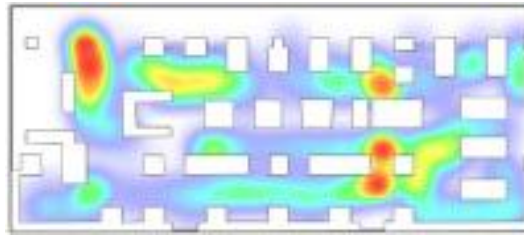


RetailFlux Flow

FUEL STATION CASE





Optimize your floor plan!

- **RetailFlux Flow** is an advanced analytic software that visualize shopper flow on the floor plan of your store.
- **RetailFlux Flow** track every shopper in the store and analyse their movements and behaviour.
- With **RetailFlux Flow** you can find out:
 - Where does you customer go?
 - Where and for how long does you customer stops?

How to optimize zones in your store?

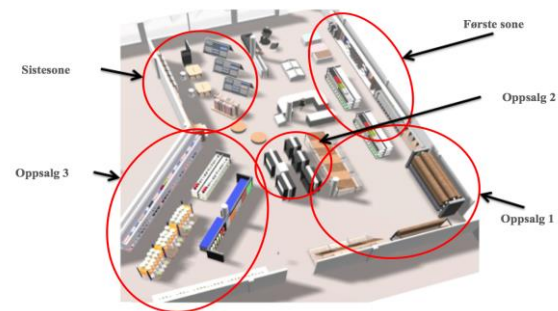
In general: Get an overview, optimize and improve on cold zones

ENTRANCE ZONE

- First Impressions
- Get customers in shopping mood
- Draw customers into the store

COLD SPOTS

- Increase their availability
- Make them more spacious

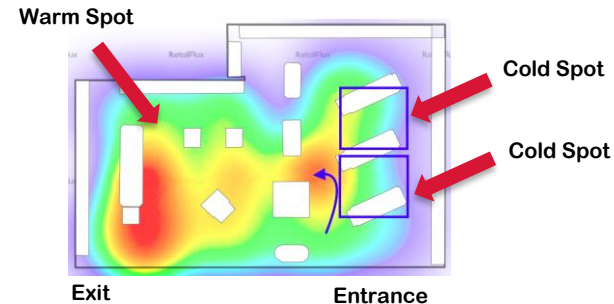


CHECK-OUT AREA

- Sell UP
- Sell "whatever"

WARM SPOTS

- A-products at prime location
- SKU & Shelf Optimization



PURPOSE → INCREASE SALES

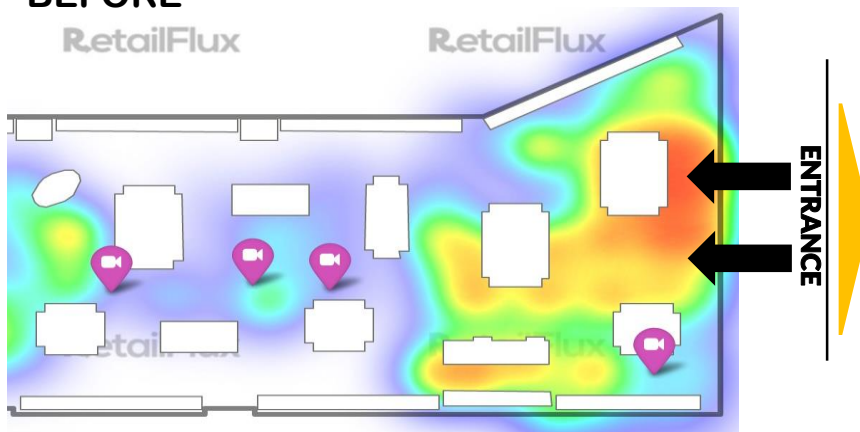
Example case:

One of our clients had some problems with customer flow in their stores. Much due to too many items, cramped rooms and a non-optimized store solution. We optimized the store design to draw the customers in and get them to visit a larger part of the store.

