The Advanced In-Store Analytics solution for Retail from ShopperTrak and TIQ Solutions leverages Shopper Location Analysis to provide store-specific insights like the Shopper’s Dwell Time. This is crucial in the evolving retail market to understand the shopper’s in-store behavior and to improve the Store Performance.

**Abandonment Rate with Department Group, Fit Rooms, Staff/Member/Flag No and Abandonment Time**

**Customer Dwell Time by Location**

**DISCOVERIES**
- Traffic per Department per Day and Hour
- Abandonment Rate by thresholds
- Power Hours Report
- Dwell Report
- Customer Moving Patterns between Departments

**AUDIENCE**
Up to 20 people use this app per client
Roles: Strategy Planning, Marketing, Regional Managements, Store Management. This app is embedded in the ShopperTrak cloud solutions and available on mobile devices.

**ACHIEVEMENTS**
Solution provides Store Layout suggestions and recommendations for Labor Model improvements to achieve a better Store Performance by increasing Dwell Time and maximize Customer Spend.

**DATA AND ADVANCED ANALYTICS**
4 sources with up to ~1 Billion rows per client
- Customers’ in-store movements and enters’ counts
- Sales data
- Stores’ labor data
- Events/Promotions data
This app links data together and provides detailed store performance analysis.

**Abandonment Rate Report**

**Customers’ Journey**