

Department Store Visitor Analytics

for May 2018



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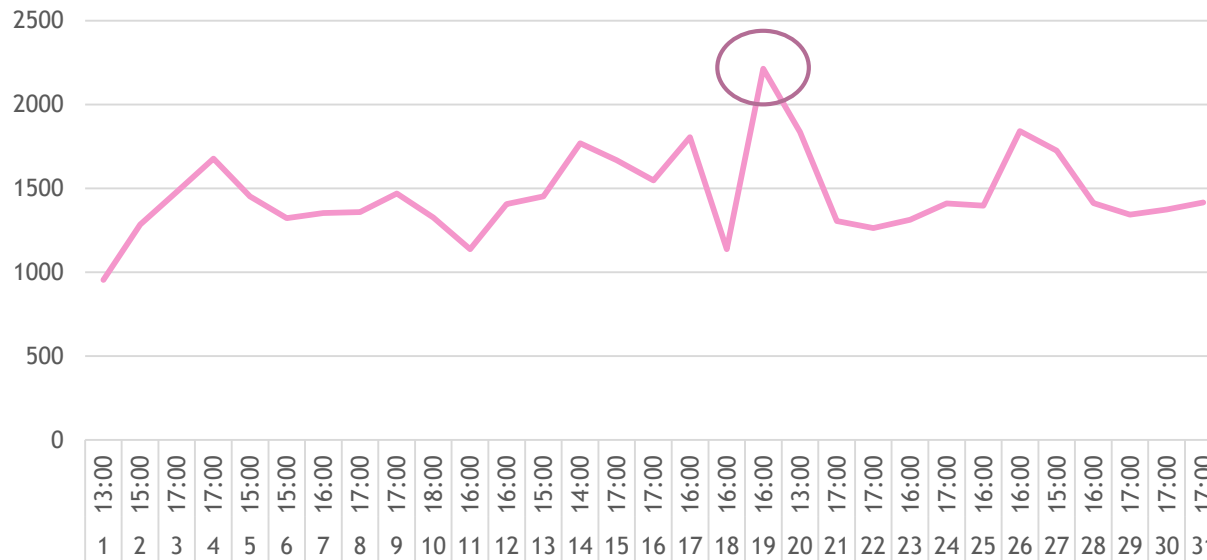
Total Number of Visitors

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00
Tue, May 1	339	543	708	840	954	930	318	0	0	0	0	0	0	0
Wed, May 2	0	0	0	0	0	372	1284	1107	999	906	822	630	198	42
Thu, May 3	294	558	732	732	882	1050	1080	1188	1479	1434	930	576	288	381
Fri, May 4	327	591	777	894	1041	1026	1197	1485	1677	1617	1065	849	558	615
Sat, May 5	312	546	723	954	1047	1266	1452	1377	1227	1206	939	678	297	57
Sun, May 6	354	549	672	876	1143	1212	1323	1260	1191	1119	1035	762	348	66
Mon, May 7	369	798	1077	1008	897	984	1116	1353	1125	1050	759	558	147	18
Tue, May 8	372	621	990	1062	972	1065	1158	1167	1359	1083	999	600	171	36
Wed, May 9	426	723	1101	1059	1020	978	984	1191	1470	1218	903	846	282	48
Thu, May 10	474	591	990	948	939	1077	1074	1281	1311	1326	981	783	252	45
Fri, May 11	351	648	819	927	945	996	1095	1137	1101	1119	897	717	312	57
Sat, May 12	219	492	723	981	1038	1200	1233	1407	1209	1065	1062	780	342	27
Sun, May 13	438	684	837	1146	1248	1332	1452	1323	1338	1221	1227	822	450	132
Mon, May 14	291	561	798	1302	1470	1770	1653	1671	1626	1593	1005	795	315	24
Tue, May 15	462	807	972	1038	1182	1236	1401	1371	1668	1599	1086	939	306	42
Wed, May 16	369	663	837	1143	1239	1167	1347	1461	1548	1449	1236	861	369	51
Thu, May 17	570	828	1281	1428	1488	1587	1650	1806	1806	1737	1239	1167	399	33
Fri, May 18	477	576	1128	927	945	996	1095	1137	1101	1119	897	717	312	57
Sat, May 19	723	1059	1587	1578	1956	1770	2199	2214	2160	1986	1467	1155	600	108
Sun, May 20	723	1176	1434	1542	1836	1620	1515	1557	1629	1437	1092	756	261	39
Mon, May 21	429	519	789	909	1017	1107	1128	1101	1305	1239	1002	567	216	45
Tue, May 22	360	576	900	813	1023	1008	912	1083	1263	1176	963	744	219	21
Wed, May 23	444	627	990	1077	1134	1104	1077	1314	1221	1137	912	639	309	15
Thu, May 24	507	714	1161	1152	1062	1137	1290	1389	1410	1242	1011	822	258	24
Fri, May 25	387	792	1086	1026	1155	1167	1257	1398	1254	1212	1251	918	438	21
Sat, May 26	663	1008	1299	1146	1626	1626	1707	1842	1767	1569	1485	993	600	108
Sun, May 27	624	978	999	1281	1542	1497	1725	1683	1587	1449	1215	777	405	45
Mon, May 28	303	585	876	996	1095	1206	1302	1413	1407	1299	966	633	183	18
Tue, May 29	351	576	741	933	1161	1068	1233	1185	1344	1158	939	663	165	30
Wed, May 30	459	669	861	879	927	1041	1248	1335	1374	1179	1053	768	237	36
Thu, May 31	420	594	807	1137	1119	1275	1245	1326	1416	1377	1188	768	255	33

