

Camera Analytics Platform - Dashboard

Quick Start Guide

Prepared By:

InReality, LLC.

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Most Recent Version:

April 2022

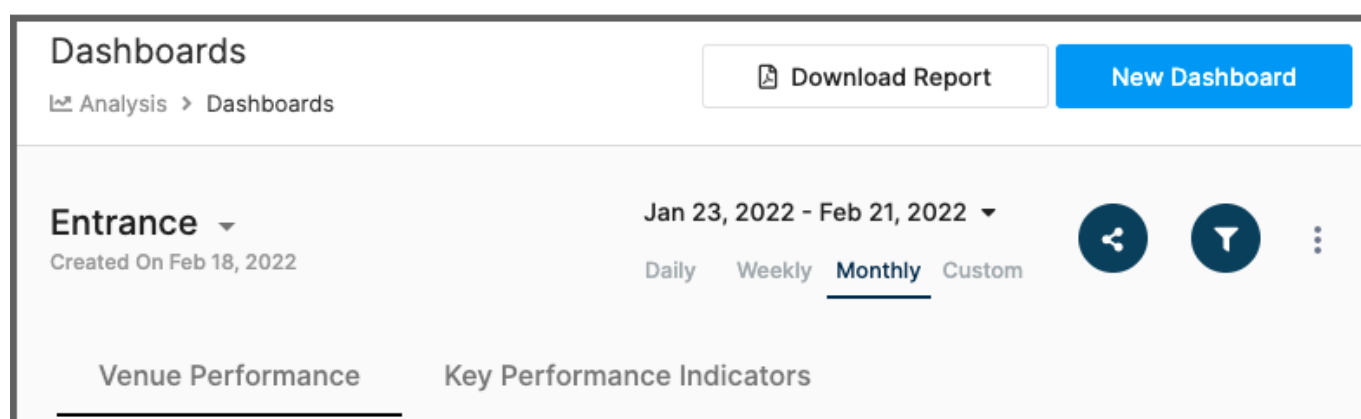
1- Overview

The Dashboard provides customized views of the data that has been generated in your Venues. A variety of charts and graphs are used to display data. Users can create multiple Dashboard Views, to view the exact data you want to see. Dashboards can also be customized with user defined formulas.

Along with the Dashboard, two additional tools to view your data are available from the main menu. The Heatmap and Reports are reviewed in sections 4 and 5 below.

2- Dashboard Layout

2.1- Dashboard Header - Functions



2.1.1- Dashboard Name Menu

The Dashboard Name is displayed near the top-left of the page. Each Dashboard View is given a unique name to identify the data to be displayed. All the Dashboards you have created and those shared with you will be displayed in the Dashboard menu. In the example above, the Dashboard is named: 'Entrance'. Click the arrow next to the Dashboard Name, to view all the Dashboard Views in the order they were created by you, and then those shared with you by other users.

2.1.2- Three Dashboard Sections for Camera Analytics

There are three sections of Dashboard data displayed, and each Dashboard View that you create can contain one, two or all of these. The three categories are: Venue Performance, Key Performance Indicators, and AOI Performance. When viewing data, you will select one of these by clicking on the name, as shown above. In the example above, Venue Performance is selected as shown by the underline.

2.1.3- Date Range

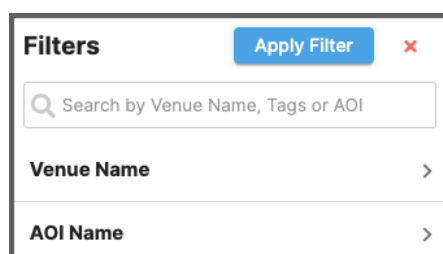
Independent of the Dashboard View selected, you can select the date range by clicking on Daily, Weekly, Monthly or Custom. When Custom is selected, a pop-up window allows you to quickly set the desired range. The date range of the data displayed is shown above the date range options.

2.1.4- Share Dashboard View

Click the sharing icon, to share a Dashboard View you've created, with other users. In the pop-up window, select other users in your InReality platform account, to share the Dashboard View with.

2.1.5- Filters

Click the filter icon, to select the Venues and AOIs which you want to view or filter out. Click Venue or AOI, then make the selections from the list. Then click 'Apply Filter', as shown below.

A screenshot of a 'Filters' pop-up window. At the top left is the title 'Filters'. To its right is a blue button labeled 'Apply Filter' and a red 'X' icon. Below the title is a search bar with a magnifying glass icon and the placeholder text 'Search by Venue Name, Tags or AOI'. Under the search bar are two sections: 'Venue Name' and 'AOI Name', each followed by a right-pointing chevron icon (>).

2.1.6- Edit, Clone, Delete Dashboard View

Click the options menu to the right of the Filter icon, to Edit, Clone or Delete a Dashboard View.

2.2- Venue Performance Data

To view the Venue Performance data, click the 'Venue Performance' tab as shown below. There are four sections displayed: Venue Traffic, Venue Dwell Time Profile, Visitor Attributes and Automated Insights. Note, data must be collected for two months, prior to displaying Automated Insights for a Venue.

