



Prodco Live User Guide





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How to download Prodco Live App

App Store Preview Prodco Live (4) Automated Occupancy Monitoring ProdcoAnalytics Free	8:20 7 Production Footfall Tracking Analytics Go Beyond the Door" Occupancy Zones Paths Heatmaps
iPhone Screenshots	Sign In to Prostore
tore transmittant to the first	Email Password Romember mo Forgot Password
	go beyond the door
Additional Screenshots	in-store shopper behavior analytics for brick-and-mortar

- Download 'Prodco Live' app from Play Store (Android) or App Store (Apple)
- Login to the app with your credentials provided by Prodco Analytics team





How to login using the web browser



- Login using supported browser with the link: <u>https://prodcolive.prodcotech.com/</u> (Please note that IE is not supported)
- Enter your user name and password to start accessing your data





How to navigate Prodco Live

Prodco 5356 - Store 5356 4				Dashboards S	tore Performance				▶Prodco ■1 stor 3 Period 10/01/2019 * 3 vs. PW 08/24/2019 * 3
Performance KPIs				Graph View	6 KPIs Selected () v	Goals / Targets			
Traffic Number of visitors entering your store.	66	Conv% Percentage of visitors that made a purchase.	1.52%	Sales Amount of revenue generated.	\$1,736	Sales Gool/Targat	0	Avg, Visit Duration Gool/Target	0
PW 64	3.12%	PW 156%	-0.05	PW \$711.75	143.88%	Actual \$1,736	86.70%	Actual 10m16	68.44%
Avg. Visit Duration Average visit duration for every visitor at a location	10m16	Engaged Number of visitors that stayed longer than a sp duration (ax-2 than 5 minutes)	33 ecified	Bounced Number of visitors that stayed less (ex: than 6 minutes)	33 than a specified duration	Low Sales! Base	d on the Ticket Spend of \$1,73	Action Center 6, you need an additional 1 t	ransactions to reach your Goal
PW 09m28	8.45%	PW 27	23.20%	PW 37	-11.70%				
Max Occupancy 84 57% Lost updated on Tue Oct 1, 2019 1334		48	38% 41%		oday PW	64%	250	1 Troffic • Loriers	
Occupancy			To	otals 🛛 🛛 2 KPIs Selected 🖏 🗸	Visit Duration				Totals 2 KPIs Selected
	B Occu	poncy Dounce Ratio Soles	40 ⁰	400 x 500 x	with Metroregourners with Metr	Avg.	Voit Duration Bounce Role	e Orgogoment Opportunit	

<u>3</u>

- 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





KPI Definitions

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
SIs/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):

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

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

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

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

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

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

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

Usage :

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

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

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

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

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

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

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)

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

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

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

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

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

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

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

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

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

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

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.

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Abbreviations Definitions

Abbreviations	Description
тр	This day
PD	Previous day
тw	This week
PW	Previous week
ТҮ	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





Store Manager Dashboards and Reports



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 <u>Graph View</u> 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.





Prode	0					Pe	erformance Bench	marking				Prod	CO 📒 nrfstorel
53	56 - Store 5356	ŝ											Period 10/01/2019 🌞 76% % PW 09/24/2019 🌞 90%
Performa	ince Benchm	ark Graph - % Cl	nange vs. Comp	pare									Show All KPIs
				Store	vs. Distr	ict	vs. All 5	Stores	St.	ore	vs. District	vs. Al	Stores
				Change	Change	Rank vs. District	. Change	Rank vs. All Stores		Period		YTD	
Traffic			Period YTD	312% 2.26%	11.76% 1134%	3	120.64% 4.89%	8 32	3128	1765	120.641	2208 1848	4892
Conv%			Period		2.05	3		8 32	-0.05	206	-057	-0.02	
Sales			Period YTD	143.88%	2387X 200X	3	139,20%	8	14388%	23.67%	139.20%	2088 2008	8307
Avg. Visit	t Duration		Period YTD	8,45% -0.20%	426%	3 6		8 32	8.45%	428%	0588	0.20% -0.03%	-0.52%
Engaged	Ł		Period YTD	23.20% 2.07%	13.81%. LENK	3	8298% 5.07%	8 32	23.20%	13.60%	8298	2.07%18#K	607%
Bouncec	ł		Period YTD	-11.70% 2.44%	10.30% 186%	3	1709% 474%	8 32	-1701	ND.DOX	17000	2.44X 1.80X	4742
o 1 /2													
Godis / To	arget I = Sales				Goals / Ta	irget 2 - Avg. vi	isit Duration			Store frame as	inchmark vs. Proaco	Prodeo Traffic	Index ProdcoDemc
		Period		YTD	_		Period	<u>`````````````````````````````````````</u>	YTD		W-o-W	Y-o-Y	YTD
itore	Rank -	96 70%	Rank -		Store	Rank -		Rank -		United States	-21%	-8.8%	425
istrict	3	89.26%	0	-	District	3	84.58%	6	75.69%	West	1.5%		
Ill Stores	В	101.96%	0		All Stores	8	84.23%	32	90.07%	Los Angeles	0.3%	65	-47%

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.

