Radar Analytics Platform - Formula Editor

Quick Start Guide

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Confidential Information Disclaimer:

Most Recent Version:

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1- Overview

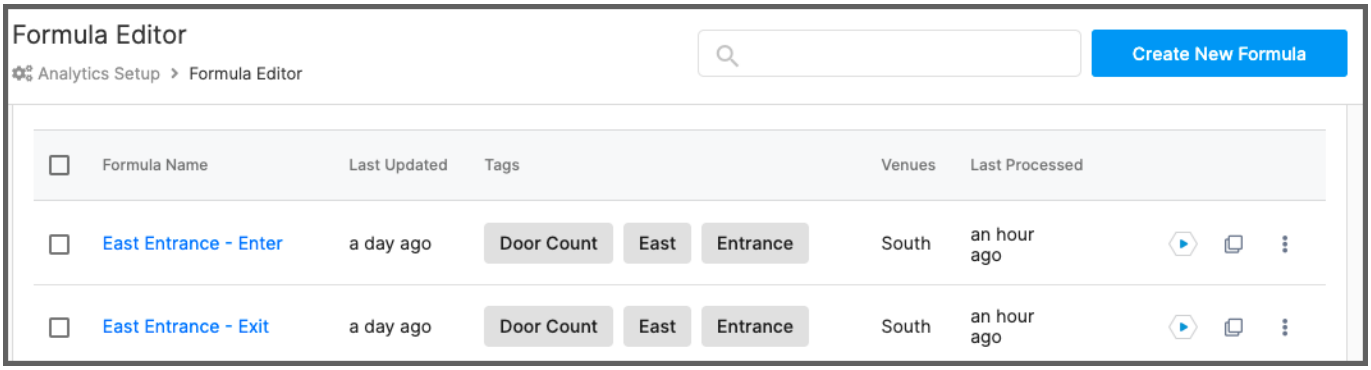
User defined Formulas generate data points used in metrics and viewed in the Dashboard ‘Key Performance Indicators’ section and in ‘KPI Cards’. Formulas allow you to break down KPI summaries by any metric, and can also generate the data points requested in API calls. They also define the math for how data points are combined into user defined records. This feature gives users the opportunity to define the conditions and events for a value they wish to monitor, compare, or visualize. Note, when creating a Formula containing multiple Radar AOIs, they must be from the same Venue. Multiple Formulas can then be selected in a KPI Card or in the KPI section of the Dashboard.

2- Configure Formulas

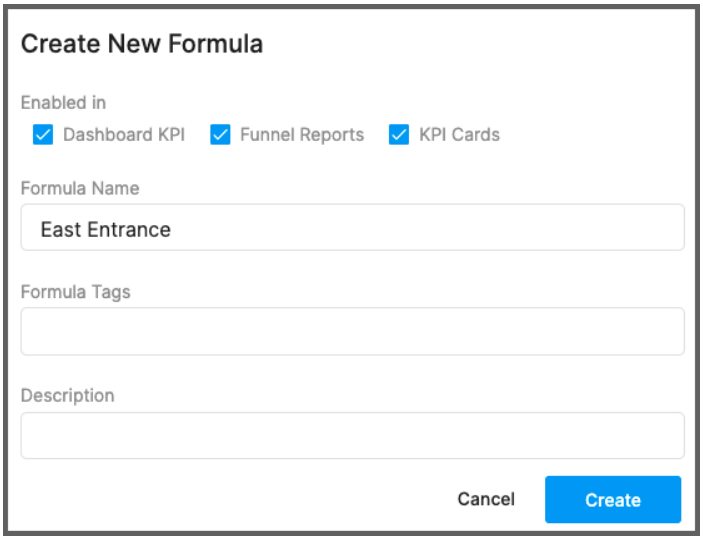
2.1- Create a Formula and Header Functions

From the main menu click ‘Analytics Setup’ and then click ‘Formula Editor’.

- Using the menu items at the far right, you can Duplicate, Edit or Delete an existing Formula



