Vision360 is an Artificial Intelligence technology based Retail Footfall Management product, measuring in-store shopping behaviour that provides customer insights that are significantly more real time relevant and actionable.

The product is an one stop insights engine, which not only gives deeper understanding of demographics, emotions, heat maps...etc. but also comes some dazzling dashboards for intuitive discovery. Furthermore amalgamating various data sources (shoppers, customers...etc.), brings out significant deeper insights that help business take Data Driven Decisions.

**Key Features**
- Cloud based
- Key metrics, Demographics, Emotions ...and more
- Dashboards
  - Footfall Heatmap, Traffic Management
- Data and Analytics
  - Data (internal and external) & analytics Model

**Key Insights**
- Gender
- Age Group
- Emotions
- Ethnicity

Vision360 provide the organization insights across levels and empowers them to make data driven decisions.

The data generated by the engine amalgamated with organizations proprietary data can generates deep insights into customer in-store behavior.

**C Suite**
- Key business metrics, Footfalls, Demographics, Emotions, Customer insights ...and more.

**Operations**
- Footfall Heatmap, Traffic Time zones
- Traffic Management... and more

**Marketing**
- Customer Age group, Ethnicity, Emotions, Campaign success... and more