 Perdoc
 Perdomance I trend Andrylis
 Perdoc
 Initial

 Initial
 Side-Bare State
 University Side State

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

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		Hide Details		
Date *	Weather \$	Traffic TY	Conv% TY 0	Sales TY 0
09/28/19 10:00:00 AM	25°F / 💥 75°F		1	
09/28/19 11:00:00 AM	*** 68°F / * 80°F		7	
09/28/19 12:00:00 PM	* 691F / 👾 831F	20	5 11.54%	\$896.27
09/28/19 01:00:00 PM	2009 / 🔆 85°F	3	7 5.4%	\$1,873
09/28/19 02:00:00 PM	* 70°F / * 88°F	23	5 20.00%	\$1,818
09/28/19 03:00:00 PM	20°F / 🙀 89°F	3		
09/28/19 04:00:00 PM	2017 / * 86%	2	7 18.52%	\$1,856
09/28/19 05:00:00 PM	2017 / 🙀 86%	2	7 7.41%	\$503.71
09/28/19 06:00:00 PM	‱ 69ºF / ⋇ 84ºF	21	0	
09/28/19 07:00:00 PM	▲ \$7°F / 《 80°F	1	0.00%	\$602.25
09/29/19 11:00:00 AM	₩70°F / ‱ 84°F			
09/29/19 12:00:00 PM		,		
09/29/19 01:00:00 PM	₩73°F /‱89°F	1:	2 8.33%	\$372.30
09/29/19 02:00:00 PM	₹74°F // 89°F	1	4	
09/29/19 03:00:00 PM	₩73°F /‱90°F	24	4 4.17%	\$601.60
09/29/19 04:00:00 PM	<mark>⊛</mark> 73⁰F / <mark>∕</mark> ≜89%F	1	4 7.14%	\$323.03
09/29/19 05:00:00 PM		13	2	-
09/30/19 10:00:00 AM	★67°F / ★74°F		3	

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

Prodco						Perform	nance Hourly					Pr	rodco		nrfstorel
6356	6 - Store 5356												Perio vs. PW	d 10/01/20 09/24/20	19 🔆 76°F 19 🔆 90°F
Entrance G	rid										③ 15-minutes Vier	W Hours	10:00	▼ 21	:00 🗸
Oct 1, 2019 - 0	Clear throughout t	the day. 🌸 76°F											Сору	Excel	PDF
Entrance N	Name	10:00 🗶	11:00 🍝	12:00 🜻	13:00 🍝	14:00 🔆	15:00 \star	16:00 🌞	17:00 🍝	18:00 🜸	19:00 🌏	20:	00 📢		1:00 losed
Main Entra	ince (In)	1	3	7	3	3	9 10	10		10	8	2		3	1
Main Entra	ince (Out)	2	0	9		1	7 7	10		15	7	2		3	3
TOTAL (oll C	OUTs)	2	0	9		1	7 7	10		15	7	2		3	3
Total All Day	/S												Сору	Excel	PDF
Entrance N	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 Entra	ince (In)	1	3	7	3	9	10	10	10	8	2		3		1
Main Entra	ince (Out)	2	0	9	4	7	7	10	15	7	2		3		3
TOTAL (oll C	OUTs)	2	0	9	4	7	7	10	15	7	2		3		3
													_		
Hourly Heat	itMap												3 K	Pis Select	ed ® ∽
		Traffic					Conv%				Sales				
		Tue					Tue				Tue				
10:00		2			10:00				10:00						
1100					ROO				100						
12:00		9			12.00				12:00		Tue, 12:00: >				
12:00		4			13.00				12:00						
14.00		7			14:00				14:00						
15:00		7			15:00				15:00						_
16:00		10			16:00		10.00%		15.00		\$1,736				
17.00		15			17:00				17.00						
18.00		7			18.00				NEOD						
19:00		2			19:00				12:00		Sec. 1				

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.





Area Manager Dashboards and Reports

Prodco		Dashboards Executive Overview		Prodco Schriftigt2
8 Stores				Period 09/29/2019 - 10/01/2019 vs. PW 09/22/2019 - 09/24/2019
Performance KPIs		Graph View 6 KPIs Selected 🖏 🗸	Gaals/Targets	
Traffic 8316 Number of visitors entering your store.	Conv% 2.73% Percentage of visitors that made a purchase.	Sales \$1,080K	Sales Cool/Target S1.077,523	
PW 5960 39.53%	PW 2.33% 0.40	PW \$761,145 41.87%	Actual \$1,079,806	
Avg. Visit Duration 15m40 Average visit duration for every visitor at a location	Engaged 4380 Number of visitors that stayed longer than a specified duration (ex. than 5 minutes)	Bounced 3936 Number of visitors that stayed less than a specified duration (sex than 5 minutes)	Avg. Visit Duration Cool/Target 15m00	
PW 15m15 2.78%	PW 3261 34.32%	PW 2699 45.82%	15m30	
Top / Bottom Movers		Show YTD Conv% 🗐 🗸	Customer Segmentation	
Top Performers 2022 - Store 2022 2080 - Store 2020 2077 - Store 2077 2076 - Store 2076 2076 - Store 2076 2076 - Store 2077	сисла ста 217 - Store 217	-class	Erronale erx PW	Mala 39% 6%

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	Show by Store - Convit & 17 -
Stere	() (2 (3)
207 - Song 207 5.208	201 - Nova 200, 1000
Year #************************************	2007 - 5000-2003 2.200
200 : Suee 200 11X	201- 5000 201 1021