- ▶ Your store was seen by **333,000** visitors this month.
- ▶ Sat/Sun in week 4 witnessed a high number of visitors, which indicates good timing to launch a promotional event.

Visitor Trend for This Month

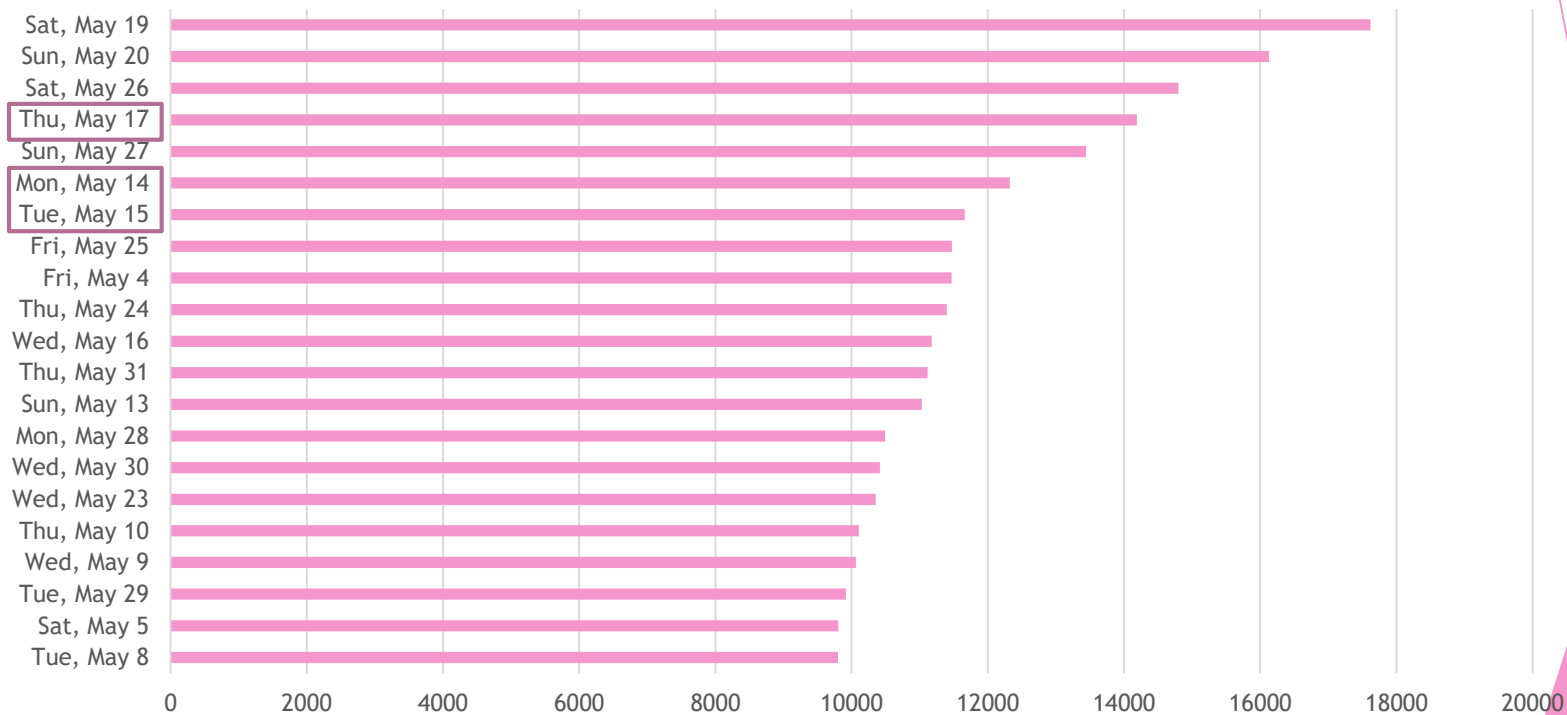
of visitors at Peak Hour in May 2018



- ▶ Saturday, May 19 was the peak day of visitors with 17k visitors.