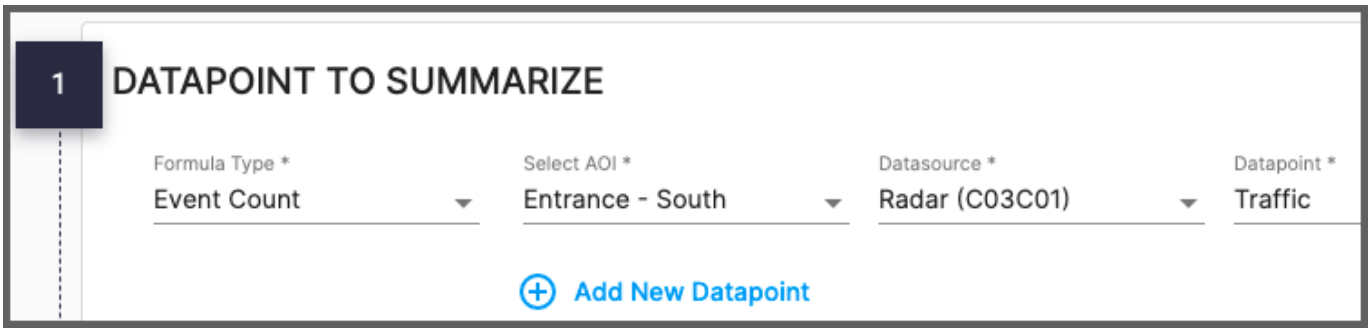
On the ‘Formula Editor’ page, click the ‘Create New Formula’ button, as shown above. In the pop-up window, select to enable the desired tools for viewing the Formula values: Dashboard KPI, KPI Cards. Enter a Formula Name. Add optional Description and Tags, and click the ‘Create’ button to save.



Now that you've created the Formula, click the Name (link) or click edit, at the far right to edit the Formula. In the next four sections (2.2 - 2.5) we'll review the four steps to configure the new formula.

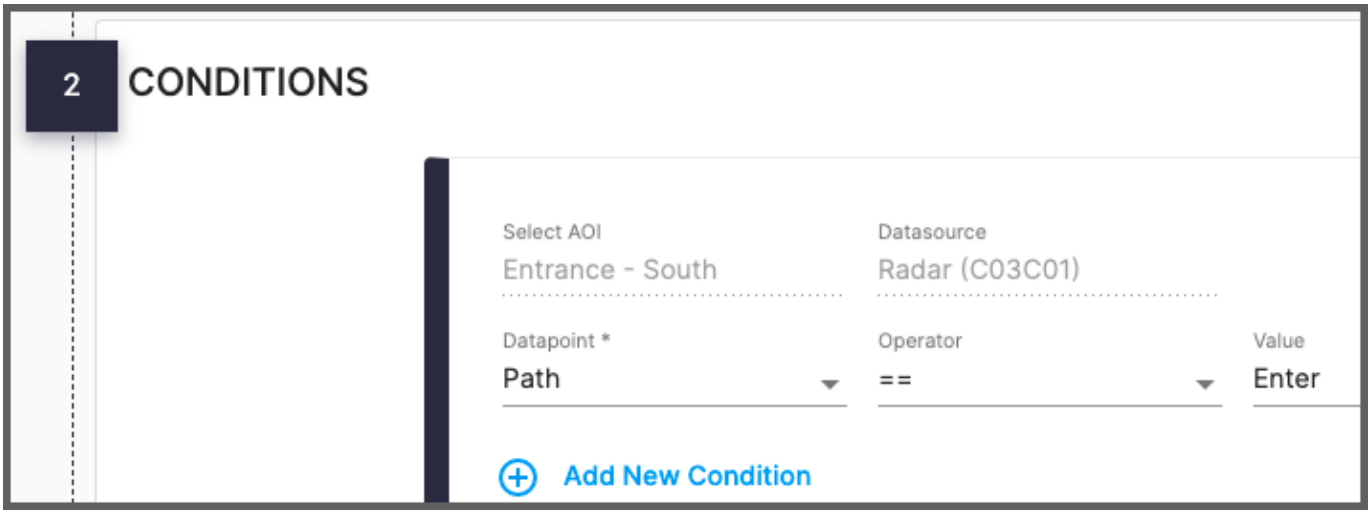
2.2- Data Point to Summarize

In the first section you will define a 'Formula Type', by selecting Event Count, Event Average or Event Sum. Then select the desired (Area of Interest) AOI, Datasource and Datapoint, as shown below.



2.3- Conditions

In the second section you will select one of the six standard demographic Datapoints, such as Zone, Proximity or Path, then select an operator, and then a value. For example: Proximity < 1.8 meters

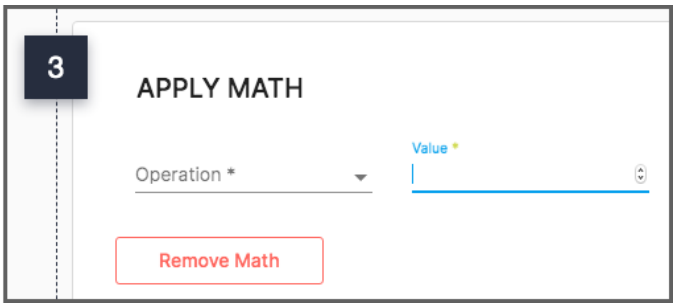


2.3.1- Datapoints

- *Dwell Time* - Numeric value of time in milliseconds
- *Proximity* - Person's Distance from the Radar Sensor in meters
- Zone - Traffic, Impression, Engagement
- Enter Edge - The Zone edge crossed by a person entering the zone (Front, Back, Left, Right)
- Exit Edge - The Zone edge crossed by a person exiting the zone (Front, Back, Left, Right)
- Path - Enter or Exit