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

Prodco					Performance E	lenchmarking						Prodec) 🥌 <u>nrfdistrict2</u>
8 Stores												Perios vs. PW	1 09/29/2019 - 10/01/2019 09/22/2019 - 09/24/2019
Performance Benchmark D	etail										Show YTD St	now by Store 👻 🛛	8 KPis Selected 🔊 🗸
		Traffic	Conv%	Salos	Avg. Visit Duration	Engogod	Bouncod					2	O
Chain Chng	Poriod	32.55%		65.05%	-3.05%	25.33%	39,28%	Trf	Conv%	Sis	AVD	Eng	Bnc
	Ching												_
24	Period				00m00						the second second		
	PW				00m00								
	Ching												
237	Period				00m00								
	PW				00m00								
	Ching												
2161	Period												
	PW												
2162	Period												
	PW												
	Ching	99.57%		45838%	-6.13%	93.00%	108.15%	_		_			
2163	Period	5115	2.03%	\$500,629	17milū	2801	2314						
	PW	2563	0.98%	\$89,690	18m17	1451	1112						
	Ching	70.62%		102.70%	25.72%	40.96%	88.89%					_	_
2164	Period	5581	165%	\$301,620	12m40	1767	3824	-		1000		10 00	
	PW	3271	156%	\$148,800	10m04	1247	2024						
	Chrig	-64.08%		32.02%	-23.48%	-67.85%	-6173%						
2165	Period	250	3.20%	\$207,800	07m59	86	384	-	-	20 	_	_	-
	PW	696	3.88%	\$157,400	10m26	267	429				_		
	Ching	-14.15%		33.73%	7.49%	-22,63%	+8.12%		_				
2166	Poriod	455	3.30%	\$74,620	14m02	170	285		_			_	
	PW	530	2.45%	\$55,800	13mi03	220	310					_	
	Ching	41.47%	2.23	138.10%	-16.13%	26.22%	50.78%						
2175	Period	1501	5.53%	\$463,000	09m30	508	993				_		
	PW	1061	3.30%	\$194,500	Ilm20	402	659						
	Ching	45.69%		11.72%	-17.80%	89.37%	20.27%						
2184	Period	287	105%	\$16,200	13m23	137	150		_		-	-	
	PW	197	1.5.2%	\$14,500	18m17	72	125						
	Ching	14.20%		19.48%	1.40%	1.87%	15.76%						_
2190	Poriod	949	3.27%	\$162,370	12m14	373	576		_				-
	PW	831	3.49%	\$135,900	10m58	333	498						

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			
			2
Traffic Benchmark by City			
Segment : Luxury			Period : 09/09/2019 - 09/15/2019 Prodeo Traffic Jacky Prodeo Demo
	W-o-W	Y-o-Y	YTD
Shanghai	an ⁴⁹⁸	945	0% 0%

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.





Prodco	Porformanco Trend Analysis				Prodco	nrfstore)
8 5356 - Store 5356					Period 1 vs. PW 09	0/01/2019 🌞 76° 1/24/2019 🌞 90°
Performance Trends					۲	Show All KPIs
KPI's	12 Week Trend		Selected Period	4wks	12wks	YTD
Traffic		Chng Period PW	3.12% 66 64	-0.07% 2733 2735	-3.68% 9811 10K	2.28% 34K 33K
Convit		Chng Period PW	-0.05 23 23	-014 5% 5%	006 5% 5%	-0.02 6% 6%
Sales		Chng Period PW	143.88% \$1,736 \$712	- 4,42% \$79К \$82К	<mark>-123%</mark> \$271К \$275К	2.08% \$1,129К \$1,106К
Avg. Visit Durotion		Chng Period PW	8.45% 10m 09m	-3.23% 01m 01m	-2.89% 03m 04m	-0.201, 12m 12m
Engaged		Chrig Period PW	23.20% 33 27	-188% 1216 1236	-4,40% 4553 4762	2.07% 16K 16K
Bounced		Chng Period PW	-11,70% 33 37	1258 1517 1499	-3.05% 5258 5424	2.44% 18K 17K
PasserBy		Chng Period PW	-18.18% 1575 1925	-169% 62% 63%	1448 198K 195K	2.86% 565K 549K
Capture Rate		Chng Period PW	0.87 4% 3%	0.07 4% 4%	-0.26 5% 5%	-0.04 6% 6%
New Visits		Chng Period PW	-0.15% 61 61	108% 2531 2504	-3.30% 8941 9246	2.40% 30K 30K

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

		Hide Details		
Date *	Weather \$	Traffic TY 0	Conv% TY 🔅	Sales TY 0
09/28/19 10:00:00 AM	25°F / 👾 75°F	1		
09/28/19 1b00:00 AM	* 68°F / ★ 80°F	7		
09/28/19 12:00:00 PM	200°F / 200°F	26	1.54%	\$896.27
09/28/19 01:00:00 PM	200°F / 200°F	37	5.41%	S1,873
09/28/19 02:00:00 PM	20°F / ¥88°F	25	20.00%	\$1,818
09/28/19 03:00:00 PM	20°F / 😹 89°F	30		
09/28/19 04:00:00 PM	‱ 71ºF / ★ 86ºF	27	18.52%	S1,856
09/28/19 05:00:00 PM	20°F / 🕌86°F	27	7,41%	\$503.71
09/28/19 06:00:00 PM	‱ 69ºF / ⋇ 84ºF	20		
09/28/19 07:00:00 PM	▲\$ 87°F / € 80°F	10	10.00%	\$602.25
09/29/19 10:00:00 AM	₩ 70°F / * 34°F	9		
09/29/19 12:00:00 PM	₩72°F //1087°F	9		
09/29/19 01:00:00 PM	₩73°F /*********	12	8.33%	\$372.30
09/29/19 02:00:00 PM	₹74°F /239°F	14		
09/29/19 03:00:00 PM	₩73°F /******	24	4.17%	\$601.60
09/29/19 04:00:00 PM	<mark>●</mark> 73°F / <mark>*</mark> 39°F	14	7.14%	\$323.03
09/29/19 05:00:00 PM		12		
00/20/10 10 00 00 414	# 670E / # 740E	2		

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.