- ▶ Number of visitors for the weekend (Sat & Sun) in week 3 and 4 was 62k visitors which was more than 40k visitors for week 1 and 2; Perhaps due to the shopping spree after the pay day in week 3 and 4.

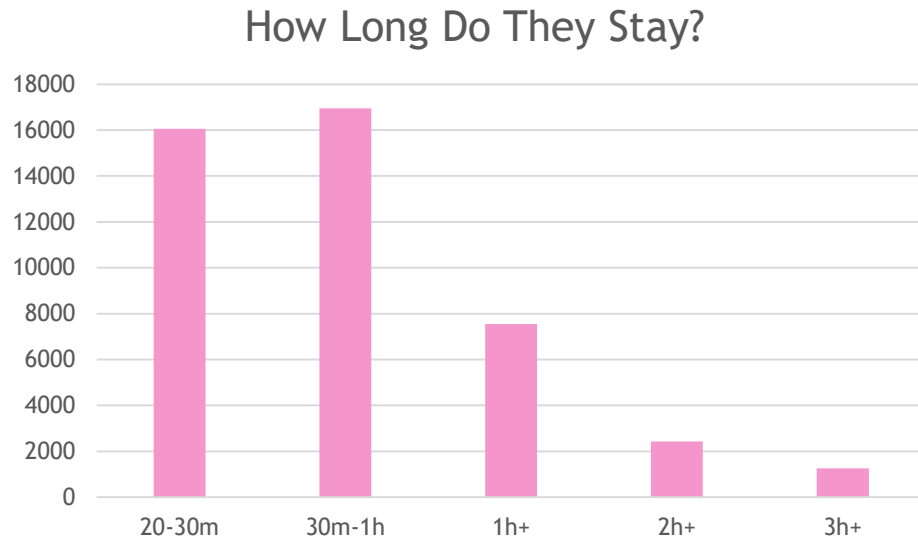
Peak Dates in May 2018

Number of Visits in May 2018



- ▶ Peak days of unique visitors was not only on weekends, but also on the days around public holidays which was May 14-17.