2.2.1- Choose Formulas

Click 'Choose Formulas' in the top-right corner, as shown below. Select the Traffic Formulas, Passerby Traffic Formulas, and Demographics Formulas, you've created in the Formula Editor, as shown below.

Choose Formulas

Traffic Formulas

Traffic Gate

Passerby Traffic Formulas

Traffic Zones

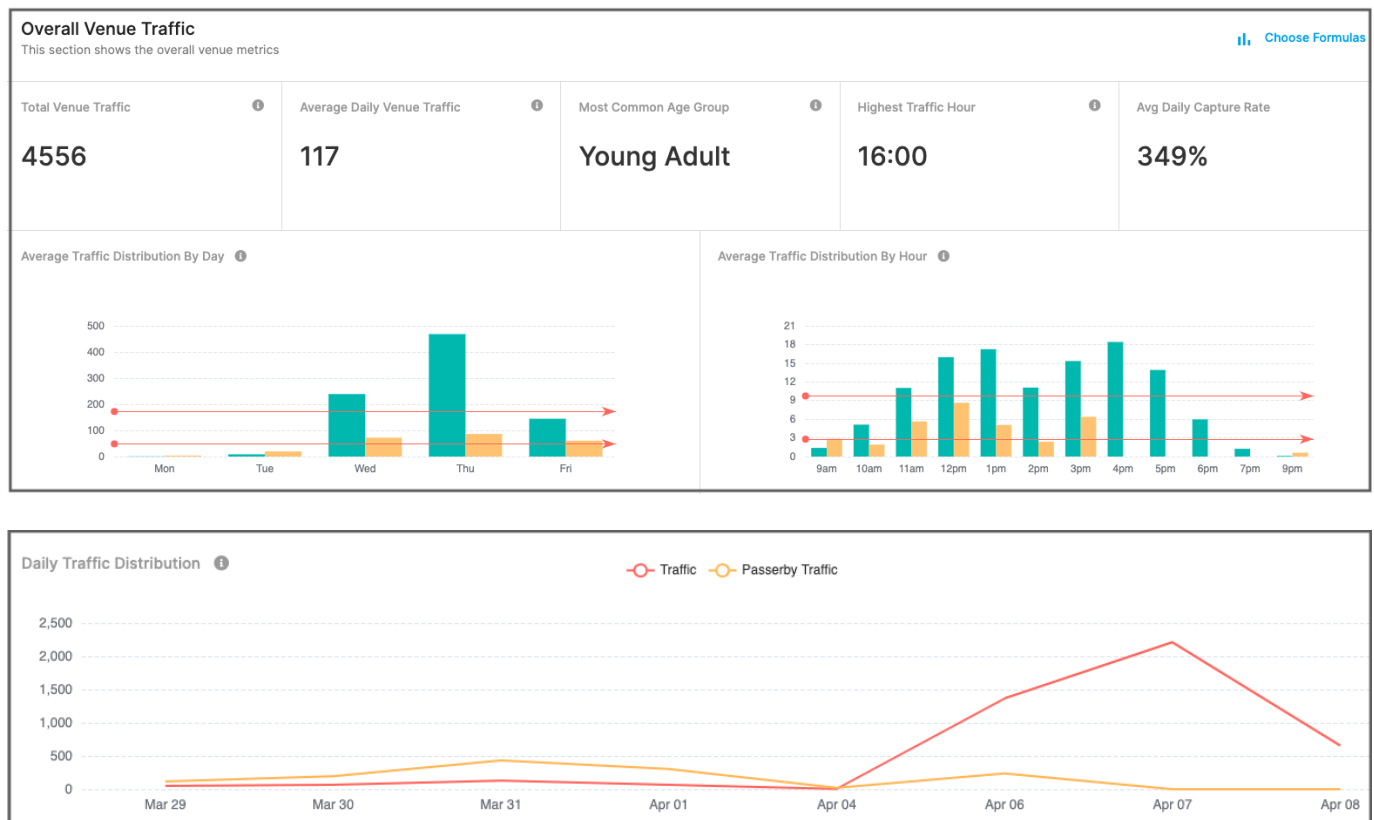
Demographics Formulas

Impression Gaze

Cancel
Save

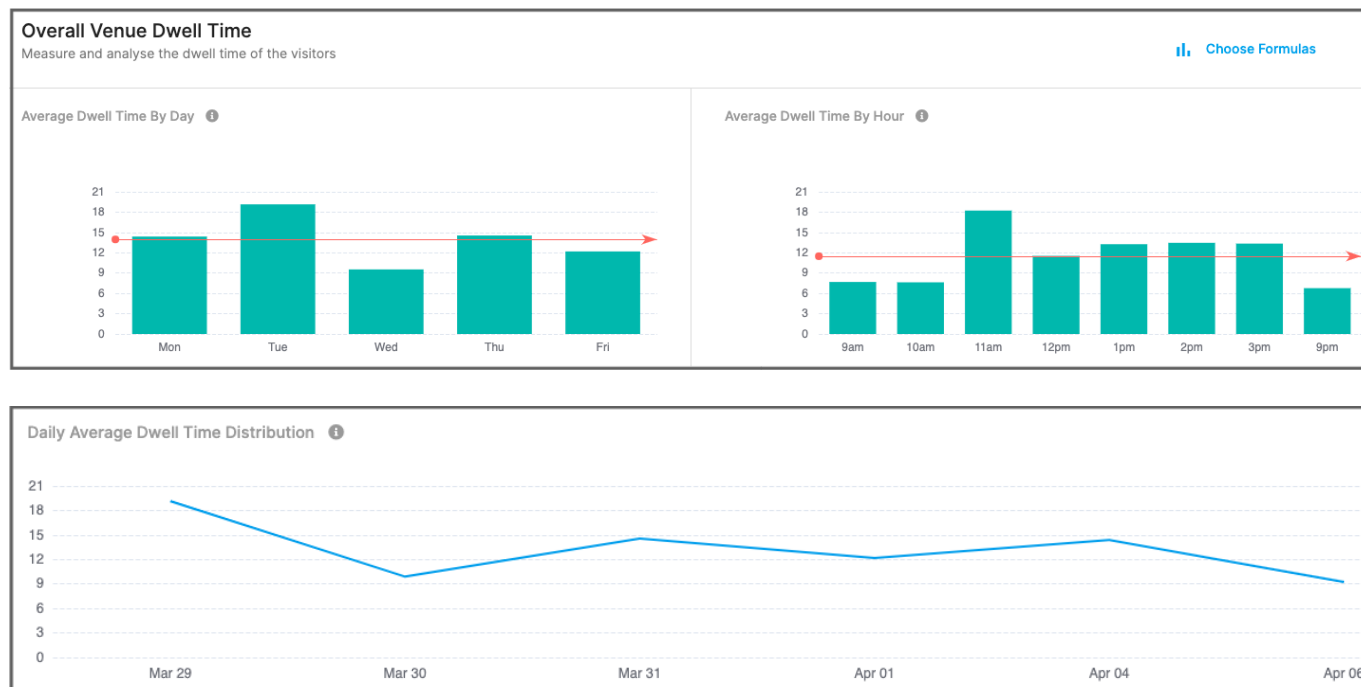
