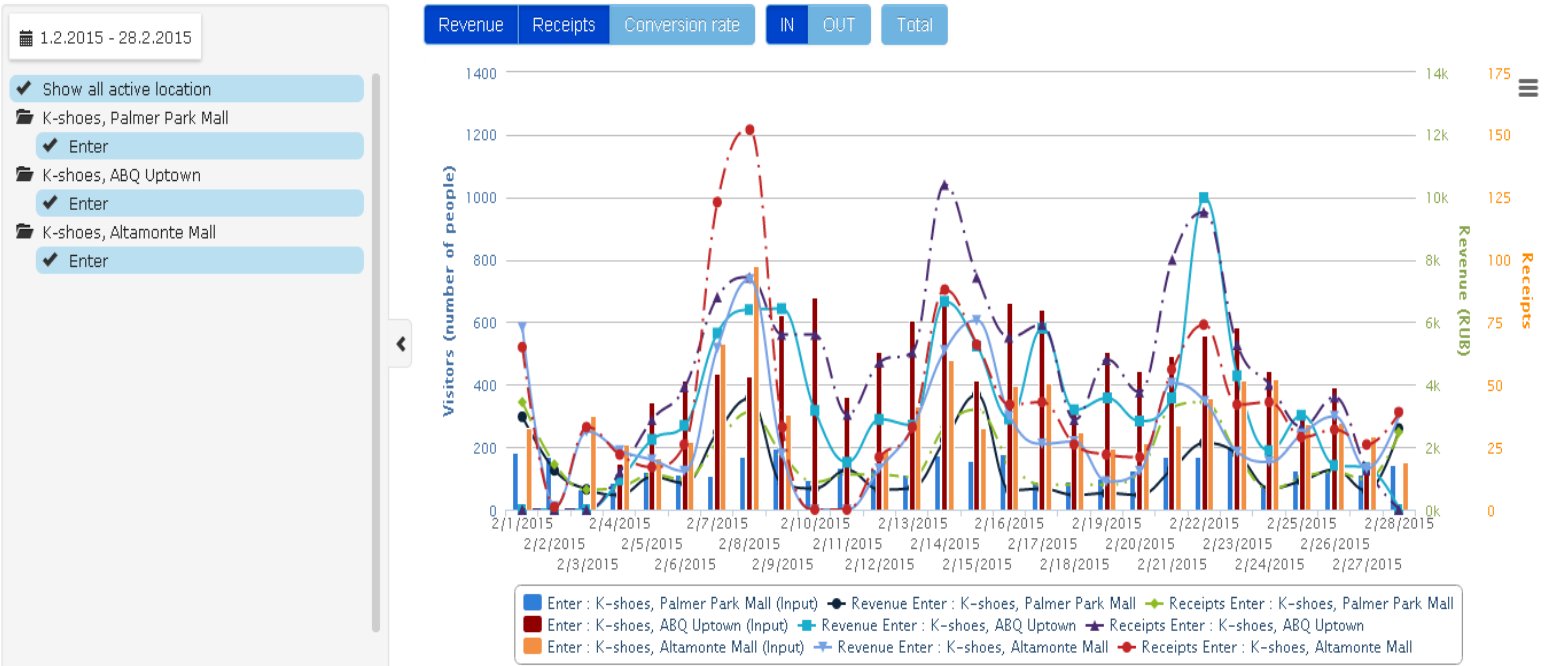
**Red** –extremely high traffic, please, pay attention to store service to prevent customer loosing.

Very useful metric that helps to implement correct staffing optimization and to provide acceptable service time for your clients.

Hours	10				11				12				13				14				15				16				17				18				19				20									
Minutes	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45		
K-shoes, Palmer Park Mall	0	0	0	1	1	1	3	3	6	2	0	1	1	1	2	1	3	7	6	2	2	1	6	0	6	6	4	4	6	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
K-shoes, ABQ Uptown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
K-shoes, Altamonte Mall	0	0	1	4	0	3	3	0	1	2	2	1	7	7	3	3	0	6	7	6	7	0	0	3	3	1	0	1	3	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total (Average)	0	0	0	2	0	2	3	1	3	2	1	1	4	4	2	3	3	6	4	4	4	3	0	4	4	2	2	3	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

Looking for figures? Just open the table.

## 4. Conversion rate –all Key indexes at one window.



a) Define the period you're interested in and mark the locations.

b) Define metrics: revenue, receipts, conversion rate. All together or separate.

b) That's it. Full reliable data is at your fingertips!