Prodco					Performo	ance Hourly					Prodco		rfstorel
5356 - Store 5356											Peri va. PV	od 10/01/201 v 09/24/2011	9 🌞 76°F 9 🌞 90°F
Entrance Grid										15-minutes View	Hours 10:00	~] 2b	10 v
Oct 1, 2019 - Clear throughou	ut the day. 🌸 76°F										Сору	Excel	PDF
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 Ch	:00 bood
Main Entrance (In)	1	3	7	3	9	10	10		10	8 2		3	1
Main Entrance (Out)	2	0	9	4	7	7	10		15	7 2		3	3
TOTAL (all OUTs)	2	0	9	4	7	7	10		15	7 2		3	3
Total All Days											Сору	Excel	PDF
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 Entrance (In)	1	3	7	3	9	10	10	10	8	2	3		1
Main Entrance (Out)	2	0	9	4	7	7	10	15	7	2	3		3
TOTAL (all OUTs)	2	0	9	4	7	7	10	15	7	2	3		3
Hourly HeatMap											31	(Pis Selecte	ed⊚v]
	Traffic				(Conv%				Sales			
	Tuo					Tue				Tue			
10:00	2		1	0:00				10:00					
11:00			Т	100				100					
12:00	9		L.	2.00				12:00		Tue, 12:00: >			
12:00	4		1	3.00				12:00					
14.00	7		1	4.00				14.00					
15:00	7			5.00				15:00					
18:00	10		н	500		10.00%		15.00		\$1,736			
17:00	15		п	7.90				17.00					
18:00	7		1	8.00				18.00					
19:00	2		1	200				12:00					

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.





Executive Manager Dashboards and Reports

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			页 Show by City	Performance Trends					Graph View	Show All KPIs
Sogmont : Luxury			Poriod : 09/09/2019 - 09/15/2019	KPI's	12-Week Trend		Selected Period	4wks	12wks	YTD
All Rogions	W-o-W	Y-0-Y	Prodeo Traffic Index ProdeeDomo YTD	Traffic	_	Chng Pariod PW	32.55% 35K 26K	-0.25% 295K 296K	217% 872K 854K	4.89% 1568K 1495K
Canada		48	IN IN	Convis	Imm	Ching Period PW	008 33 33	-012 3% 3%	-0.03 3% 3%	-0.05 5% 5%
Ontorio		-		Sales	m	Ching Poriod PW	65.05% S4M S2M	5.12% S28M S27M	10.57% S68M S62M	9.30% \$89M \$82M
United States			455	Avg. Visit Duration		Chng Poriod PW	-2.90x 13m 13m	-7.61% 03m 03m	-4.04% 08m 08m	-0.52% 13m 13m
Notheast	35	48	5 5	Engoged	_	Ching Period PW	17.43% 17K 15K	-2.27% ISBK 102K	268% 456K 444K	5.07% 751K 715K
South		435 05 125 05	45 K	Bounced	_hand	Ching Poriod PW	5213% 17% 11K	2.19% 137K 134K	1828 417K 410K	4.74% 817K 780K
Want	35	46	48							

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 Summary District	Show by District v] [Conv/t & ⊗ v] [TY v]
Demot 1 682%	Desnet Desnet (6485) Second (6485) Second (6497) Second (6497) Second (6497) Second (6497) Second (6497)
	Datrict 4: 2731
Destrict 2 7088	Detrict 6:2898

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 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 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 <u>Show Period</u> or <u>YTD</u> 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				Traffic Benchmark by City			
Segment : Luxury			Poriod : 09/09/2019 - 09/15/2019	Sogmont : Luxury		52101102	Period : 09/09/2019 - 09/15/2019
Canada	W-0-W 98.75	Y-o-Y	455 95	Iorento	W-D-W 1675	Y-o-Y 195	YTD 95
Ontonio	40			Ballog		anes an	455
United States			475	Shanghal			100
Northeost		48		New York	105		055
Michwest		455	415	Otlando	43.95		405
South			475	Los Angelos	415		455
West		45	475				

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

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		Hide Details		
Date *	Weather \$	Traffic TY 0	Conv% TY 🔅	Sales TY 0
09/28/19 10:00:00 AM	25°F / 🔆 75°F	1		
09/28/19 11:00:00 AM	* 68°F / * 80°F	7		
09/28/19 12:00:00 PM	2015 / 🔆 83°F	26	1.54%	\$896.27
09/28/19 01:00:00 PM	2009°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 / <mark>★</mark> 89°F	30		
09/28/19 04:00:00 PM	2017 / 🙀 86°F	27	18.52%	\$1,856
09/28/19 05:00:00 PM	‱ 70°F / <mark>★</mark> 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	📣 7°F / 🌏 80°F	10	10.00%	\$602.25
09/29/19 11:00:00 AM		9		
09/29/19 12:00:00 PM	<u></u> ¥72⁰F / <mark>∕</mark> 87⁰F	9		
09/29/19 01:00:00 PM	🔆 73°F /189°F	12	8.33%	\$372.30
09/29/19 02:00:00 PM		14		
09/29/19 03:00:00 PM		24	4.17%	\$601.60
09/29/19 04:00:00 PM	★ 73°F / 100 -	14	7.14%	\$323.03
09/29/19 05:00:00 PM		12		- 1
09/30/19 10:00:00 AM	●67°F / ●74°F	3		

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.