2.2.2- Venue Traffic

The Venue Traffic section displays three charts: Average Traffic by Day, Average Traffic by Hour, and Daily Traffic Distribution.



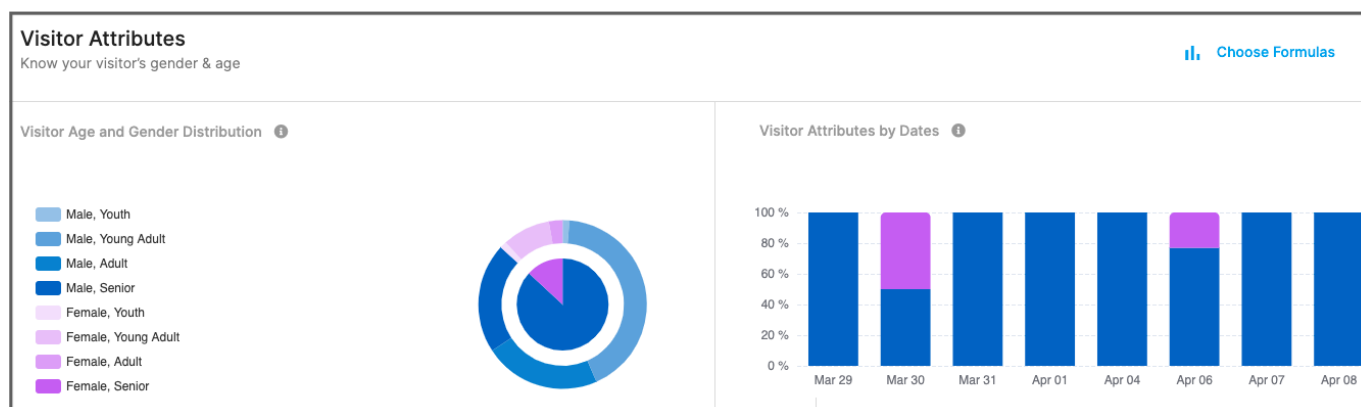
2.2.3- Venue Dwell Time

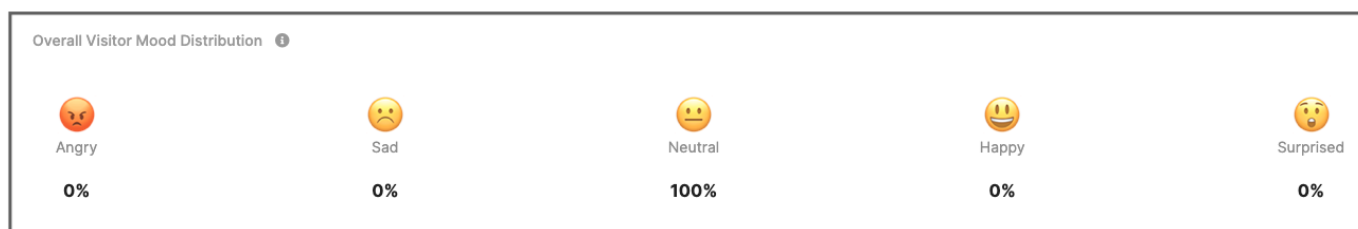
The Venue Dwell Time section displays three charts: Average Dwell Time by Day, Average Dwell Time by Hour, and Daily Average Dwell Time Distribution.