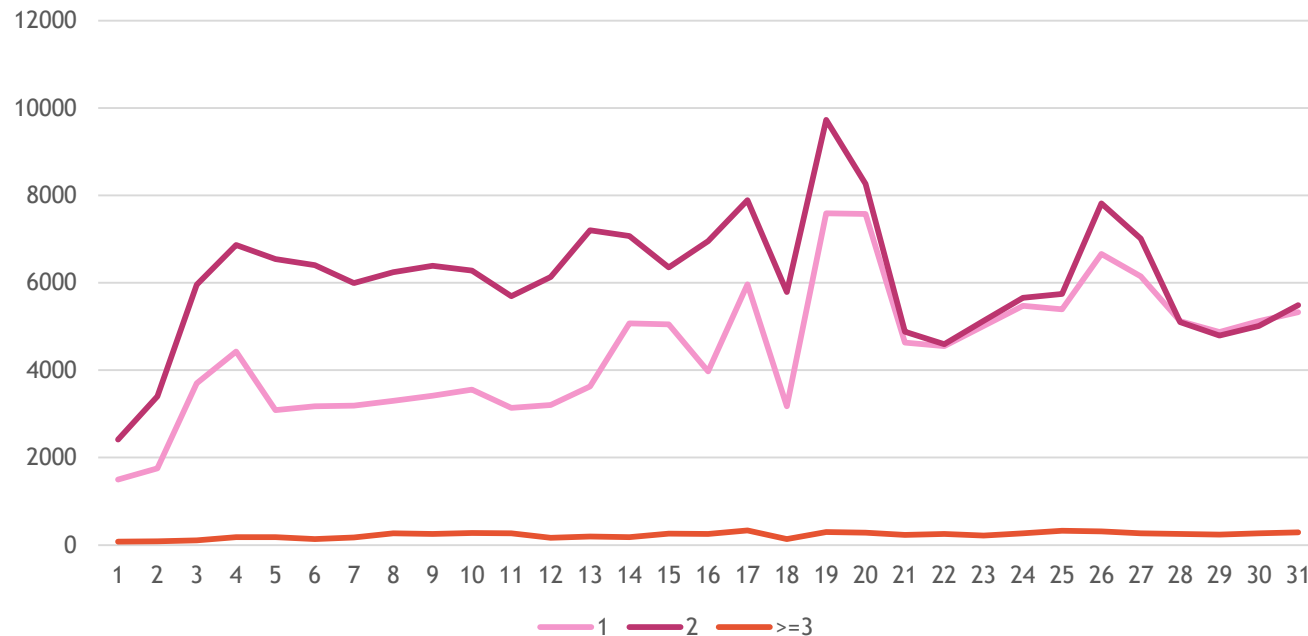
Duration of Visits in May 2018



- ▶ After eliminating short term passers-by and employees, the biggest number of people stayed in and around the store was between 30 minutes to 1 hour.
- ▶ Number of visitors who stayed in and around the store for more than 20 minutes was **46,488** visitors this month.

Frequency of Visits in May 2018

How Often Do They Come?

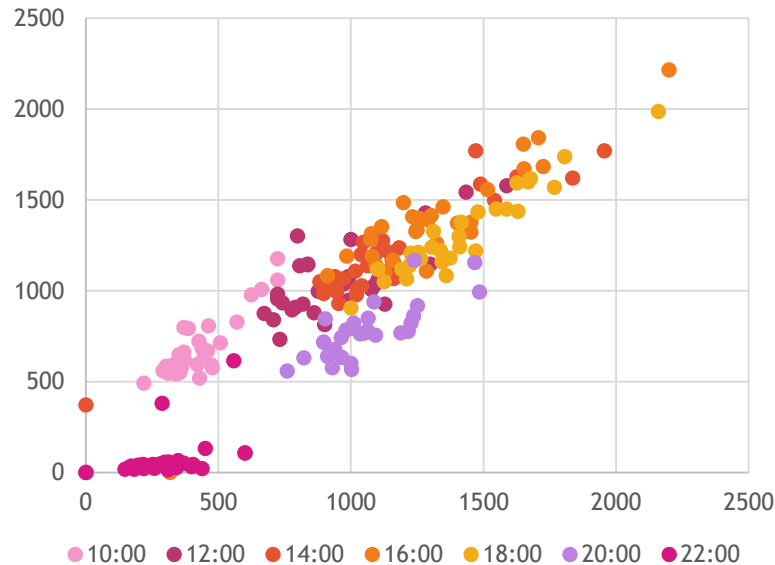


- ▶ The highest number of visit frequency was **2 days a month** (188k), which was higher than 1 day a month (137k).
- ▶ Number of visitors who paid visits 3 days+ a month was 7k.