Prode	0					Performe	ance Hourly					Prodec		nrfstorel
6 53	356 - Store 5356											Per vs. P	iod 10/01/20 w 09/24/20	019
Entrance	9 Grid										③ 15-minutes View	' Hours 10:00	• •] 2	100 V
Oct 1, 2019	- Clear throughout	the day. 🌸 76%										Сору	Excel	PDF
Entranc	e Name	10:00 🔆	11:00 💌	12:00 🔅	13:00 🔹	14:00 🜻	15:00 🔺	16:00 \star	17:00 🍝	18:00 🜸	19:00 🥐	20:00 🦿		21:00 Disted
Main Ent	trance (In)	1	3	7	3	9	10	10		10	8		3	1
Main Ent	trance (Out)	2	0	9	4	7	7	10		15	7 3		3	3
TOTAL (c	all OUTs)	2	0	9	4	7	7.	10		15	7		3	3
Total All D	ays											Copy	Excel	PDF
Entrano	e Name	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:0	0
Main Ent	trance (In)	1	3	7	3	9	10	10	10	8	2	3		1
Main Ent	trance (Out)	2	0	9	4	7	7	10	15	7	2	3		3
TOTAL (c	all OUTs)	2	0	9	4	7	7	10	15	7	2	3		3
Hourly H	eatMan											3	KPIs Selec	ted ສັ່ງໄ
inden y re	oannop	Traffic					Convil				Sales			
							Tue				Tre			
10.00		0			10.00		100		10.00		100			
10.00		2			1000				100					
12:00		9			1200				12:00		Tue 1200			
12:00		4			13:00				1200					
14:00		7			14:00				14.00					
15:00		7			15:00				15:00					
16:00		10			16:00		10.00%		15.00		\$1,736			
17:00		15			17:00				17.00					
18.00		7			18.00				18.00					
19:00		2			19:00		1.11		12:00		and the second sec			

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.





Floor Counting

Daily F	oor Traffic - traffic,dwelltime						2 KPis Selected 🏐 🗸
		5373 - 2nd Floor				5373 - 1st Floor	
	Traffic		Avg. Visit Duration		Traffic		Avg. Visit Duration
Thu K	/al/20 82/49		08m10 / 08m20	Thu 10/01/;	20 120 / 74		08m41/10m07
Wed 09	33/20	94/91	09m24 / 06m30	Wed 09/30/;	20 118 / 115	1 A A A A A A A A A A A A A A A A A A A	ogmog / ozmos
Tue 09,	29/20	103 / 108	08mt7 / 07mt8	Tua 09/29/2	20	178 / 149 08m	51 / 08m50
		Period 🧧 PW 🧧 Period 🧧 PW			ء ا	Period 📕 PW 🛑 Period 📒 PW	
Hourly	Floor Traffic Heatmap - Traffic						Conv% 😂 v
		5373 - 1st Floor				5373 - 2nd Floor	
	Sun 0/20	Man 9/30	Tuo 10/1		Sun 9/28	Mon B/30	Tue 10/1
10:00		6	8	10:00		7	8
100	0	8	20	11.00	2	4	12
12:00	22	20	9	12:00	9	7	3
13:00	17	9	8	1200	η	7	5
14:00	37	26	24	14.00	27	27	9
15:00	22	1	8	15:00	16	10	14
10.00	27	9	15	10.00	π	8	10
17:00	53	10	18	17:00	21	13	10
18:00		10	10	18.00		7	т ^

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.





Basic Wi-Fi Counting

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

Transform shopper behavior data into insights that help highlight opportunities and drive performance.

- Zone insights
- Paths and heatmaps insights

Zones Insights

<u>12</u>

11

Prodco	In-Store Analytics	Zone Insights		Prodco 🍯 nrfexec4
5373 - Store 5373				Period 09/29/2019 - 10/01/2019 * 72°F vs. PW 09/22/2019 - 09/24/2019 * 84°F
Zone visit distribution (%) - Period / F	W	Zone Dwell %		
Roody_3o_Wor	Poor 6.02 / 4.02 or 15.42 / 16.22 Poriod / PW Port 52.42 / 6182	Roody_tla_Wear Loungo LiPostyla Shoo_LiPostyla Front Roor 3495x / 2 Center 3146 / 3 Couth_Rogistor 275x / 273x	Conv/2 22.011 / 20 20.005 / 18.045 3.075 / 3.075 3.075 / 3.075 3.477 65 55 56 56 57 50 50 50 50 50 50 50 50 50 50 50 50 50	20.301/38.94K
Zone dwell times (mins)				Show Max Dwell Show Bar Graph
	Peri	od		
	Raddy to Wear Sêml4 mina		Lifest 3īm2	yia 3 mina
			Shoe LifeStyle 05m54 mins	Front 05m53 mins
	Loungo 34m01 mins		Rear OBmil mins Center Odma3 mins	Cash Register 04m06 mins

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.

Detailed Zone Analysis												
											Сору	Excel PC
	Zone v	isit distribution	(%)	Z	one dwell %		Zone	dwell times (mins))	Max Z	one dwell times	
Zones	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
Contor	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%	176	20.86%	18.84%	2.02	31m23	29m09	7.66%	02h11m50	03h39m46	-40.0
Lounge	4.41%	3.66%	0.75	22.61%	20.72%	1.90	34m01	32m03	6.14%	01h27m02	01h7m43	28.53
Roady_to_Woar	15.42%	11.38%	4.04	39.38%	38.94%	0.44	59m14	01h0m14	-166%	12h42m47	14h57m58	-15.05
Roar	6.61%	4.88%	1.73	3.45%	2.94%	0.50	05m11	04m33	13.92%	13m01	23m17	-44.09
Shoo_LifeStyle	2.20%	2.03%	0.17	3.92%	3,47%	0.45	05m54	05m22	9.94%	12m48	06m13	105.90

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

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



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



<u>13</u>



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.