2.4- Apply Math

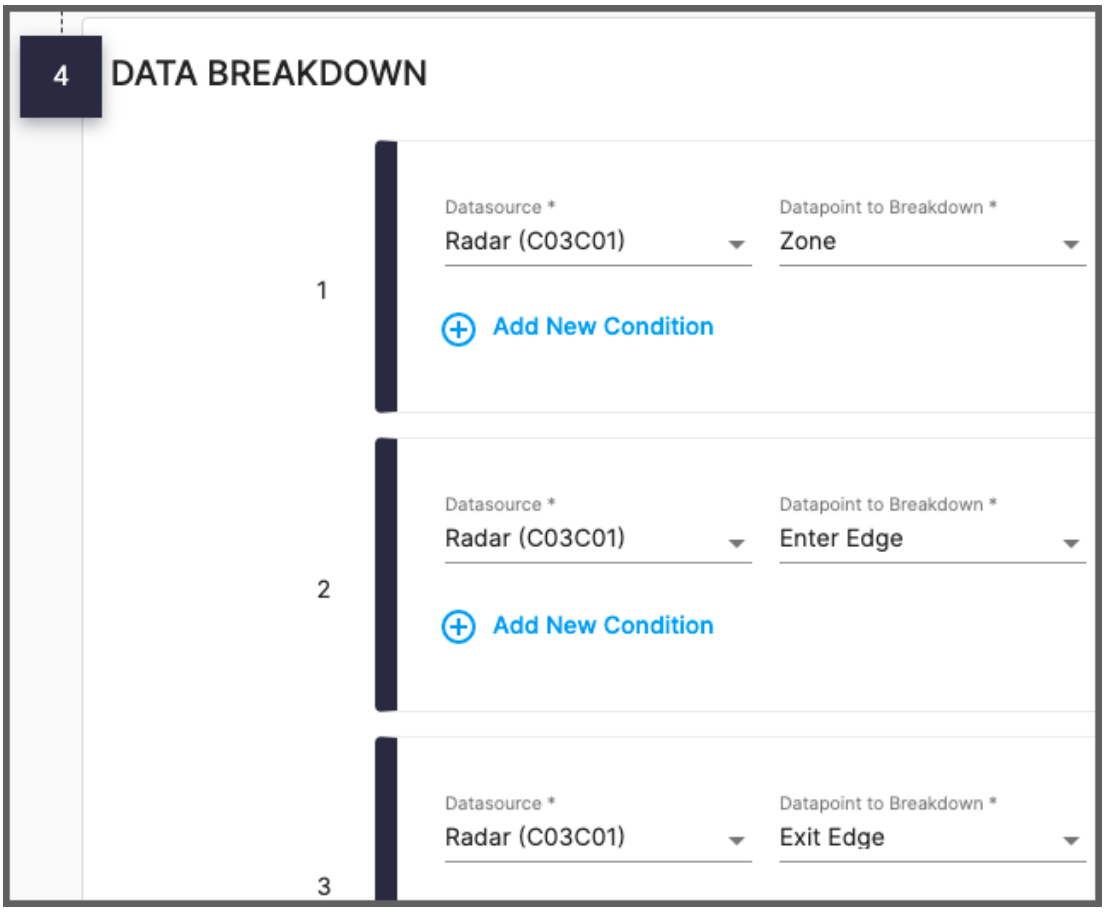
In the third section you may create a math equation, by selecting an ‘Operation’ and ‘Value’.



2.5- Data Breakdown

And in the fourth section you can create a data breakdown, by selecting one or more of the Datasources, defined in step 1 - ‘Datapoint to Summarize’. Then select a ‘Datapoint to Breakdown’, form the menu, as shown below.

The Data Breakdown Feature allows you to segment and summarize the metric, based on the selected available segmentation options.