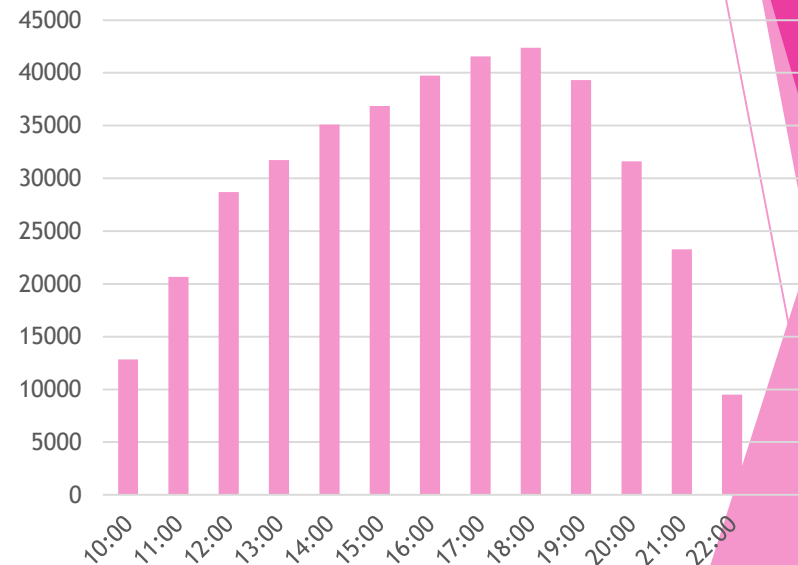
Number of Visitors By Hours

When Do They Come?

Visitor Distribution



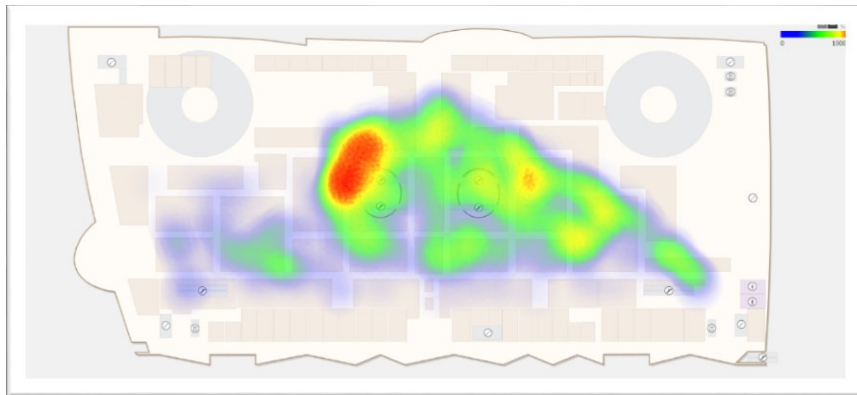
Number of Visitors in by Hours



- ▶ Number of visitors rose gradually from 10 AM and reached its peak at 4-5 PM.
- ▶ The peak hour for Saturdays was 4pm and for Sunday 3pm.

Chromap™ Analysis (1/3) - Weekday

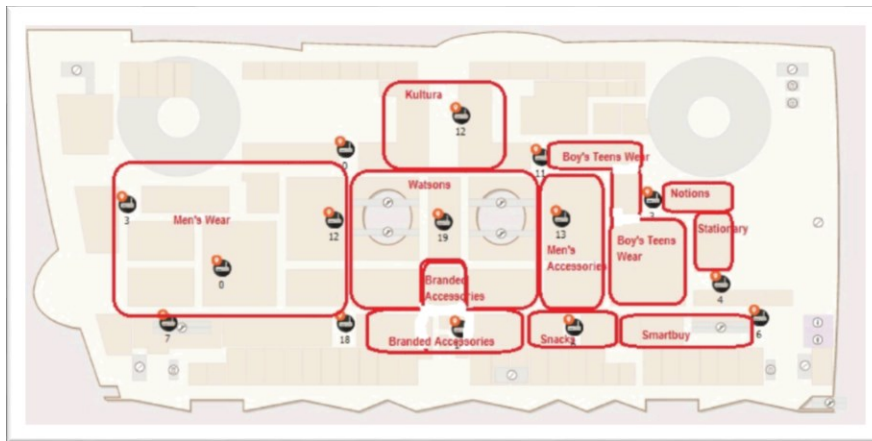
Where Do They Go?