2.2.4- Visitor Attributes

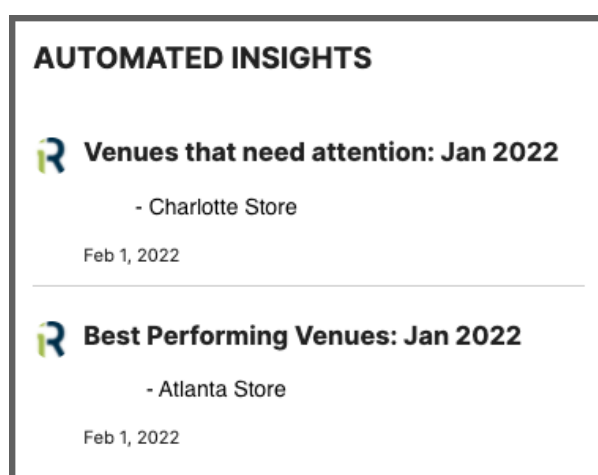
The Visitor Attributes section displays three charts: Visitor Age and Gender Distribution, Visitor Attributes by Date, and Overall Visitor Mood Distribution.





2.2.5- Automated Insights

Automated Insights by inReality are generated automatically using a machine learning algorithm and are available by default from the inReality Platform. These insights are generated whenever the inReality platform detects unusual changes, like a sudden spike or dip in any particular data trend. Note, data must be collected for two months, prior to displaying Automated Insights for a Venue.



2.3- Key performance Indicators

To view the KPI data, click the 'Key Performance Indicators' tab at the top of the Dashboard, as shown above. There are five graphs displayed: Average Traffic by Weekday, Average Engagement by Weekday, Average Traffic by Hour, Average Engagement by Hour, and Average Traffic vs Average Engagement.

2.3.1- Choose KPIs

Click 'Choose KPIs' in the top-right corner, as shown below. Then select the KPIs you want to view in this Dashboard View. These KPIs are the formulas you've created in the Formula Editor. See the 'Formula Editor Guide' for additional information.