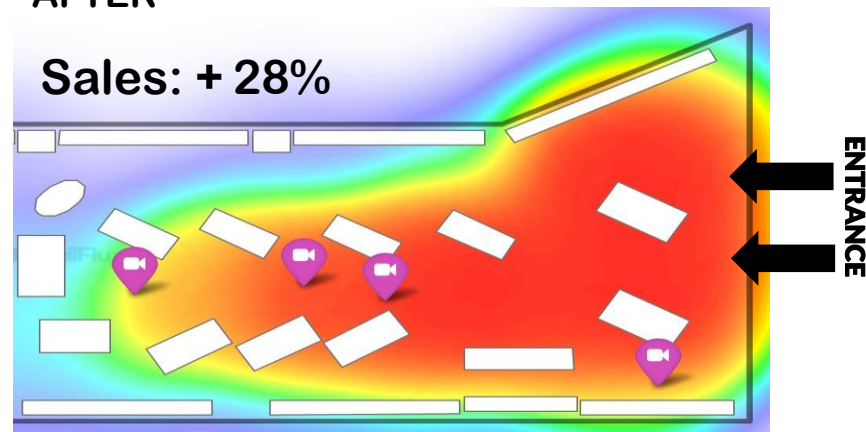
Since a larger part of the store was visited, customers were also aware of a larger share of the goods.

The optimized store design gave the store an increase in sales of well over 28%.

BEFORE



AFTER



Technical terms

Impression Rate

$$\frac{\text{IMPRESSIONS}}{\text{PASSERSBY}} = \text{IMPRESSION RATE \%}$$

Impression rate indicates number of people stopping for +5 seconds in relation to people walking within the zone.

- **Zone** – corresponds to area covered by particular camera or arbitrary area defined by user.
- **Passerby** – when a customer moves from one defined zone to another, it is counted as one (1) „Passerby”.
- **Impression** – whenever a customer stands still within a zone for more than five (5) seconds, it is counted as an „Impression”.
- **Dwell Total** – total amount of time that customer spends before moving.
- **Dwell Average** – average amount of time that customer stands still before moving

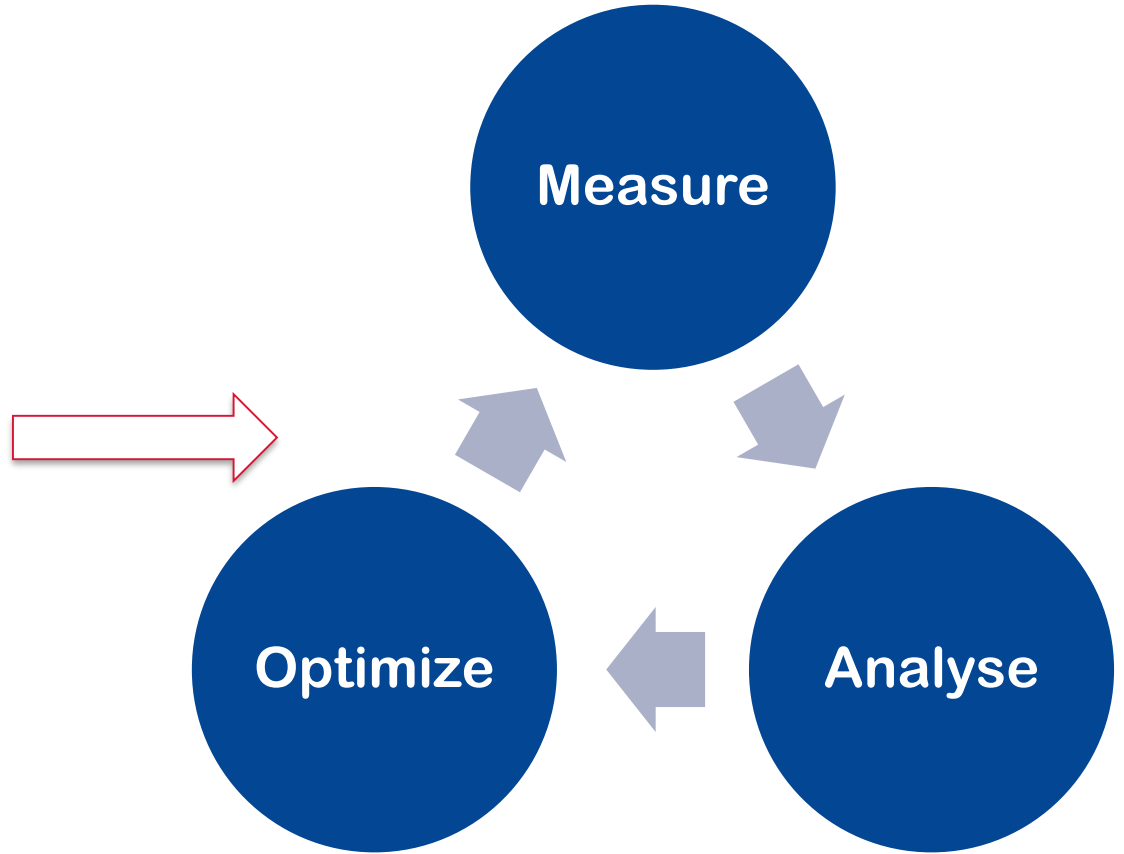
Customer flow report

21.11.2016 - 31.01.2017

FUEL STATION CASE



PURPOSE → INCREASE SALES



Fuel station optimization process

Stage I

- [10.2016] RetailFlux Flow installation
- [21.11.2016 - 31.01.2017] Measuring customer flow & formulating hypotheses
- [02.2017] Analysing & hypothesis verification
- [02.2017] Recommendations for optimizing fuel station layout