Mon, Jun 11 5PM



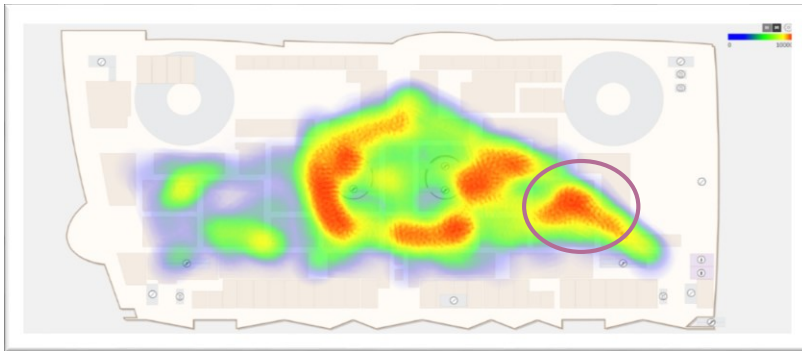
Mon, Jun 11 6PM



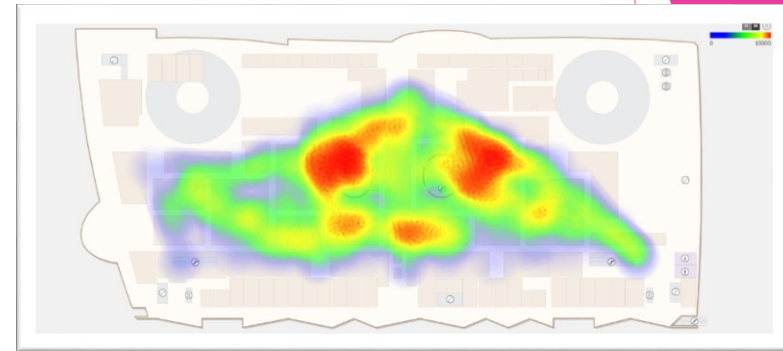
- ▶ On a weekday, not many areas are being heavily visited.
- ▶ Certain hot zones in middle part of the store may be indicating intriguing deals or some promotional activities.
- ▶ Areas that were mainly crowded were **Watson's** and **Boy's Teens Wear**.

Chromap™ Analysis (2/3) - Weekend

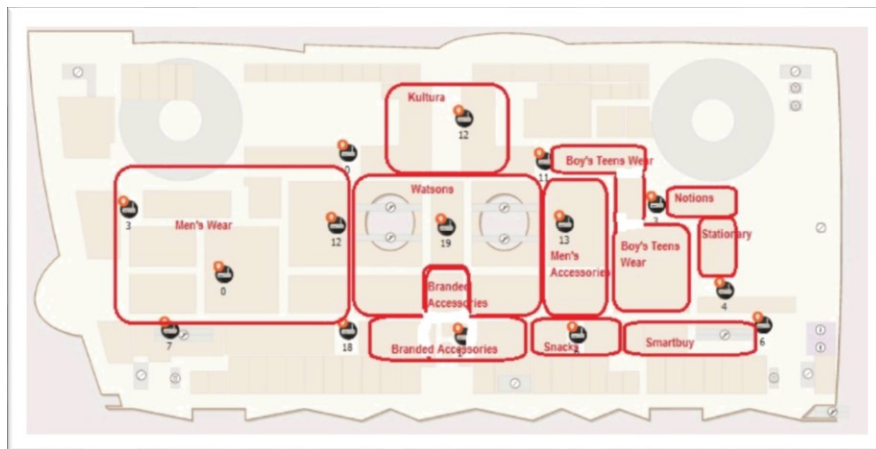
Where Do They Go?



Sun, Jun 17 3PM



Sun, Jun 17 4PM



- ▶ The area with the most visitors changed rapidly from 3pm to 4pm on Jun 17 which might be indicating some special events.
- ▶ Areas that were crowded were **Watson's, Boy's Teens Wear, Stationary, Branded Accessories, and Men's Accessories.**

