

Camera Analytics Platform- KPI Cards

Quick Start Guide

Prepared By:

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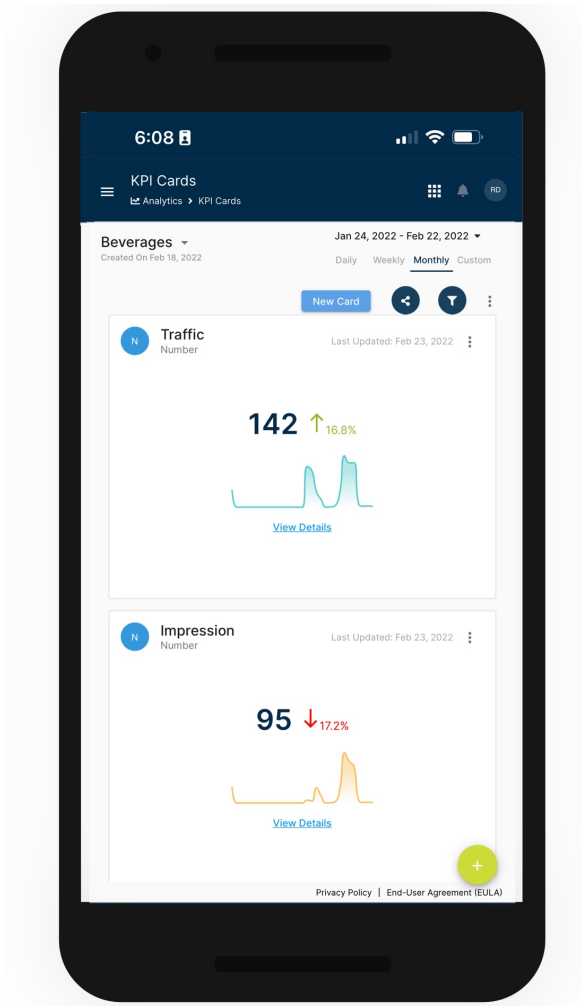
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Most Recent Version:

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1- Overview

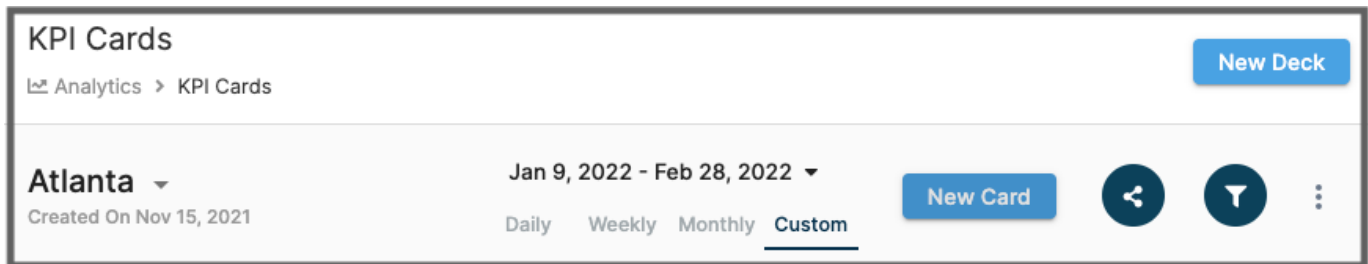
'KPI Cards' are easily configured to provide timely key metrics data to users on a recurring basis. They are designed for you to monitor KPIs (Key Performance Indicators) on a daily basis. The cards may be viewed on your mobile, and leverage AI to identify important correlations and relationships. The cards may also expose anomalies, which you can quickly respond to as they occur.



2- Configuration

To configure user-defined 'KPI Cards', click on 'KPI Cards' in the main menu.

The KPI Cards editor, allows you to create 'Cards' and 'Decks', configure and edit cards, share the cards and decks with associates, and view the cards and decks you've created. Sharing allows you and others to receive the cards, to view timely key metrics data on your mobile.



2.1- Create a Deck

To create a new Deck, click on the 'New Deck' button, in the top right of the screen. Enter the 'Deck Name', and add an optional description. Edit the Maximum Dwell times, as desired. Note that it cannot be set to 0. Click the 'Create' button to save the Deck.

Create New Deck

Deck Name

Maximum Dwell time

Traffic
 sec

Impression
 sec

Engagement
 sec

Description

Once a new Deck is created, the name will be displayed at the top left, with an arrow dropdown button to the right of the name. Once multiple Decks have been created, click the arrow dropdown to view, select and edit the desired Deck, from a list of Decks that you have created and those Decks shared with you.

2.2- Create a Card

To create a new Card first select the Deck as referenced above. Click on the 'New Card' button. First enter a 'Card Name'. Then select a 'Card Type' (Number, Ratio, Revenue). Then configure the card data, by first selecting a Numerator and if Card Type is Ratio, a Denominator formula, created in the Formula Editor. Click the 'Create' button to save the Card, as shown below.

2.3- Share Deck View

Click the 'Share Deck View' button to share the Deck with other users. Click the checkbox of each user to share the Deck with.

2.4- 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.

2.5- Edit or Delete a Deck

Click the options menu to the right of the Filter icon, to Edit or Delete a Deck.