15



View Occupancy in details:

Image: constraint of the sector of	2020 0°C 1View 17hu Apr 2020 1020 1020 1020	Fri May 1 2020	Sot	n.	234 ncy Level	0	8
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100 262 273 244 295 273 106 254 274 252 264 283 120 278 208 254 208 281	287	263	250	240	247	200	806
254 274 252 264 283 110 278 298 254 269 281	303	273	255	244	272	202	810
120 278 298 254 269 28	313	283	264	252	274	254	875
	314	28	260	254	295	278	820
125 207 312 252 296 315	215	36	296	252	312	207	825
130 305 317 256 310 310	24.4	24	310	256	37	305	230
835 322 327 264 50 338		338	30	204	221	322	235
840 229 220 305 208 338	370	339	208	305	320	229	8.40



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

 Selected 1 Stores
 Apply

 Select All
 Clear All

 ID *
 No @

 No @
 Name @

 ID *
 Store 5356

 District 2 > Region 1 > Division 1

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





Mobile- Greeter/Security Guard Occupancy View

Current Occupancy		0	K 1	to	Fr			
2 Max 84		\sim				ITE	r	
As of 13:34					-		~1	
OK to Enter Plan Ye	our Visit	t - Pop	oular	Visit T	imes			
an Your Visit - Popular Visit Times Not B	usy	Busy		Busic	əst			
Not Busy Busy Busiett 5 10:00 18:00 12:00 13:00	14:00	15:00	18:00	17:00	18:00	19:00	20:00	2100
1000 1200 1400 1800 2000 Sun 🔺 🏄 🏄		*	*					
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		-	-	-				
t A S S A S A S A S A								

- 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

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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.





Where to view Staff Exclusions

Prodco					Per	formanc	e Hourly									1	9
8															Po	riod 10/04/2020 5. PW 09/27/2021	10/08/2020 🍐 6 - 10/01/2020 🍐 6
Entrance Grid) 15-min	utes View	Hours 10:00	~ 2100 ~
Oct 4, 2020 - Possible light rain	in the morning and afterna	on 🖕 59%														Copy	Excel PDF
Entrance Name	10:00 Closed	11:00 Closed	12:00 Closed	13:00 Closed	14:00 Closed		15:00 Dored	16:00 Closed		17:00 Closed	18:00 Chose		19:00 Closed		20:00 Closed		2100 Closed
Main Entrance (In)	0	0	0	0	0		0		0		0	0		0		0	0
Main Entrance (Out)	0	0	0	0	0		0		0		0	0		0		0	0
TOTAL (all OUTs)	0	0	0	0	0		0		0		0	0		0		0	0
Oct 5, 2020 - Rain throughout th	he day. 📥 58%															Сору	Excel PDF
Entrance Name	10:00 📥	11:00 🍝	12:00 📥	13:00 📥	14:00	•	15:00 📥		16:00 📥		17:00 📥		18:00 📥		19:00 Closed	20:00 Closed	21:00 Clored
Main Entrance (In)	5	7	1	0	1	6		8		17		10		9	1	0	0
Main Entrance (Out)	5	7	4)	13	4		9		21		8		15	1	0	0
Non Buying Traffic	Ĩ	0		1	1	0		0		1		2		1	0	0	0
TOTAL (all OUTS)	5	7	9	9	13	4		9		.21		8		15	1	0	0
Oct 6, 2020 - Rain throughout th	he day. 🍝 59%															Сору	Excel PDF
Entrance Name	10:00 📥	11:00 🍝	12:00 📥	13:00 📥	14:00		15:00 📥		16:00 📥		17:00 📥		18:00 🌰		Closed	Closed	Clored
Main Entrance (In)	8	9	h	1	10	9		12		5		8		4	0	0	0
Main Entrance (Out)	7	9	1	3	13	11		9		6		6		8	0	0	0
Non Buying Traffic	1	0			1	0		1		1		0		0	0	0	0
TOTAL (dli OUTS)	7	9		3	13	Π		9		6		6		8	0	0	.0
Oct 7, 2020 - Light rain in the m	oming and afternoon. 🎍 !	59*F														Сору	Excel PDF
Entrance Name	10:00 🍆	11:00 🌤	12:00	13:00 🍆	14:00		15:00 🌰		16:00 🍆		17:00 🌤		18:00 🌤		19:00 Closed	20:00 Closed	2t00 Clored
Main Entrance (In)	9	9		7	16	10		7		14		6		6	0	0	0
Main Entrance (Out)	9	7		7	14	13		6		15		6		9	0	0	0
Non Buying Traffic	0	1		1	1	1		0		1		0		0	0	0	0
TOTAL (all OUTs)	9	7		7	14	13		6		15		6		9	0	0	0
Oct 8, 2020 - Light rain until ma	ming, starting again in the	evening. 📥 64%														Copy	Excel PDF

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

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



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- 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.