Choose KPIs to show

Choose KPIs

Engagement Zones, Impression Zones, Traffic Zones

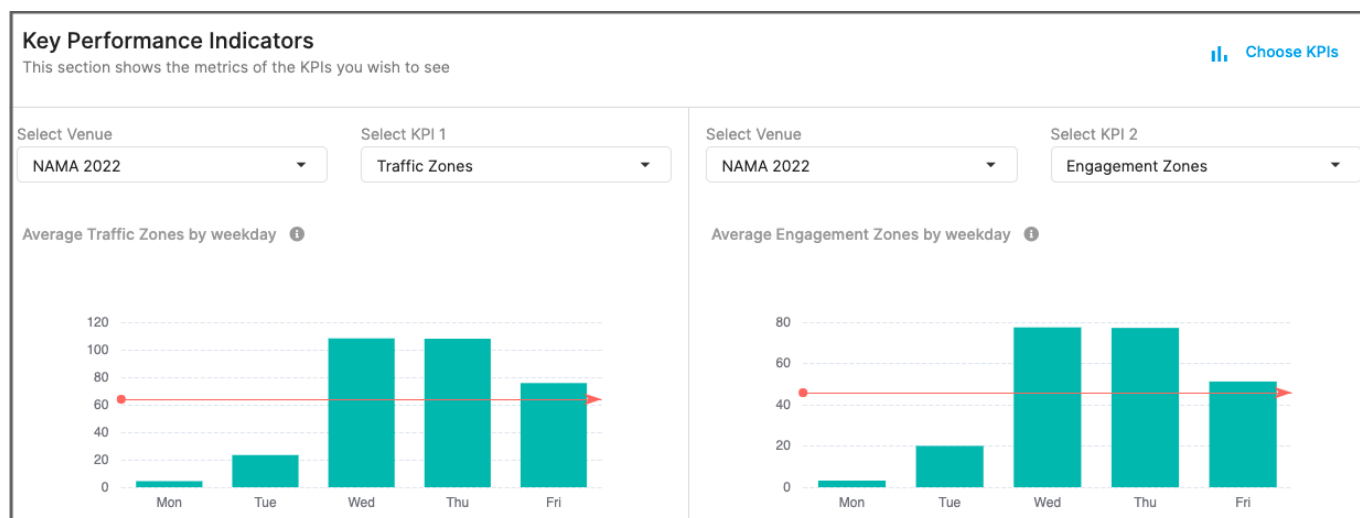
Selected KPIs

Engagement Zones × Impression Zones × Traffic Zones ×

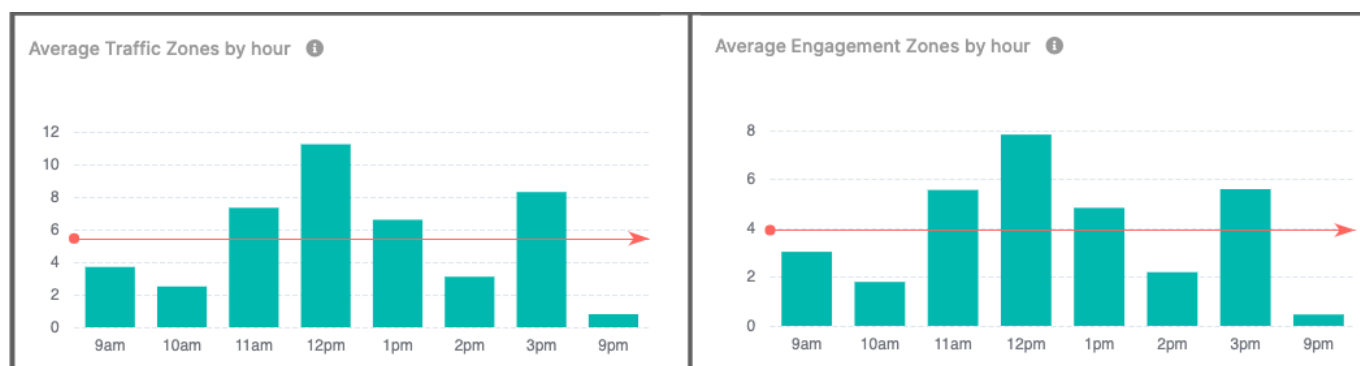
Cancel Save

2.3.2- Average Traffic and Engagement

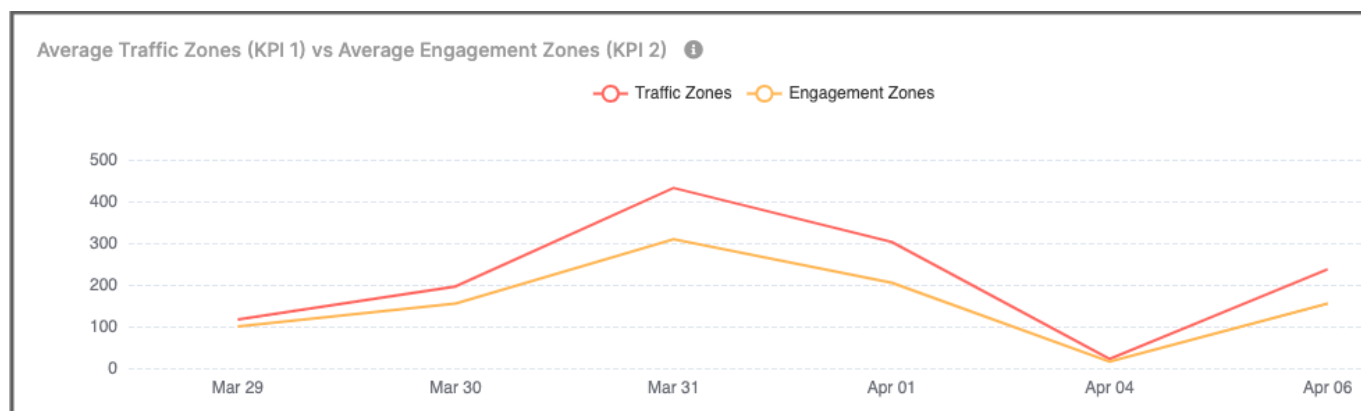
Using the pull-down menus, select the Venue and KPI as shown below.



2.3.3- Average by Hour



2.3.4- Average - Comparison of KPI 1 vs KPI 2



2.4- AOI Performance

To view the AOI Performance data, click the 'AOI Performance' tab in the header. There are five graphs displayed: AOI Visitor Attributes, Visitor Attributes by Date, Visitor to AOI by Date, Average Traffic by Weekday and Average Traffic by Hour.

2.4.1- Choose AOI Formulas

Click 'Choose Formulas' in the top-right corner, as shown below. Select the desired AOI created in Setup. Then select the formulas you've created in the Formula Editor. Select a Traffic Formula and Demographics Formula, as shown below.