Chromap™ Analysis (3/3) - Composite



2018-06-11 Mon AM 1000 Local Time.png



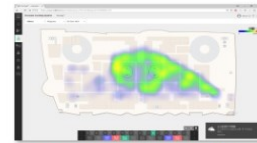
2018-06-11 Mon AM 1100 Local Time.png



2018-06-11 Mon PM 1200 Local Time.png



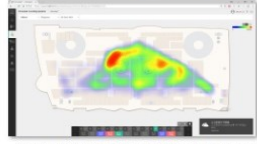
2018-06-11 Mon PM 1300 Local Time.png



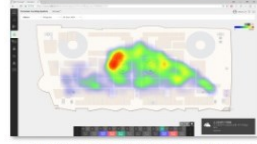
2018-06-11 Mon PM 1400 Local Time.png



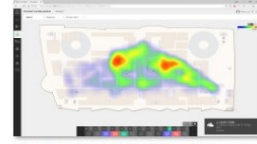
2018-06-11 Mon PM 1500 Local Time.png



2018-06-11 Mon PM 1600 Local Time.png



2018-06-11 Mon PM 1700 Local Time.png



2018-06-11 Mon PM 1800 Local Time.png



2018-06-11 Mon PM 1900 Local Time.png

Mon, Jun 11



2018-06-17 Sun AM 1000 Local Time.png



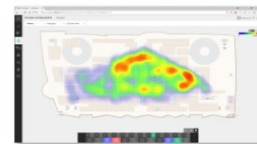
2018-06-17 Sun AM 1100 Local Time.png



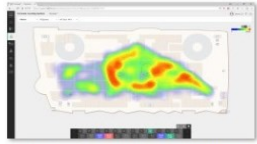
2018-06-17 Sun PM 1200 Local Time.png



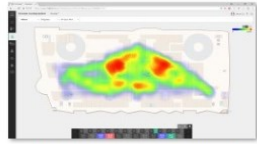
2018-06-17 Sun PM 1300 Local Time.png



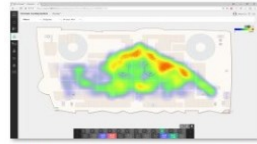
2018-06-17 Sun PM 1400 Local Time.png



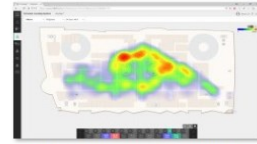
2018-06-17 Sun PM 1500 Local Time.png



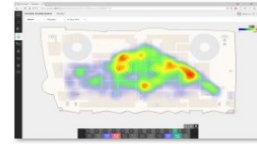
2018-06-17 Sun PM 1600 Local Time.png



2018-06-17 Sun PM 1700 Local Time.png