Stage II

- [03.2017] Measuring customer flow & formulating hypotheses
- [04.2017] Analysing & hypothesis verification
- [04.2017] Optimizing fuel station layout

Stage III

- [05.2017] Measuring customer flow & formulating hypotheses
- [06.2017] Analysing & hypothesis verification
- [06.2017] Optimizing remaining aspects if necessary
- [...] Developing long term strategy for a fuel station in terms of customer flow

STAGE I - Big Picture

Where do the customers go?

There were recognised three (3) areas in the shop that don't attract customers. Both rear, left and right parts of the shop are hardly visited.

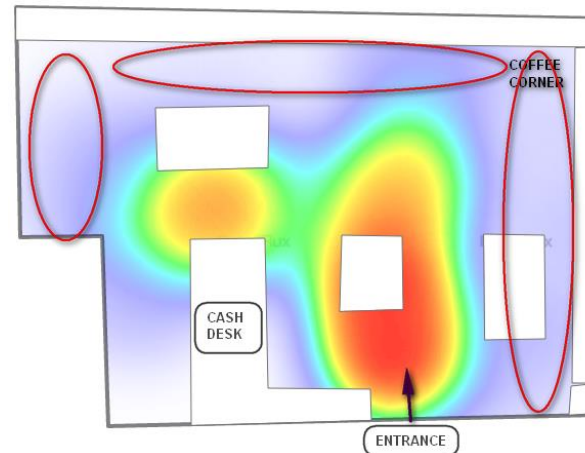
Most customers move mainly in the center of the shop as well as next to the cash desk.

It seems that majority of them after entering shop go directly to the cash register.

Customers also don't reach coffee corner area.

Passerby heatmap

for period 21.11.2016 – 31.01.2017.



Source: RetailFlux platform, StoreFlux view.

Red ellipses – show which areas of the fuel station are hardly visited.

STAGE I - Big Picture

Where do the customers stop?

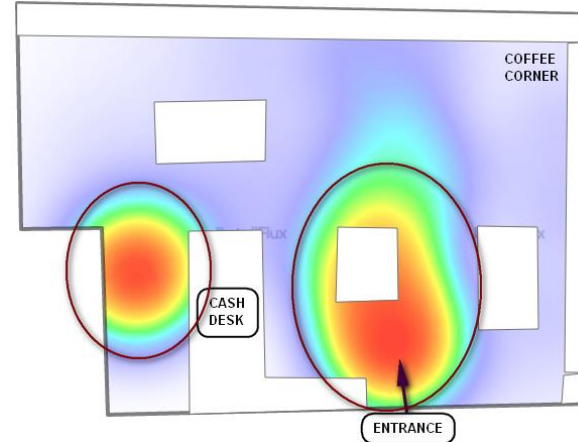
There were two (2) areas recognised in the fuel station, in which high impression rate was recorded.

Warm spot on the left was generated by the shop staff and should not be taken into consideration.

Warm spot on the right is the area where most of customers stop.

This zone covers area next to the entrance as well as cash register.

Impressions heatmap
for period 21.11.2016 – 31.01.2017.



Source: RetailFlux platform, StoreFlux view.

Brown ellipses – show in which areas of the fuel station customers often stop.

STAGE I - Big Picture

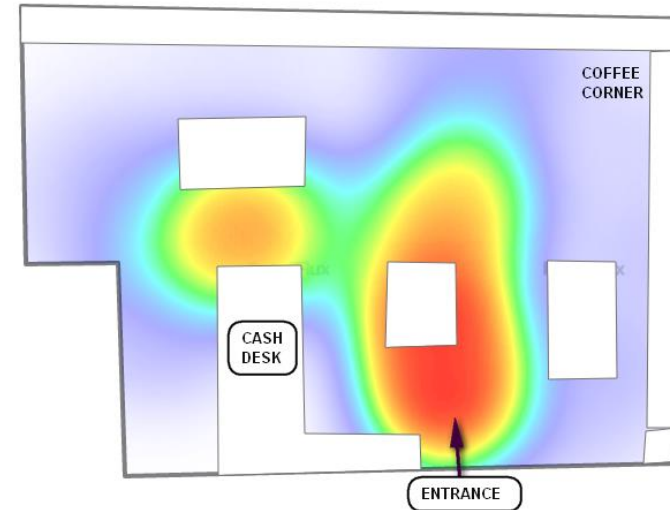
Initial hypothesis

While measuring customer flow we came up with three (3) hypothesis:

- 1. Customers usually go straight to the cash desk.**
- 2. People don't visit large part of the shop, especially its rear part.**
- 3. Coffee corner doesn't attract many customers.**

Passerby heatmap

for period 21.11.2016 – 31.01.2017.

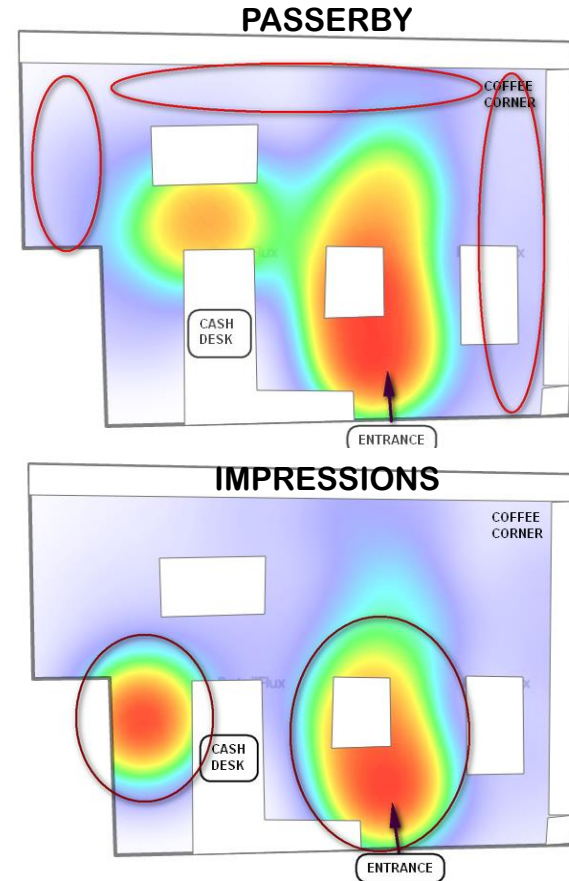


Source: RetailFlux platform, StoreFlux view.

STAGE I – Big Picture

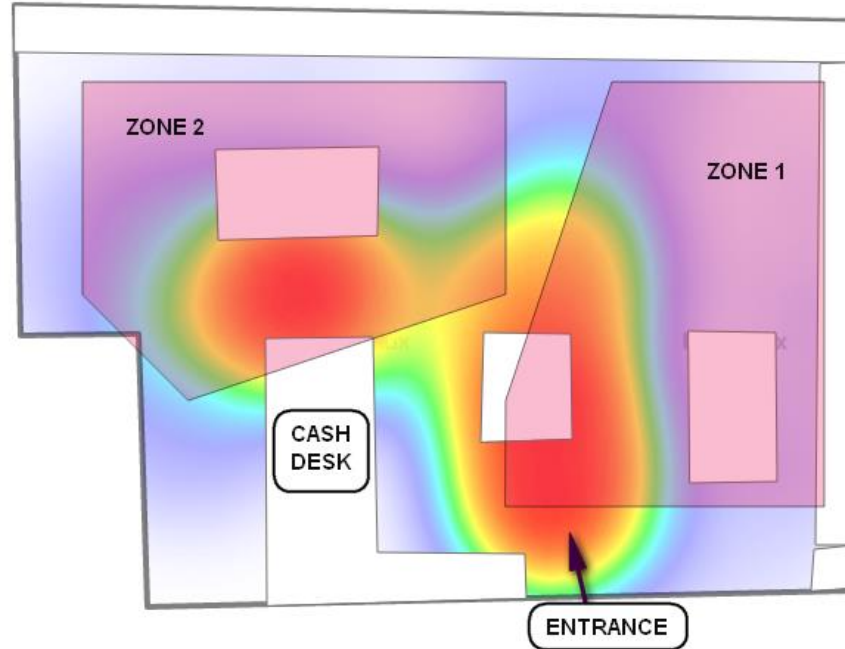
Comparative analysis

- **Passerby and Impression views give similar picture. Most of the customers visit and stop only in the center area of the shop.**
- **Rear, left and right area of the shop is rarely visited by the customers. They also don't stop there.**
- **This means that large part of the shop is almost unused by customers. It is necessary to identify reasons and improve number of customers visiting & stopping in unused parts of the shop.**



STAGE I – Zone activity

Estimation for location of zones (1 & 2) on fuel station floor plan.