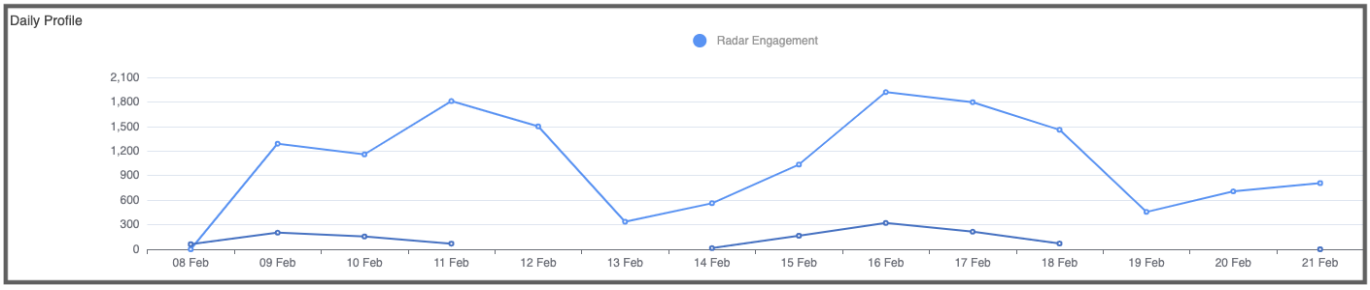


3- Viewing Formula Output

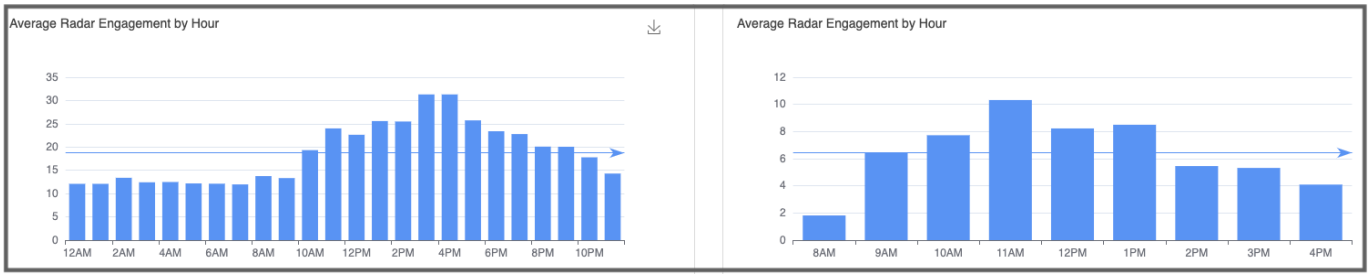
3.1- Key Performance Indicators (KPI) - Viewed in platform Dashboard

From the Dashboard, you can view bar charts and line graph comparisons of any two selected KPIs. In addition to four bar charts, comparing the KPI's Average by Day and by Hour, a line graph displays a comparison of any two KPIs.

Line Graph comparison of KPI-1 vs KPI-2



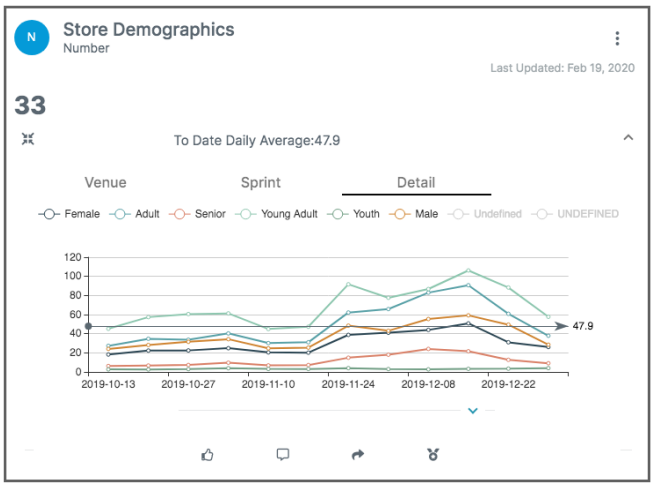
Bar Chart comparison by Day and Hour of KPI-1 vs KPI-2



3.2- KPI Cards - Viewed on Mobile

InReality's user defined analytics allows you to view and configure 'KPI Cards'. At the main menu, click 'KPI Cards'. The 'KPI Cards' are easily configured to provide timely key metrics data to users on a recurring basis. They are designed to allow you to monitor KPIs on a daily basis. The cards may be viewed on your mobile and leverage AI to identify important correlations and relationships. The cards may also expose anomalies, which you can quickly respond to as they occur.

You can create a *Card Deck* and individual *KPI Cards*. Cards may be shared with any number of associates. To create a new *Card* or *Deck*, click on the 'Create New Deck', or 'Create New Card' button. Click the 'Share View' button to share the defined data with others.



3.3- API

InReality's measurement subscription packages allow users to view the data via formulas setup in InReality's Analytics Portal via Dashboard - KPIs, and KPI Cards. In addition the data is also available via InReality's API (Application Programming Interface).

InReality offers an extensive data extraction API for our customers and partners to access your metrics data from InReality's platform. Raw data, along with data from User Defined Formulas can easily be integrated into your Business Intelligence (BI) platform or Visualization tools.