Choose Formula

Select AOI

AVA

Select Traffic Formula

Engagement Zones

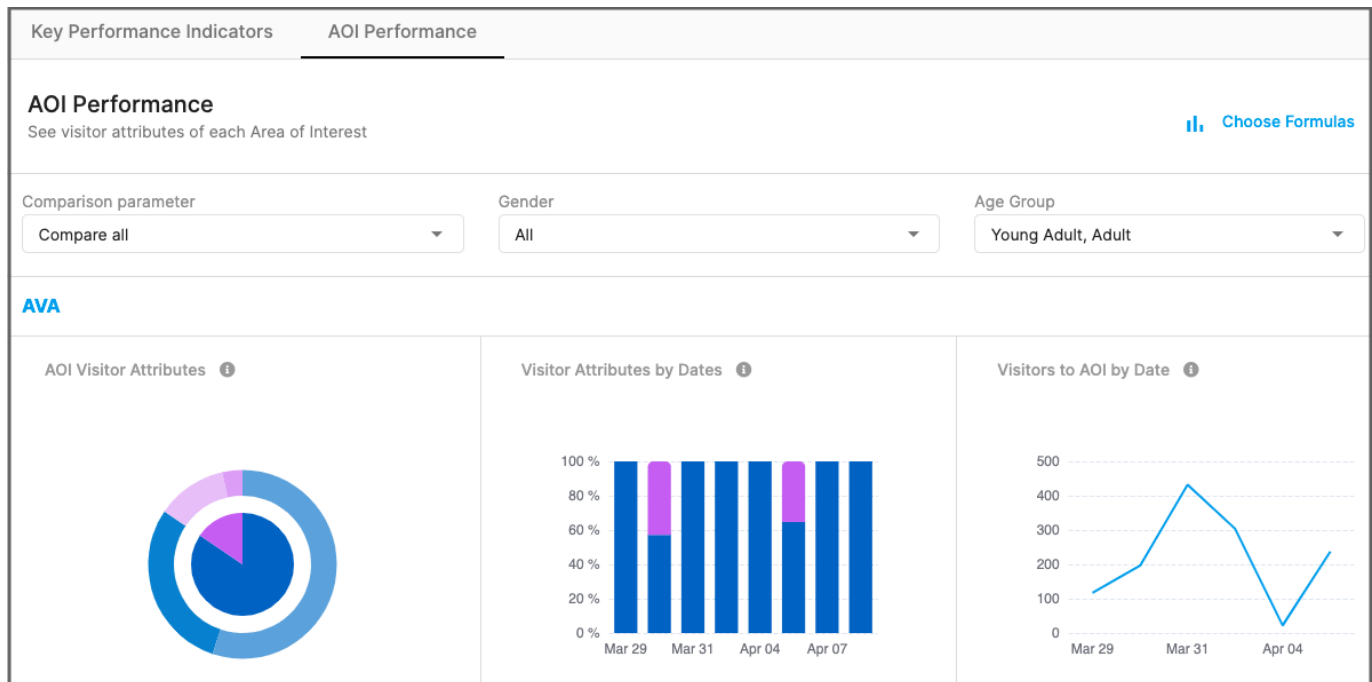
Select Demographics Formula

Engagement Gaze

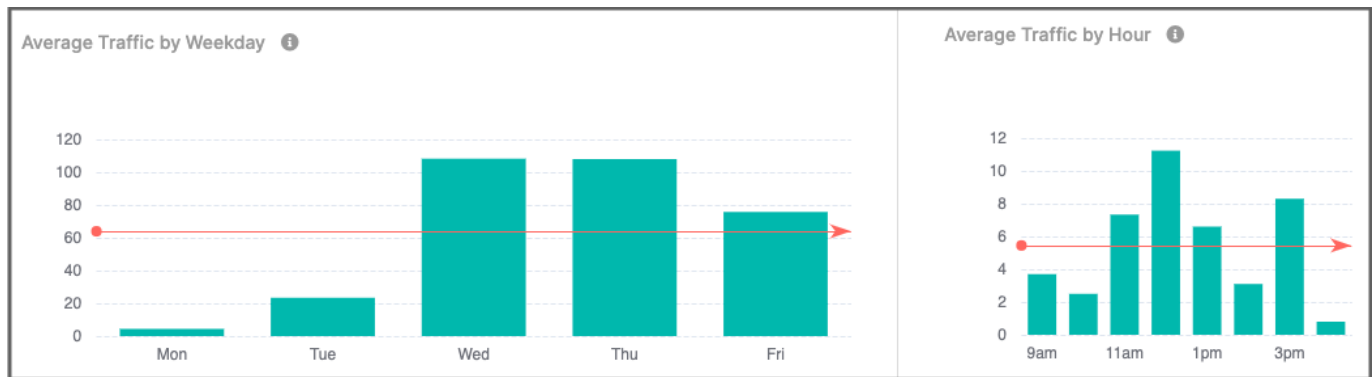
Cancel

Save

2.4.2- AOI Visitor Data

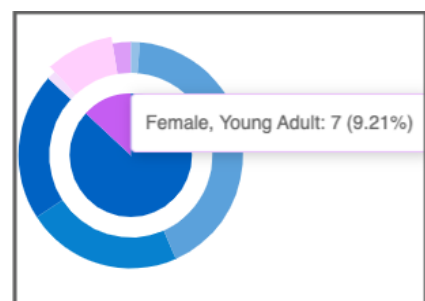
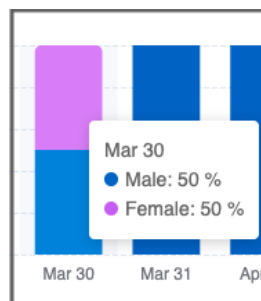
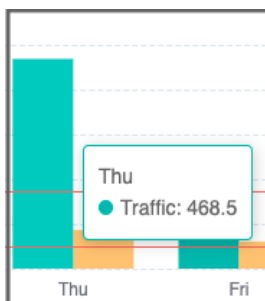


2.4.3- Average Traffic by Weekday and by Hour



2.5- Mouseover Data Display

Mouseover the charts to view data details. See the following examples.