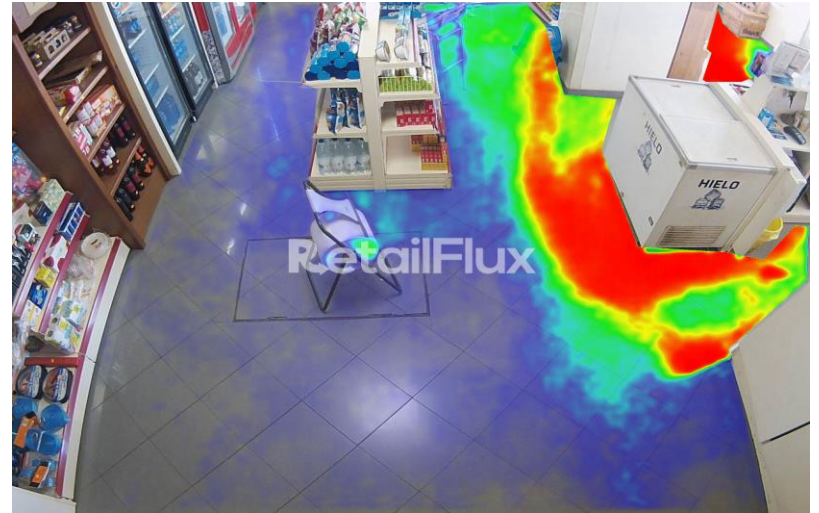
Source: RetailFlux platform, StoreFlux view.

STAGE I – Zone activity

Camera view for particular zones



Zone 1



Zone 2

STAGE I

Hypothesis verification

Hypothesis 1

❖ *Customers usually go straight to the cash desk.*

<<TRUE>>

After analysing shopper flow we can see that customers after entering shop go to the left where cash desk is located. Rest of the zone is poorly visited.



Zone1 showing main direction of people entering shop.



Source: RetailFlux platform, Heatmap view.

STAGE I

Hypothesis verification

Hypothesis 2

- ❖ *Customers don't visit large part of the shop, especially its rear part.*

<<TRUE>>

The customer flow report show that a very small proportion of customers visited the rear part of the shop.

Movement on the right was generated by the shop staff and should not be taken into consideration.

Zone2 showing traffic only on the right side. (generated by shop staff)



Source: RetailFlux platform, Heatmap view.

STAGE I

Hypothesis verification

Hypothesis 3

❖ *Coffee corner doesn't attract many customers.*

<<TRUE>>

Customers don't use top - right part of the shop in which coffee corner is located. It seems that it generates no interest at all.

Zone1 with focus on its rear part.



Source: RetailFlux platform, Heatmap view.

STAGE I – Optimize

Recommendations for optimizing fuel station layout



After measuring customer flow and then analysing it we confirmed the truth of three hypothesis:

- 1. Customers usually go straight to the cash desk.**
- 2. People don't visit large part of the shop, especially its rear part.**
- 3. Coffee corner doesn't attract many customers.**

STAGE I – Optimize

Recommendations for optimizing fuel station layout



The rack in the middle may be one of the reasons of low traffic in the rear of the store. This particular rack is blocking way, in particular: coffee corner and cola vending machines.

We recommend to remove rack and place two shelves on the left and right instead.

BEFORE



AFTER



Further Plan of Fuel Station Optimization Process

Stage II

- [03.2017] Measuring customer flow & formulating hypotheses
- [04.2017] Analysing & hypothesis verification
- [04.2017] Optimizing fuel station layout

Stage III

- [05.2017] Measuring customer flow & formulating hypotheses
- [06.2017] Analysing & hypothesis verification
- [06.2017] Optimizing remaining aspects if necessary
- [...] Developing long term strategy for a fuel station in terms of customer flow

SUMMARY



During STAGE I of fuel station optimization process areas of improvement were discovered.

After the consideration, one main step was recommended:

- **Removing rack in the middle of the fuel station, which significantly reduce accessibility of rear part of the shop.**
 - **Placing two, new shelves on the left and on the right of the shop, which can be filled in with goods that will attract customers deeper into the store.**

Carrying out all of the recommended changes will depend on steps taken by management of the fuel station.