

# VisitorTrends™ REPORTING

# OVERVIEW

**VisitorTrends instantly transforms your data into interactive charts and maps that allow you to quickly spot trends, patterns and abnormalities from your data, drill down to identify the root cause of performance problems and then take action. VisitorTrends assists in improving performance, enhancing revenue, and increasing profitability.**

VisitorTrends puts an interactive decision-making tool in the hands of executives and front-line managers who are tasked with making critical decisions that affect business performance and customer relationships. VisitorTrends is also accompanied by a desktop version for smaller facilities or for rapid standard reporting tasks.

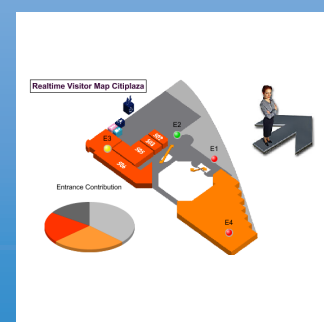
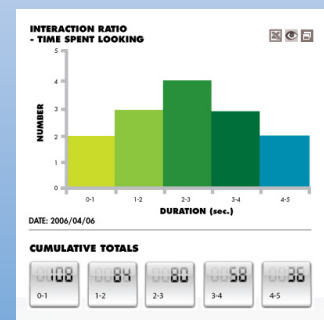
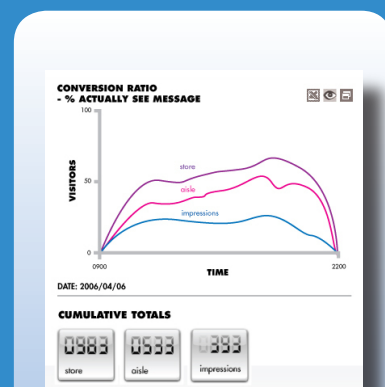
## Metrics-based Management

By observing and analysing historical trends in your business performance with VisitorTrends, you can establish baseline profile for your key performance indicators (metrics). Once these are set, you can then begin to manage your business based on exceptions to these baseline metrics.

Using the interactive dashboard and customisable alerts in VisitorTrends, an executive or a frontline manager can recognise instantly when an exception occurs and quickly drill down into the data to discover the underlying cause to devise a corrective action.

## See the Answers to Your Questions

1. Identify the business metrics that you require to drive continuous performance improvement.
2. Gather data from your people counting system and other business systems.
3. Extract and aggregate this data.
4. Utilize VisitorTrends to observe and analyse historical trends in your performance.
5. Based on historical performance trends, establish baseline profile for your metrics.
6. Create indicators, build dashboards, and set alerts for exception notifications in VisitorTrends.
7. Use VisitorTrends to monitor performance and when exceptions occur, drill down into the data to identify causes and take corrective action.



# FEATURES

## VisitorTrends Reporting

- Printable Reports
- Ad-Hoc Reporting Engine
- Distributable PDF Reports

## VisitorTrends Dashboards

- Static Dashboards
- Shared Dashboards
- Interactive Dashboards
- User-defined Dashboard Categories
- JSR-168 Compliant

## Charts

- Analyse Visitor Trend Data and Other Business Data
- Active Drillable Charts
- Selectable Chart / Table Types
- Real-time Trend/Exception Analysis
- Historical Trend/Exception Analysis
- Custom Calculated Data Fields
- OLAP-like Data Analysis
- Standard Chart Types
- Mapping Module available as an option

## Data Organization

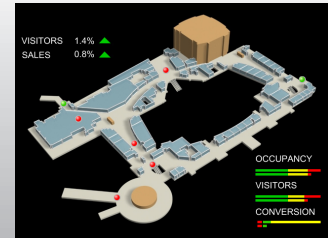
- Data warehousing Historical VisitorTrends Data
- Customisable Data Hierarchies
- Customisable Time Hierarchies
- Customisable Location (Countries, Regions, Facilities, Zones, Entrances etc.) Hierarchies

## Data Collection

- Real-time Collection of Visitor Trend Data
- Just In Time Collection of Visitor Trend Data (Synchronized Scheduled Updates)
- Real-time Data Integration With Other Sources of Business Information

## Alerts Notifications

- Event triggered alerts
- Threshold triggered alerts
- Occupancy Thresholds



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