Store Optimization
Reference Guide

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Introduction

Retailers are constantly looking for ways for improving and optimizing their merchandising and operations to maximize profit. They base their decisions on information retrieved from different systems, where network video in combination with various video analytics can be one of the most efficient tools to provide accurate data about customer activity, buying behavior and conversion rate of customers into buyers. This customer insight can help retailers plan long term for optimal store lay-out and demand as well as for short-term staff schedules, target demand and impact of marketing and promotional activities.

Axis has developed a broad solution offering for Store Optimization, based on a combination of network cameras, network audio solutions, video analytics and reporting tools. Axis offers a broad range of applications running embedded on the cameras called the AXIS Store Optimization Suite**.** The purpose of this reference guide is to provide a best practice guideline to obtain the best results from the AXIS Store Optimization Suite for system integrators. For more detailed information, please refer to the product pages of each of the applications at www.axis.com

2   AXIS Queue Monitor

Queue management is an increasingly important issue for retailers across the globe for good reasons: mismatch of till staffing with queue size, creates a poor image of store operations and can harm potential sales. AXIS Queue Monitor application provides average number of people in queue and information about the length of the queue (low, mid or high). The flexibility for the individual retailer is great as the application allows for queue settings to be adopted according to store policy and desired service level.

Figure 1: Overview for AXIS Queue Monitor

2.1 Examples

Queuing is one of the most critical and emotional parts of a retail operation. The following could be known and achieved using the AXIS Queue Monitor:
1. Duration of a queue
2. Number of people in a queue

AXIS Store Reporter can be used to represent the above key information obtained from the AXIS Queue Monitor application as below.
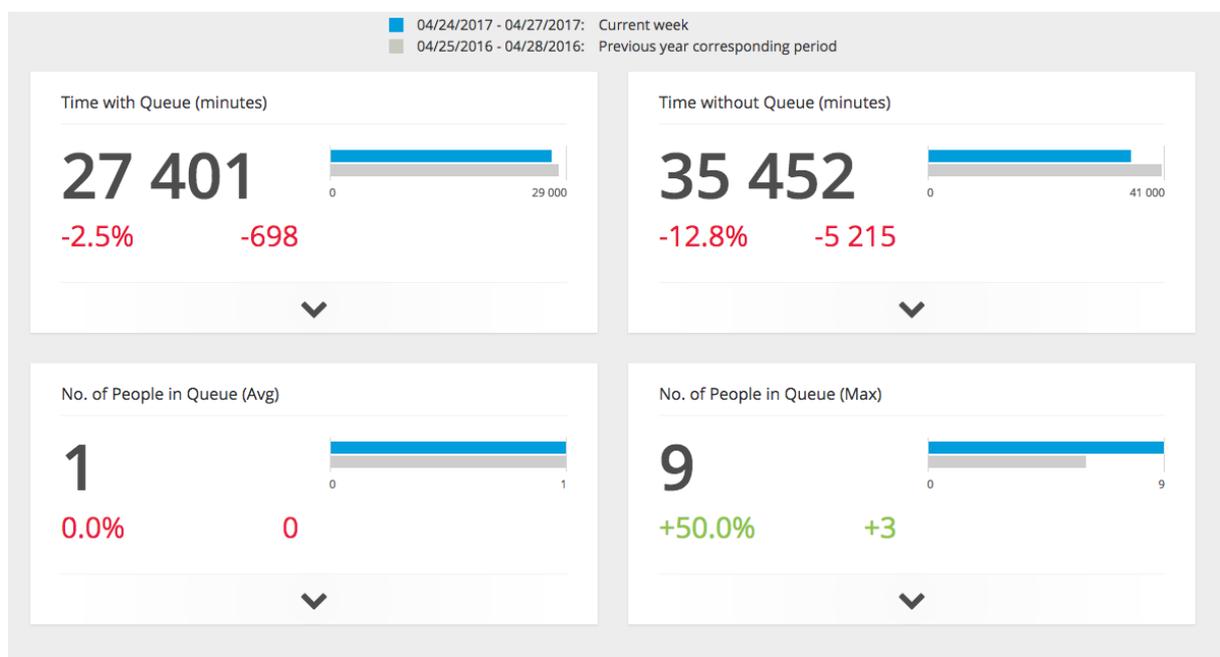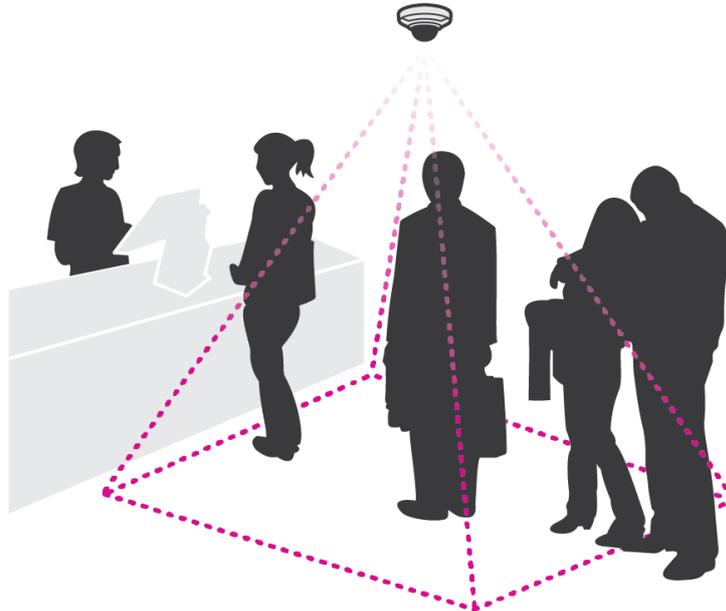

Figure 2: Graphical reporting in AXIS Store Reporter, data from AXIS Queue Monitor

Note that the representation of the number of people is only an estimate based on the movement in the interest region (queue area) and not the absolute value at any given point in time.

3 Best practices for AXIS Queue Monitor

Figure 1: Mount the camera facing straight down

1. The camera should be installed at a high position.
2. A good overview of the scene must be able to be captured from the high position installation.
3. A slight angle is okay, as long as the object measured is about the same size in every position in the live view.