3- Dashboard Views

3.1- Overview

Users can create multiple Dashboard Views, to view the exact data you want to see. Dashboard Views are named. They can be shared with other users, edited, cloned and deleted. The name of the current Dashboard View, is displayed in the top-left of the Dashboard. Click the arrow to the right of the name to select a different Dashboard View.

3.2- Create a New Dashboard View

Click the 'New Dashboard' button in the top-right corner of the page to create a new Dashboard. Select the 'Camera Analytics' Type, as shown below. Select one or more of the three 'Sections': Venue Performance, Key Performance Indicators, and AOI Performance. Select the desired types of charts. Enter a unique Dashboard Name, and select Visible 'Only Me' or 'All Users'. Then press OK to Save.

Create New Dashboard

Type

☒ Camera Analytics ☐ Radar Analytics

Sections

☒ Venue Performance ☒ Key Performance Indicators ☒ AOI Performance

☐ Thermal Screening ☐ Occupancy Monitoring ☐ Q&A Screening ☐ Safe Space

Charts

☒ Overall Venue Traffic ☒ Overall Venue Dwell Time ☒ Visitor Attributes

☐ Repeat Visitors

Dashboard Name

Atlanta - Venue/KPI/AOI Performance

Visible

☐ Only Me ☒ All Users

Cancel

3.3- Share a Dashboard View

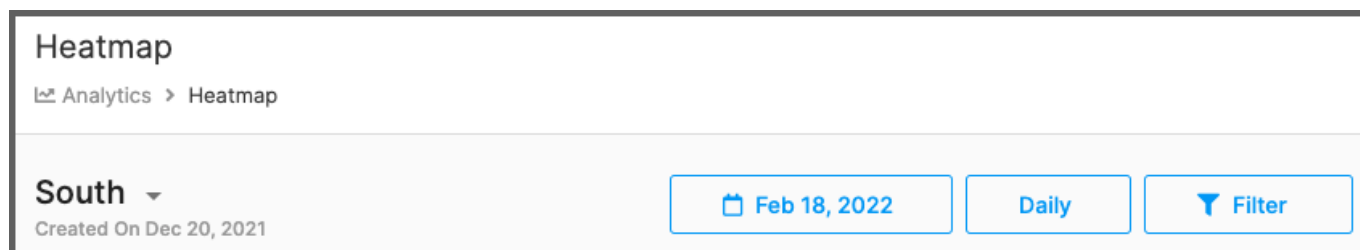
Click the sharing icon, in the top-right of the page, to share a Dashboard View you've created, with other users. In the pop-up window, select other users in your InReality platform account, to share the Dashboard View with.

4- Heatmap

4.1- Overview

Select 'Heatmap' from the main menu in the platform. This tool provides an activity based heatmap visualization for the Camera Sensor.

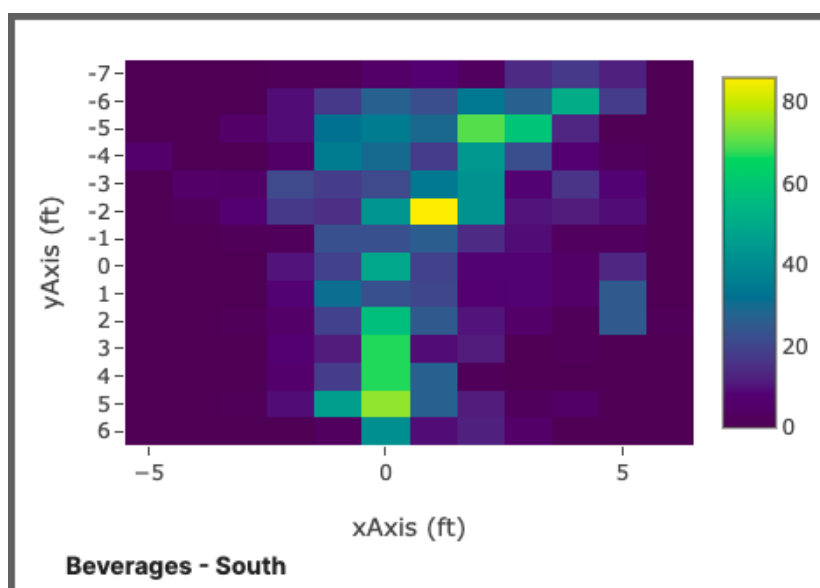
4.2- Heatmap Header - Functions



- Venue Selection - On the left, select the desired Venue, from the menu.
- Filter - Select the AOIs (Areas of Interest) to display, after selecting the Venue.
- Click to choose 'Daily' or 'Hourly'. If 'Hourly' is selected, select the hour from the pop-up menu.
- Date - Select the date from the pop-up calendar.

4.3- Heatmap

Once the selections are made as described above, the Heatmap will be displayed, as shown below. The X and Y Axis shows the distance from the Camera Sensor in feet. The color chart to the right of the Heatmap, displays the color value as related to activity. The AOI is displayed to the bottom-left of the Heatmap, as shown below.