Daily Benchmarks and Scheduled Emails

		_	Alerts	/Comments	_						Store Goal/	Target
Yesterday's service level for	the following hour	s were	lower than the 1	0/1 Ratio : 10AM	M (13/1), 6PM	(13/1)					Yesterd Planned: \$2, Actual: \$1,5 Achieved:	ay 403.69 572.71 65%
resierday, your sione sailes v	NOIC \$1,572.71. 1	iis repr	CSCINCU US 76 U	your daily sales	goar or 32,40	3.03.					<u>Today's (</u> \$2,120.	<u>20al</u> 74
	Today	Powe	r Hours (Avg.)							Toda	ys Weather:	Rain 27.7
Top 5 Hours	Expected Traffi	c	Sales	Trans	Conv%	Returns		ATV	ROV	AUR	UPT	Service L (10/1)
12PM	10 (2.81%	1	\$202.60	5	50.00%		0	\$40.52	\$20.20	\$25.3	3 1.60	5/1
1PM	12 (3.53%		\$339.10	6	50.00%		0	\$56.52	\$28.2	\$26.0	8 2.17	6/1
2PM	12 (3.31%		\$247.69	5	41.67%		0	\$49.54	\$20.64	\$20.6	4 2.40	6/1
3PM	9 (2.45%	6	\$138.78	5	55.56%		0	\$27.76	\$15.42	\$19.8	1.40	4/1
5PM	8 (2.16%		\$63.83	3	37.50%		0	\$21.28	\$7.90	\$21.2	1.00	8/1
Same Day	Tri		Sales	Trans	Conv% I	Returns	ATV	/	ROV	AUR	UPT	Weather
Thu 07/14/2016		162	\$1,572.71	46	28.40%	0	\$3	14.19	\$9.71	\$22.79	1.50	Clear Day 32.4°C
vs. LW - Thu 07/07/2016 Var %	1.25	160 % 🛦	\$2,028.03 -22.45% ¥	66 -30.30% ▼	41.25% -12.85 ▼	0	\$3 11.27	10.73 % ▲	\$12.68 -23.41% ¥	\$21.13 7.89% ▲	1.45 3.13% ▲	Clear Da 33.3°C
vs. LY - Thu 07/16/2015 Var %	18.25	137 % ▲	\$2,289.23 -31.30% ¥	68 -32.35% ▼	49.64% -21.24 ▼	0	\$3 1.56	3.67 % ▲	\$16.71 -41.90% ▼	\$23.85 -4.42% ▼	1.41 6.25% ▲	Clear Da 30.2°C
vs. District Avg : District-4 Var %	-7.55	175	\$1,590.45 -1.12% ¥	44 3.76% ▲	25.30% 3.09 ▲	0	\$3 -4.70	15.87 % ▼	\$9.08 6.96% ▲	\$20.27 12.42% ▲	1.77 -15.23% ▼	
WTD	Т	f	Sales	Trans	Conv%	Retu	ims	AT	/	ROV	AUR	UPT
Wk 21 2016: 07/10 - 07/14		590	\$8,272.71	234	39.66	1%	0	s	35.35	\$14.02	\$21.27	1.6
vs. LW - Wk 20 2016: 07/03 - Var %	- 07/07	644 19% T	\$8,655.05 -4.42% ▼	-7.87% ▼	39.44 0.22	l% ▲	0	5 3.7	34.08 5% ▲	\$13.44 4.33% ▲	\$22.48 -5.40% ▼	9.67%
/s. LY - Wk 21 2015: 07/12 - Var %	07/16	649 19% ¥	58,488.66 -2.54% ▼	291 -19.59% ▼	44.84	•	0	\$ 21.2	29.17 0% ▲	\$13.08 7.20% ▲	\$20.31 4.72% ▲	1. 15.73%
vs. District Avg : District-4 Var %	-24.0	785	\$8,056.13 2.69% A	199 17.79% A	25.29	96	0	-12.8	40.55 2% ¥ 3	\$10.26 6.71% A	\$20.49 419.01% A	-83.20%

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		Da	ily Sumr	nary Re	port			ÞF	Prod
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%	٥	\$29.45	\$0.12	\$10.14	1.82
vs. LW - Wed 07/08/2018 (# of Strs.191) - Var %	50,837 0.30% a	\$338,789.99 -7.89% ¥	10.895 -2.73% ¥	21.43% -0.65 ¥	0	\$31.10 -5.30% ¥	\$0.00 -8.10% ¥	\$18.55 -2.49% ¥	1.88 -2.89% ¥
vs. L.Y - Wed 07/15/2015 (# of Strg: 190) - Var %	82,440 -18,345 ¥	\$401,908.74 -22.35% ¥	13,329 -20,49% ¥	21.35% -0.56 ¥	0	\$30.15 -2.34% ¥	50.44 -4.915 ¥	\$15.98 0.975 A	1.80 -3.28% ¥
Division Ava	340	\$1,926.37	05	19.25%	0	\$29.45	\$5.67	\$10.14	1.82
Same Day (Comp)	Trf	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wed 07/13/2018 (# of Strix: 190)	50,986	\$312,071.79	10,598	20.79%	٥	\$29.45	\$8.12	\$18.14	1.82
vs. LY - Wed 07/15/2015 (# of Strs: 190) - Var %	62,440 -18.34% ¥	\$401,908.74 -22.95% ¥	13,329 -20,49% ¥	21.35% -0.56 ¥	0	\$30.15 -2.34% ¥	30.44 -4.91% ¥	\$15.98 0.97% A	1.80 -3.285 ¥
Division Avg	342	\$1,926.37	65	19.12%	0	\$29.45	\$5.63	\$10.14	1.82
WTD (Non Comp)	Tri	Sales	Trans	Conville	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	\$10.15	1.83
vs. LVV - Wk 20 2016 07/03 - 07/08 (# of Strs:101) - Var %	108,899 -1.77% ¥	\$1,104,939.84 -5.50% ¥	37,565 -1.08% ¥	20.10% 0.14 #	0	531.01 -4.48% ¥	\$6.23 -3.81% ¥	\$16.59 -2.65% ¥	1.87 -1.88% ¥
vs. L.Y - Wk 21 2015: 07/12 - 07/15 # of Stri: 190) - Var %	219,142 -16,22% ¥	\$1,388,789,51 -20,74% ¥	45,192 -17,77% ¥	20.62% -0.38 ¥	٥	\$30.73 -3.01% ¥	\$0.34 -5.39% ¥	\$16.40 -1.50% ¥	1.87 -2.145 ¥
Division Avg	1,208	\$5,795.15	229	18.99%	0	\$29.62	\$5.63	\$54.41	0.46
WTD (Comp)	Trl	Sales	Trans	Conv%	Returns	ATV	ROV	AUR	UPT
Wk 21 2016: 07/10 - 07/13 W of Stra: 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: 100) - Var %	219,142 -16,22% ¥	\$1,388,789,51 -20,74% ¥	45.192 -17.77% ¥	20.62% -0.38 ¥	٥	\$30.73 -3.01% ¥	\$6.34 -6.39% ¥	\$16.40 -1.50% ¥	1.87 -2.14% ¥
Division Avg	1,210	\$8,795.15	229	18.87%	0	\$29.62	\$5.59	304.41	0.40