2018-06-17 Sun PM 1800 Local Time.png



2018-06-17 Sun PM 1900 Local Time.png

Sun, Jun 17

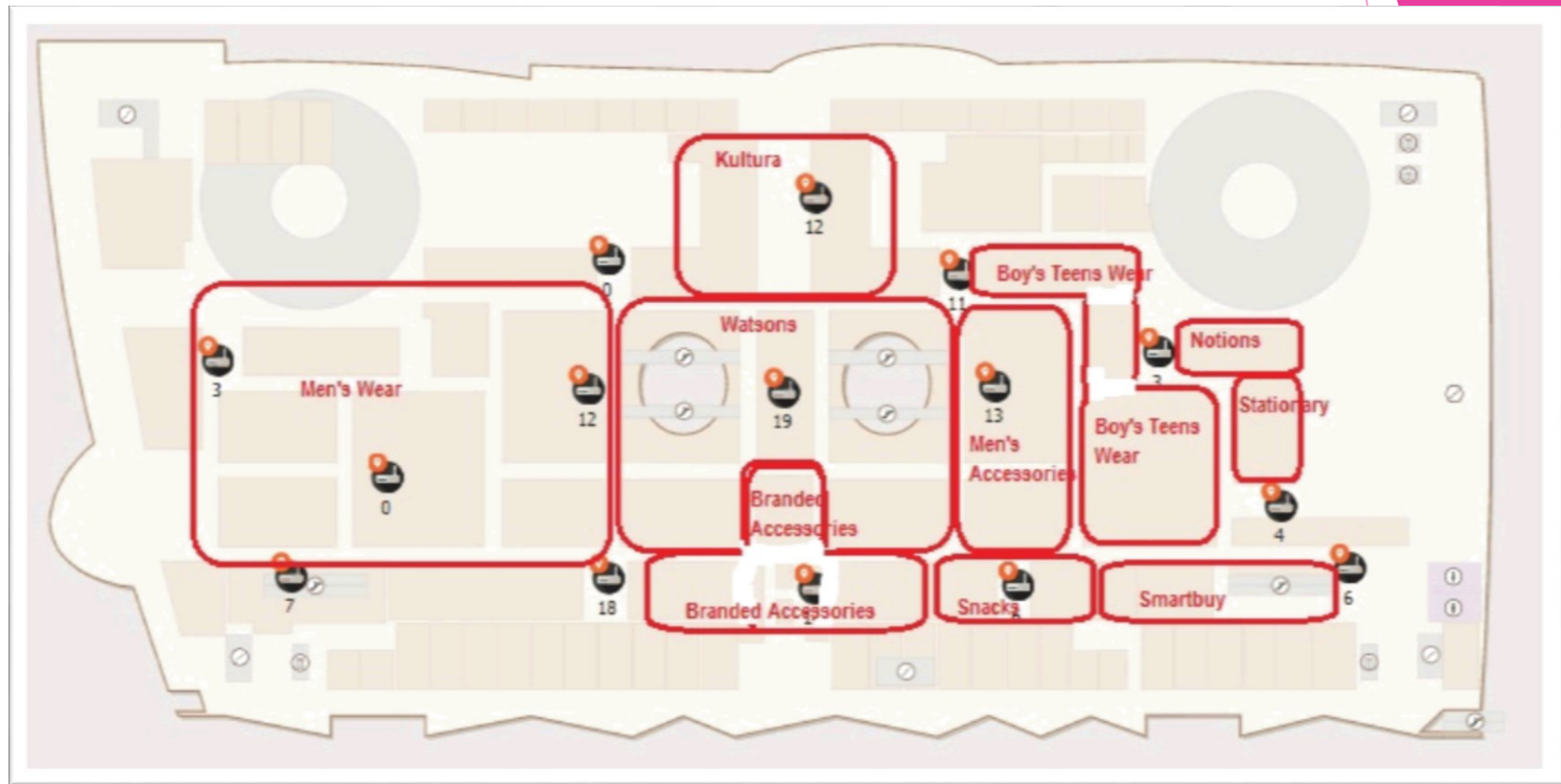
- ▶ The composite view of the Chromap™ is consistent with peak hours calculated by number of unique visitors.

Glossary for Attached Tables

- ▶ Numbers in the top row of the Visit Duration Table are hours of duration.
 - ▶ 0-10m means 0:00:00 - 0:09:59.
 - ▶ 10-20m means 0:10:00 - 0:19:59.
 - ▶ 20-30m means 0:20:00 - 0:29:59.
 - ▶ 30m-1h means 0:30:00 - 0:59:59.
 - ▶ 1h+ means 1:00:00 - 1:59:59.
 - ▶ 2h+ means 2:00:00 - 2:59:59.
 - ▶ Etc.

- ▶ Numbers in the top row of the Visit Frequency Table are the number of visits in the past 30 days.
 - ▶ Numbers in Column 1 are the number of people who visited 1 time past 30 days.
 - ▶ Numbers in Column 2 are the number of people who visited 2 times past 30 days.
 - ▶ Etc.

Store Section Map



Thank you for your interest in our products and services.

Please, feel free to contact us, if you wish to purchase our products or have any inquiries :

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Bangkok

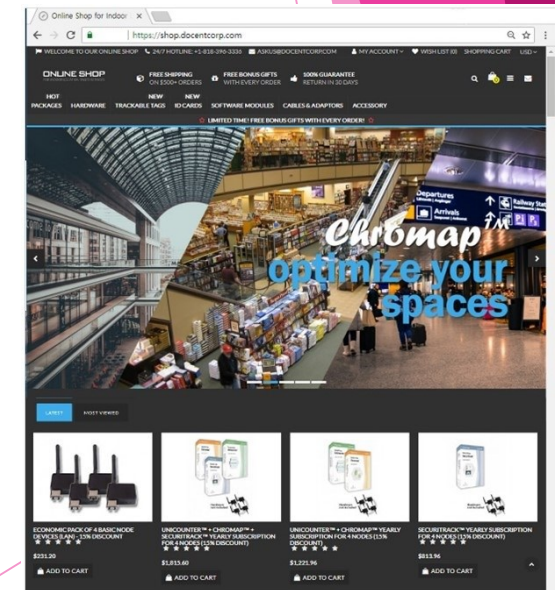
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Thank You