Method note

How AisleWatch AI measures counting accuracy

Accuracy is measured on each store's own doors during the pilot and reported in the pilot report. This note sets out the method and states no accuracy figure.

1. What is counted

- Each person crossing a counting line drawn across the doorway on the existing entrance camera, in and out.
- Staff are taken out of the total by uniform, a staff-only door or a staff tag, as agreed per store.
- Counts are kept by hour, door and zone. No shopper is identified or followed.

2. The hand recount

- Sample hours at each entrance are recounted by hand from the recorded footage.
- Two reviewers count each sample hour separately, and a third viewing settles any difference between them.
- Reviewers count from the footage alone, without seeing the system count for that hour.

3. Which hours are sampled

- Hours are chosen before the system counts are seen, and agreed with the retailer.
- The sample covers quiet, normal and peak trading, weekdays and weekends, and opening and closing.
- It includes the conditions that make counting hard at that door: groups, trolleys and prams, glare, rain and staff traffic.

4. How accuracy is worked out

- For each door and sample hour: the hand count and the system count, in and out separately.
- Accuracy for the door is 1 minus the sum of the absolute differences, divided by the hand count total.
- The direction of error is reported too, with over-counting and under-counting shown separately.
- Staff exclusion is checked on the same hours, and staff counted as visitors are listed as an error.

5. What the retailer receives

- A table per door in the pilot report, beside the go or no-go measures agreed at the start.
- Any door below the tolerance agreed at the start is re-set (camera angle or line placement) and measured again.
- After rollout, the same recount can be repeated on request, for example after a refit or a camera move.

Recount sheet

Door	Date and hour	Hand count in	System count in	Hand count out	System count out	Staff excluded	Reviewer

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