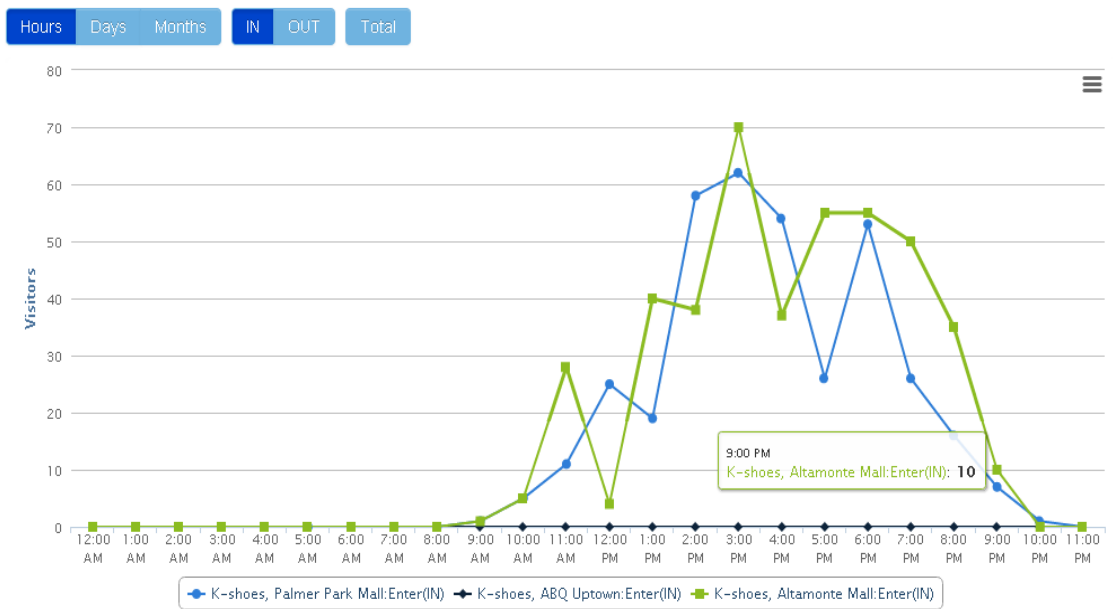
Export to Excel		2/1/2015	2/2/2015	2/3/2015	2/4/2015	2/5/2015	2/6/2015	2/7/2015	2/8/2015	2/9/2015	2/10/2015	2/11/2015	2/12/2015	2/13/2015	2/14/2015	2/15/2015
1	K-shoes, Palmer Park Mall															
	Enter	183	172	64	86	124	112	109	170	197	98	135	131	114	176	156
	Total	183	172	64	86	124	112	109	170	197	98	135	131	114	176	156
	Revenue	2,972.00	1,255.00	644.00	465.00	1,049.00	850.00	2,473.00	3,560.00	824.00	677.00	1,268.00	636.00	698.00	2,223.00	3,674.00
	Number of checks	43	18	8	9	14	12	27	39	22	11	14	14	13	33	40
2	K-shoes, ABQ Uptown															
	Enter	0	0	0	147	345	416	438	428	623	662	360	508	605	681	413
	Total	0	0	0	147	345	416	438	428	623	662	360	508	605	681	413
	Revenue	0.00	0.00	0.00	946.00	2,243.00	2,694.00	5,649.00	6,400.00	6,428.00	3,168.00	1,515.00	2,892.00	2,704.00	6,658.00	5,238.00
	Number of checks	0	0	0	15	36	49	85	93	70	70	38	59	63	130	93
3	K-shoes, Altamonte Mall															
	Enter	260	5	303	211	167	220	531	781	305	0	0	192	331	481	263
	Total	260	5	303	211	167	220	531	781	305	0	0	192	331	481	263
	Revenue	5,827.00	93.00	2,499.00	1,884.00	1,589.00	1,227.00	5,168.00	7,364.00	1,775.00	0.00	0.00	1,313.00	2,616.00	5,090.00	6,055.00
	Number of checks	65	1	33	22	17	26	123	152	33	0	0	21	33	88	66
Total		443	177	367	444	636	748	1,078	1,379	1,125	780	495	831	1,050	1,338	832
Revenue		8,799.00	1,348.00	3,143.00	3,295.00	4,881.00	4,771.00	13,290.00	17,324.00	9,027.00	3,845.00	2,783.00	4,841.00	6,018.00	13,971.00	14,967.00
Number of checks		108	19	41	46	67	87	235	284	125	81	52	94	109	251	199

Looking for exact figures? Just open the table.