5- Reports

5.1- Overview

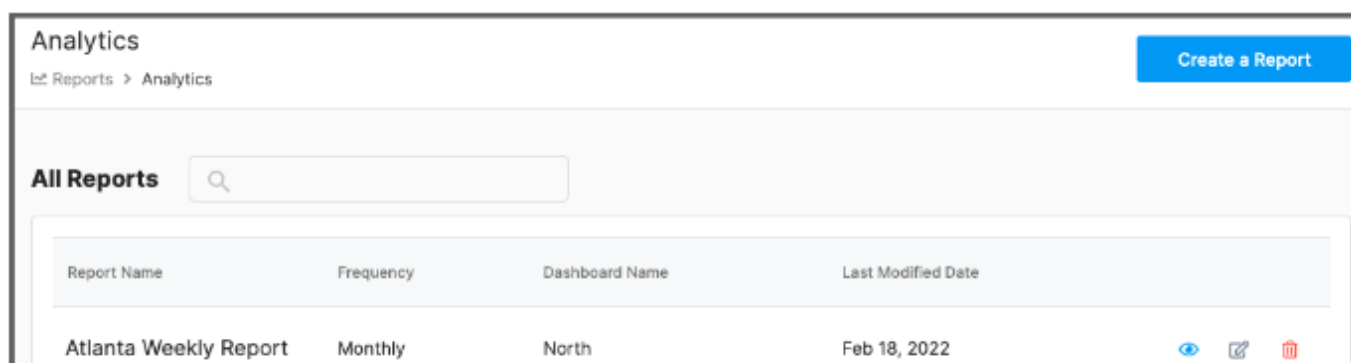
Select 'Reports' from the main menu in the platform, and then click on 'Analytics'.

The following information is displayed for each existing Report, as shown below:

- Report Name
- Frequency
- Dashboard Name
- Last Modified Date

Action items are displayed to the right of an existing Report, as shown below:

- Click the open icon to download the Report.
- Click the edit icon to edit the Report.
- Click the trash icon to delete the Report.

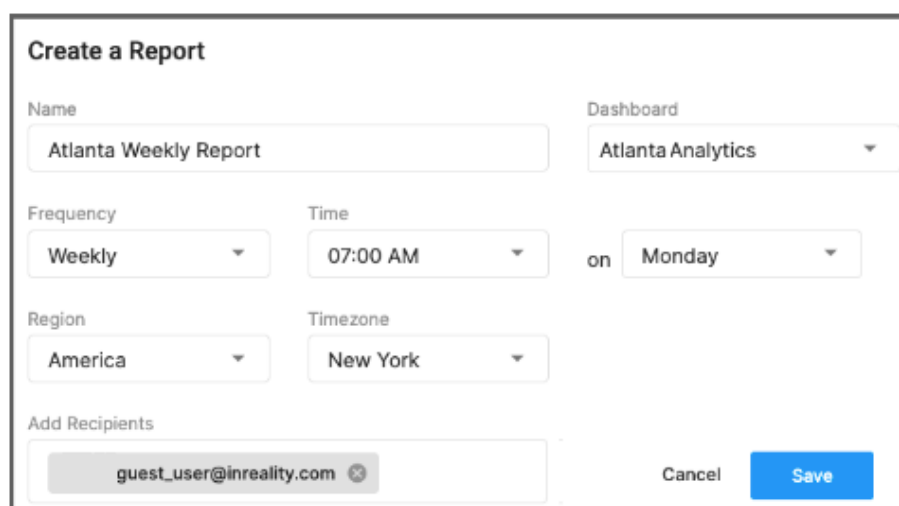


The screenshot shows the 'Analytics' section of the platform. At the top right is a 'Create a Report' button. Below the header is a search bar labeled 'All Reports'. A table lists existing reports with columns for Report Name, Frequency, Dashboard Name, and Last Modified Date. The first row shows 'Atlanta Weekly Report' with a frequency of 'Monthly', dashboard 'North', and last modified date 'Feb 18, 2022'. To the right of the table are three icons: an eye (open), a pencil (edit), and a trash can (delete).

Report Name	Frequency	Dashboard Name	Last Modified Date
Atlanta Weekly Report	Monthly	North	Feb 18, 2022

5.2- Create a Report

- Click the 'Create a Report' button in the top-right corner
- Enter a Report Name, select a Dashboard View name, select Frequency and Region/Timezone
- Select existing users from the platform, as Recipients



The 'Create a Report' form contains the following fields and options:

- Name:** Text input field containing 'Atlanta Weekly Report'.
- Dashboard:** Dropdown menu showing 'Atlanta Analytics'.
- Frequency:** Dropdown menu showing 'Weekly'.
- Time:** Dropdown menu showing '07:00 AM'.
- on:** Text label.
- Monday:** Dropdown menu showing 'Monday'.
- Region:** Dropdown menu showing 'America'.
- Timezone:** Dropdown menu showing 'New York'.
- Add Recipients:** Text input field containing 'guest_user@inreality.com' with a user icon.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom right.