3- Viewing a KPI Card

'KPI Cards' provide timely key metrics data to users on a recurring basis. They are designed so you can monitor KPIs (Key Performance Indicators) on a daily basis. The cards may be viewed on your mobile, or from the 'KPI Card' editor in the platform portal.

In the page header, shown above, you can select to view Cards data by: Daily, Weekly, Monthly, Custom

3.1- Standard View

The Cards provide a standard view, shown below. The name and type of the card is displayed, along with the corresponding value and percentage change, as shown below. To view additional details, click on 'View Details' at the bottom of the Card, as shown below.

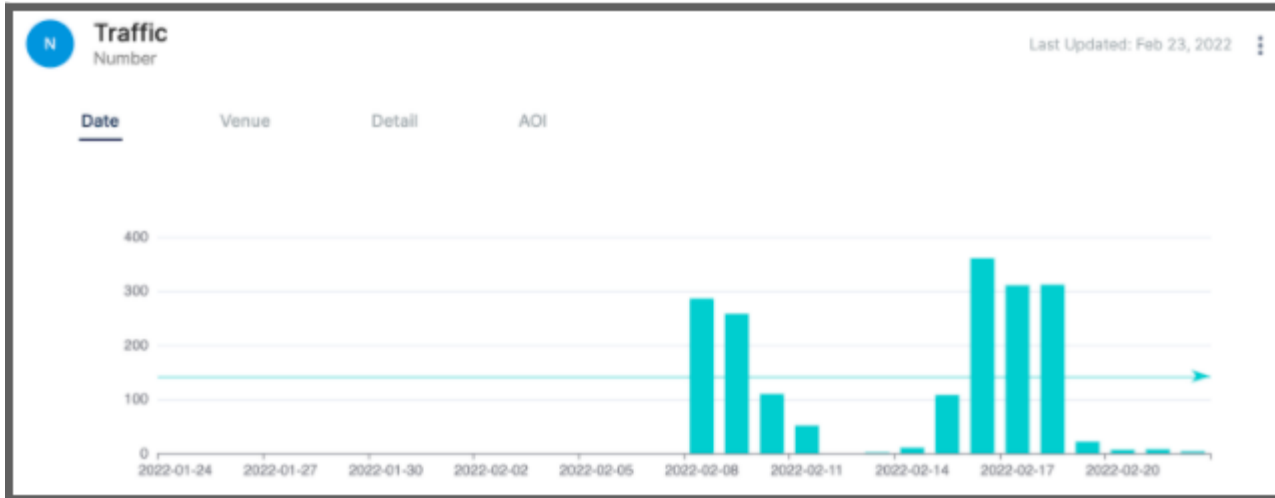
Standard View



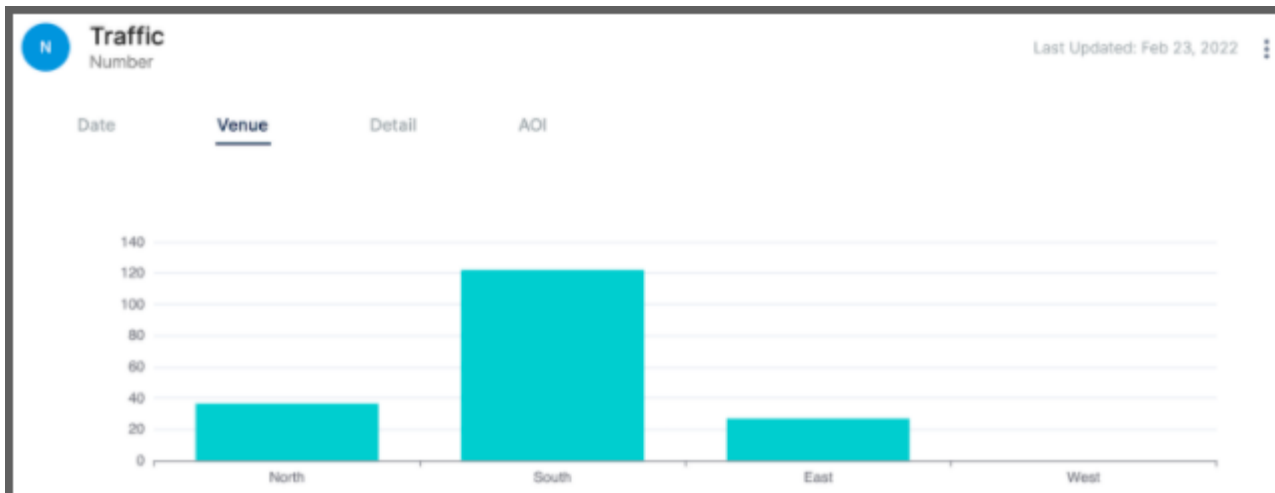
3.2- View Details

The Cards are designed to display four additional views: Date, Venue, Detail and AOI (Area of Interest), as shown below. Note the data displayed is relative to the date range, as selected in the page header: Daily, Weekly, Monthly, Custom.

Date View - Compare by Date



Venue View - Compare by Venues



Detail View

Click the 'Detail' tab to view the formula breakdown data, from user-defined formulas containing a Data Breakdown. These formulas are created in the Formula Editor. See our 'Formula Editor - Quick Start Guide' for additional information.



AOI View - Compare by each AOIs