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.





How to export to Excel/PDF or Copy



There are three options available: Copy, export to excel or export to PDF



Copy to clipboard option

1	А	В	С	D	E	F	G	Н	I	J	К	L	М	N
1				Prodco	Live Pe	erformar	nce Ho	urly						
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														





r

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

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:
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	30	21	30	33	52	37	17

Export to PDF and share with the team.





Maintenance

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

Maintenance-Status



Prodco	Maintenance Status	Prodco
Camera Status Map		
Camera Status Detail	City © Store © Device # ©	Entrance Name a
Country Canada	1	
Country Canada China	1 37	

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

Prodco		Maintenance Status		Prodco 🥌 nrfexec4
			·*	-
Camera Status Detail				
Country *	City \$	Store \$	Device #	Entrance Name 🔶
Canada			1	
Canada	Toronto	Store 5201	1-38	Main Entrance (Out)
China			37	
China	Tianjin	Store 2161	1-1	Main Ent (IN)
China	Tianjin	Store 2161	1-2	Side Ent (IN)
China	Chengdu Shi	Store 2162	1-3	Main Ent (OUT)
China	Beijing	Store 2163	1-4	Main Ent (IN)
China	TianJin	Store 2164	1-5	Main Ent (IN)
China	Beijing	Store 2165	1-6	Main Entrance (IN)
China	Beijing	Store 2166	1-7	Main Ent Loft (IN)
China	Beijing	Store 2166	1-8	Main Ent Right (IN)
China	Shanghai	Store 2169	нe	Mens Entrance (IN)
China	Shanghai	Store 2169	1-10	Womens Entrance (IN)
China	Suzhou Shi	Store 2171	1-11	Main Ent (IN)
China	Shanghaí	Store 2172	1-12	Main Entrance (in)
China	Chengdu Shi	Store 2175	1–13	Main Ent (IN)
China	Shanghai	Store 2177	1-14	Main Ent Left (IN)
China	Shanghai	Store 2177	1-15	Main Ent Right (IN)
China	Shanghai	Store 2177	1-16	Side Ent (IN)
China	Xian Shi	Store 2184	1-17	Main Ent (IN)
China	Xian Shi	Store 2185	1-18	Left Entrance (IN)
China	Xian Shi	Store 2185	1-19	Right Entrance (IN)
China	Wuhan Shi	Store 2190	1-20	Main Ent (IN)
China	Changchun Shi	Store 2194	1-21	Main Entrance (m)
China	Xiamen Shi	Store 2195	1-22	Main Entrance (IN)





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

<u>25</u>



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





Resources- Released Notes

Release Notes	Prodco		urfexec4
Prodco Rotes			
2.0.1 - September 25, 2020 • Adde following total resets topological and the table browser (Appl) • Initial Support Transport to renew Table (browser) and to the table browser (Appl) • Initial Support Transport to the state (browser) and the table browser (Appl) • Added second network for the state (browser) and the table browser (browser) • Added second network for the state (browser) • Kanny Bag failes and improvements (comparise last reported by Channer)			
201-September 18, 2020 4 Experiment 18, 2020 4 Experiment 18, 2020 4 Experiment 1970 main includes initiations and bags 4 Experiment and the integrated 4 Experiment and the integrated 4 Experiment and the integrated integrates and the integrates 4 Experiment and the integrates and th			
	Description Big State Sta	Event of the second states which can be also as a first second state of the second states and sec	

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.





<u>Logout</u>

Footfall Tracking Analytics	«
Dashboards	~
Dashboard	
Occupancy Dashboard	C
Performance	~
Performance Overview	
Benchmarking	
Trend Analysis	
Hourly Report	
In-Store Analytics	~
Shopper Overview	
Zone Insights	
👌 Paths & HeatMaps	
Floors	
Maintenance	~
Status	
Support	
Se Resources	~
Release Notes	
j User Manual	
🕒 Logout	

Select from the menu the "Logout" option to exit Prodco Live

