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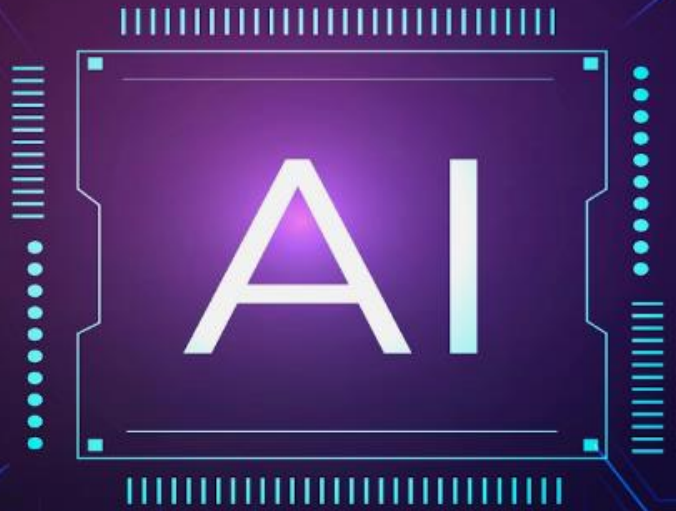
A Data Science Company



Case Study

Visitor Analytics for a Shopping Mall in India

www.shyenatechyarns.com

About the Client

The Client is a leading player in Construction, Hospitality and Retail Segment in India. They own a large shopping mall and want to generate key insights about the visitors to enable them to improve the shop rental revenue

Business Problem

The Client wanted to get the insights on the visitors, on the similar lines of the eCommerce. They were interested in tracking the Customer journey and experiences inside the Mall. The main agenda was to attract more visitors to the mall based on these insights and then negotiate with the shops for better rentals, thus increasing the revenue and brand image.

Solution

The Retails malls are facing a big competition from the eCommerce. The primary advantage the eCommerce portals have is that they can track the customers journey while they make the purchase. The Malls do not have a mechanism to track the Visitors journey inside the mall. Our deep learning based solution propel-R, addresses this problem for the mall. The proper-R is an AI model suite. For the mentioned client, the algorithms used were Visitor Counting, Age & Gender Bi-furcation, Emotions detection, Visitor Heat Map & Vehicle Number Plate recognition. The AI Models could generate the key insights the client was not getting earlier.

Outcome

With the visitors count, the Mall now know the daily visitor count, the peak & lean period, the peak days, the age group of the visitors, the emotions exhibited by the visitors (in response to the promotions at the mall), the most visited floors and repeat vehicles (visitors). These are great insights to the Mall. Now they are able to plan better sales & marketing strategies to attract more visitors at the Malls which is helping them to get better Shop Rentals and hence improving the top line.

Technology Used

Python, Deep Learning, Face Recognition, Object Detection, Emotion Detection, OpenCV

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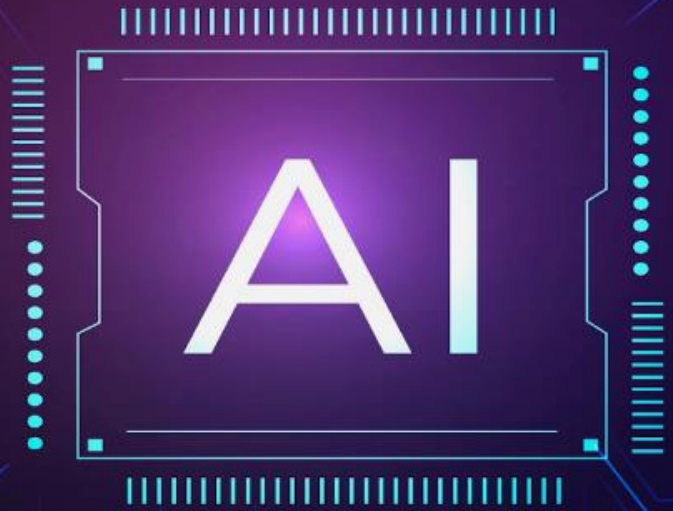

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