## 5. Detailed statistics.

6.03.2015 - 6.03.2015

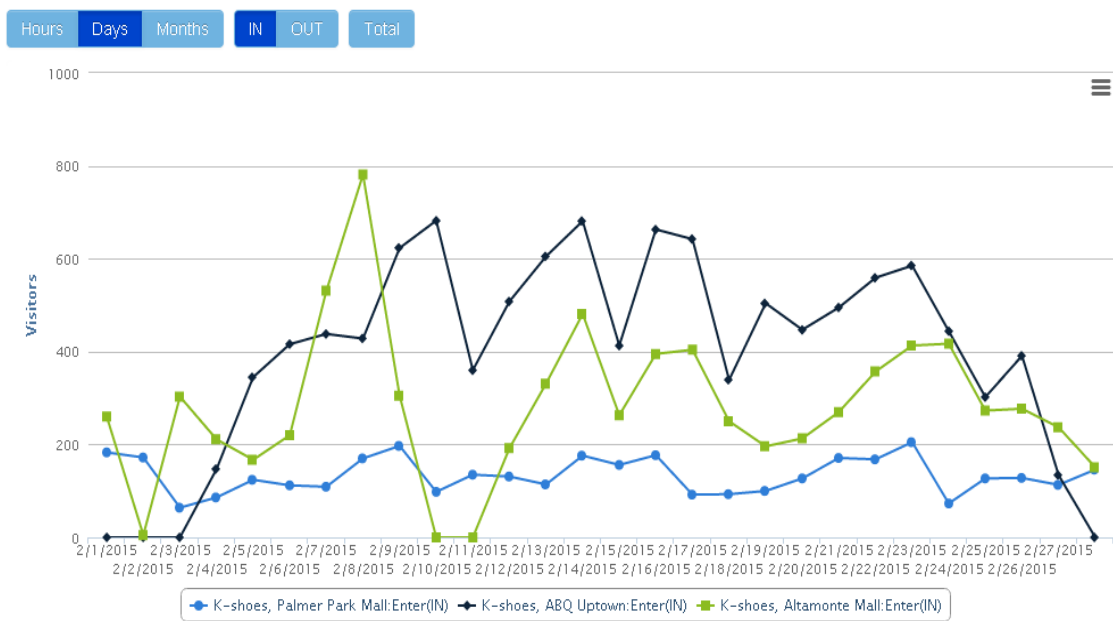
- Show all active location
- K-shoes, Palmer Park Mall
  - Enter
- K-shoes, ABQ Uptown
  - Enter
- K-shoes, Altamonte Mall
  - Enter



Would like to know accurate footfall within the day? Just choose the day, our graphics will show all you need.

1.02.2015 - 28.02.2015

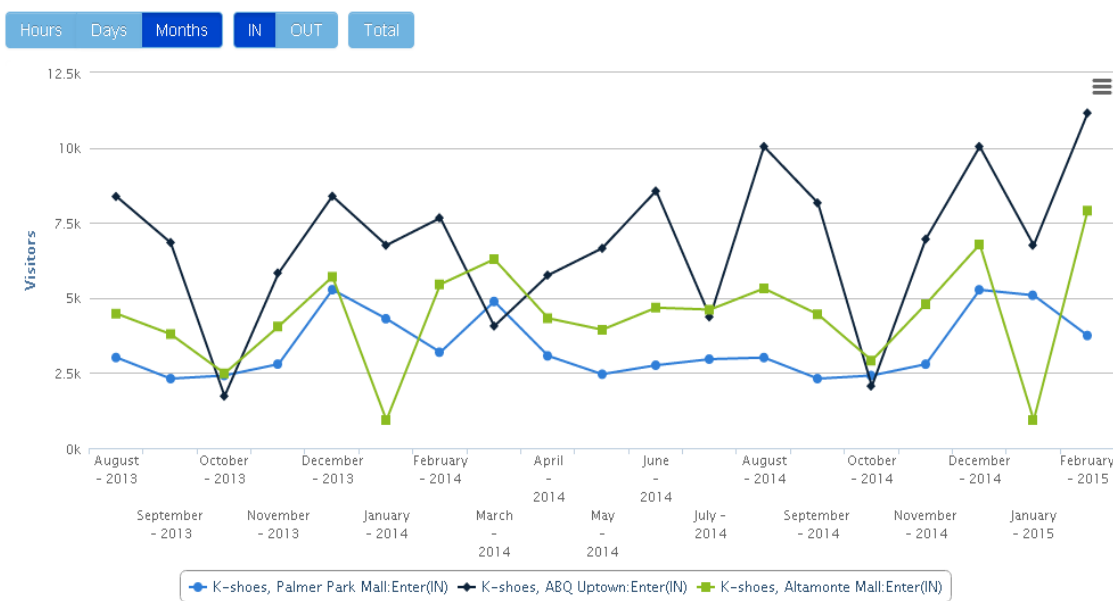
- Show all active location
- K-shoes, Palmer Park Mall
  - Enter
- K-shoes, ABQ Uptown
  - Enter
- K-shoes, Altamonte Mall
  - Enter



Would like to know accurate day by day statistic? Just set the period!

1.08.2013 - 28.02.2015

- Show all active location
- K-shoes, Palmer Park Mall
  - Enter
- K-shoes, ABQ Uptown
  - Enter
- K-shoes, Altamonte Mall
  - Enter



Looking for traffic dynamics for last few years? Two clicks, one snap. There you go.

# Why CountBOX?

- ★ **CountBOX** - Guaranteed accuracy 98,4%!
- ★ **CountBOX** - Real time counting.
- ★ **CountBOX** - Video via RTSP for accuracy assurance.
- ★ **CountBOX** - Guaranteed lifetime period 10 years.
- ★ **CountBOX** - PoE powered!
- ★ **CountBOX** - Smart Device can store data up to 10 years.
- ★ **CountBOX** - Real time cloud service analytics.
- ★ **CountBOX** - Enables Next-day promotion analysis.

“It does **Count**”