

TD TrafficPro™

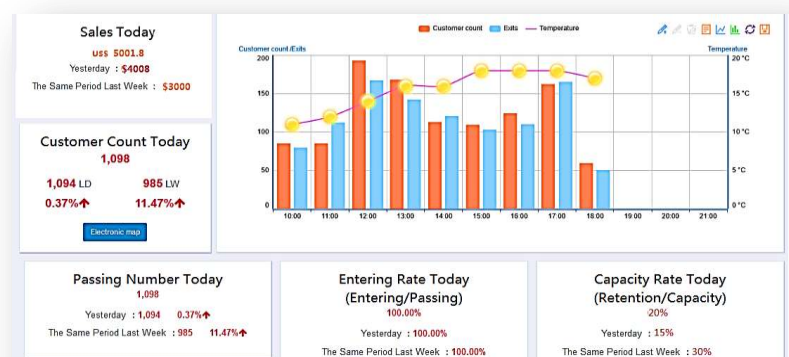
Traffic Intelligence and Retail Analytics Software

Analysis of customer traffic data can be significantly important for evaluating and improving business performance and operations. TD TrafficPro™ provides comprehensive business reporting and analytics that allow you to obtain in-depth understanding of the customer traffic and behavior data collected by TD intelligent sensors.

The Retail Edition provides full analysis of store traffic, conversion rates, sales performance, and other insights in daily, weekly, monthly and annual reports. Retailers can benchmark individual store's KPI through cross-store analysis and evaluate store performance more reasonably, improve operational efficiency by allocating exact numbers of staff during high and low traffic times, and implement seasonal marketing campaigns effectively.

TD TrafficPro™ can be available as a standard software package or SaaS (cloud) offering.

- Comprehensive reporting on store traffic, conversion rates, sales, passers-by, etc. based on highly accurate data
- Centralized platform presenting enterprise-wide reports
- Pre-defined report set and open API for easily integrating custom data
- Cloud or Server based offerings
- Accessible on PC, tablet and mobile terminals
- Multi-lingual support

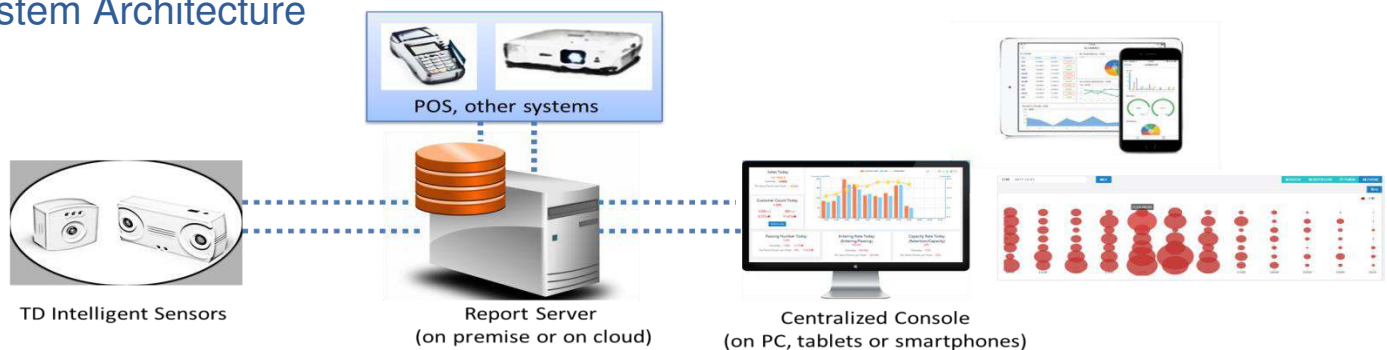




Minimum HW and SW Requirements

Server Requirements	
Operating System	Ubuntu 16
Processor	Dual core or above
Memory	4GB or above
Storage	500GB or above
Software Requirements	
Compatible Browser	Chrome, Mozilla Firefox, IE10 or later
Database Type	MySQL 5.7.22
Other	Java jdk 1.8 Tomcat 8

System Architecture



Feature Highlights

User Management

Support three levels of users pre-assigned with corresponding levels of access rights: Group/Region/Store.

Custom Dashboard

Decide what to display on the dashboard. Modules like number of passers-by can be added or removed as preferred.

Live and Historical Data

View traffic like number of entrants, exits, passers-by, entering rate, peak times and sales performance data like sales revenue, conversion rates in real time, or display historical data by time.

Trend Analysis

Present the trend of customer traffic and sales performance in bar or line charts.

Comparative Analysis

Select multiple locations or stores to compare, contributing to benchmark setting and performance evaluation.

Data Integration

Besides standard reporting with pre-defined report set, we offer API for you to fully utilize traffic intelligence, presenting more information to assist strategic planning.

Data Export

Customer traffic data of any period can be exported in various formats including XML, CSV, TXT, SQL, Excel, etc.

Automated Email Reporting

Send reports to your designated person via email on a regular basis according to your pre-defined schedule.