Sample data. Simulation.

Sample store report: Store 022, week 46

AisleWatch AI weekly store report. Every figure below is invented to show the report format, and Store 022 is a demo store.

Visitors	Transactions	Conversion	Saturday peak
9,036	**2,078**	**23.0%**	**311**
+1.9% on week 45 (8,868)	+3.7% on week 45 (2,004)	22.6% in week 45	visitors at 13:00, 2 staff on the floor

Visitors are door counts from the entrance camera, staff excluded. Transactions come from the POS. Conversion is transactions divided by visitors.

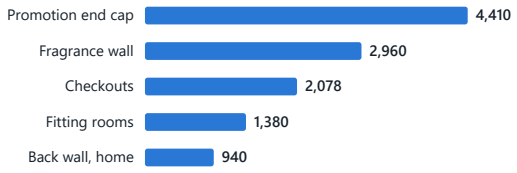
Visitors and conversion by day

Day	Visitors	Transactions	Conversion
Mon	980	230	23.5%
Tue	940	214	22.8%
Wed	1,010	238	23.6%
Thu	1,050	250	23.8%
Fri	1,290	307	23.8%
Sat	2,656	566	21.3%
Sun	1,110	273	24.6%
Week 46	**9,036**	**2,078**	**23.0%**

Against the estate

- Store 022 conversion 23.0% against 21.1% for all five stores.
- Rank 2 of 5 on conversion this week.
- Standards checks passed: 96%.
- Peak hour: 156 visitors an hour per staff member, against a ratio of 100.

Visits by zone, with median dwell



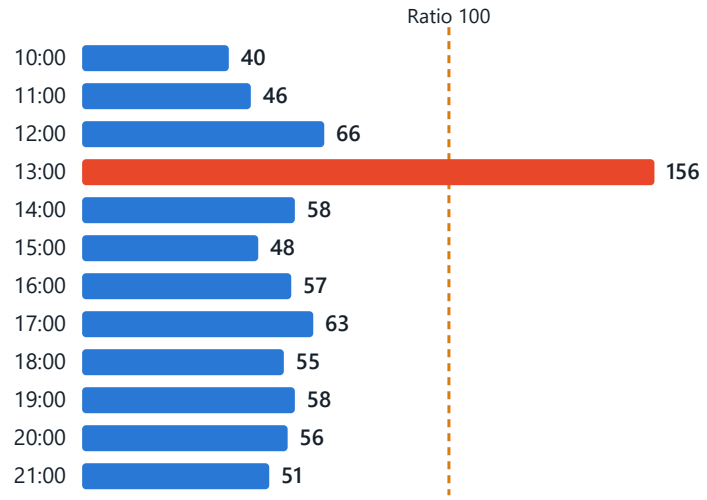
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Saturday, week 46: hour by hour

Hour	Visitors	Transactions	Conversion	Staff on the floor	Visitors per staff member
10:00	120	30	25.0%	3	40
11:00	182	41	22.5%	4	46
12:00	264	52	19.7%	4	66
13:00	311	49	15.8%	2	156
14:00	288	63	21.9%	5	58
15:00	240	55	22.9%	5	48
16:00	226	52	23.0%	4	57
17:00	251	56	22.3%	4	63
18:00	274	60	21.9%	5	55
19:00	230	49	21.3%	4	58
20:00	168	37	22.0%	3	56
21:00	102	22	21.6%	2	51

Rows in red are hours over the staffing ratio of 100 visitors an hour per staff member set by the store.

Visitors an hour per staff member



Alerts raised at Store 022 on Saturday

Time	Type	What was seen	Sent to
13:05	Staffing	156 shoppers an hour for each staff member on the floor (2 staff), over the limit of 100 set for 13:00.	Floor supervisor, by Teams
15:12	Fitting rooms	5 shoppers waiting for over 4 min, no staff member at the desk.	Floor supervisor, by Teams

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Zones, week 46

Zone	Visits	Median dwell
Promotion end cap	4,410	31 s
Fragrance wall	2,960	44 s
Checkouts	2,078	2 min 40 s
Fitting rooms	1,380	6 min 10 s
Back wall, home	940	12 s

Promotion end cap campaign, average week

Weeks 43 to 44 before the campaign, weeks 45 to 46 with the campaign live, same days and hours.

Measure	Weeks 43 to 44	Weeks 45 to 46, campaign live	Change
Store visitors	8,390	8,952	+7%
Visits to the end cap zone	3,120	4,370	+40%
Median dwell at the end cap	18 s	30 s	+12 s
Sales of promoted items	212	338	+59%
Store conversion	21.0%	22.8%	+1.8 pts

Test against control

Measure	Store 022 before	Store 022 live	Control before	Control live
Visits to the end cap	3,120	4,370	2,940	2,990
Median dwell at the end cap	18 s	30 s	17 s	18 s
Sales of promoted items	212	338	198	205

Control stores: Store 014 and Store 045, average.

How counts are checked

- During the pilot, sample hours at each entrance are recounted by hand from the footage.
- Accuracy is measured against the recount, door by door, and reported in the pilot report.
- Counts are aggregated by hour, door and zone. No shopper is identified or followed.

AisleWatch AI is built by Invigilo Technologies Pte Ltd, Singapore. hello@aislewatch.ai