# Hikvision BI Reporting &Dashboard Retail Solution

Pain Points

Poor Understanding of Consumer Needs
Retailers have to analyze terabytes of data to accurately understand consumer needs.

Slow Response to Rapidly Changing Market Trends
Retails often are lack of full insights and ability to make more informed decisions based on collected data to follow the rapidly changing market trends.

Retail enterprises face numerous challenges

System Architecture

**With a simple BI Dashboard Solution,
you can convey every data to its maximum value.**

HikCentral

NVR

NETWORK

Fisheye Camera
(Shopping Area)

Flow Analysis Camera
(Doorway and Shopping Area)

People Counting Camera
(Entrance)

iDS-2CD8426G0/F-I
Dual-Lens Face Recognition Camera

HIKVISION
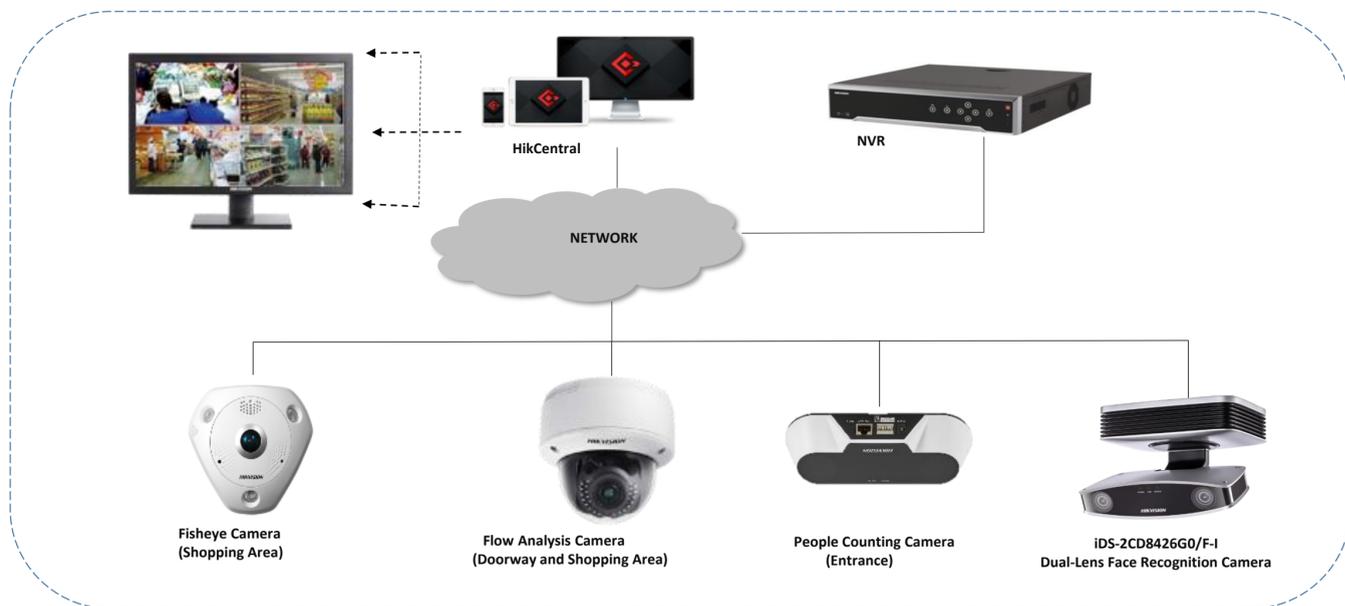
Solution Highlights

People Number/Convert Rate Report
- Number of customers entering, exiting, or entering & exiting the shop.
- Conversion rate=customers entering the shop/customers passing by (%))

Queue Detection Report
- Detailed statistics of queuing-up people in region 1-3.
- Queuing-up time analysis.
- Comparison of queue status in different regions.

Global Heat Map Report
- Clear heat map report by people number / dwell time.
- Global heat map with colored scale indication for area time/people number.
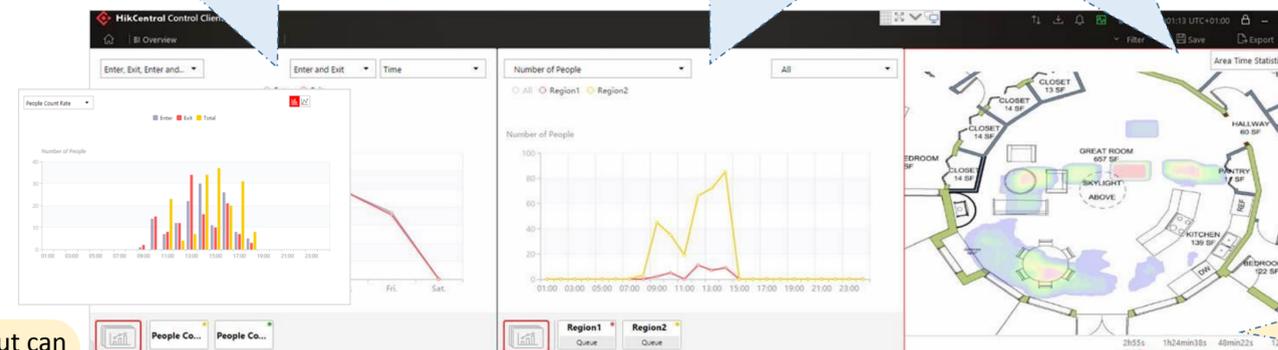
Reports layout can be customized and saved:
1x1, 1x2, 2x2, 2x3

Colored Scale of Area Time or Customers Number

- Dwell Time Report
- Customers statistics by different age groups
- Customers statistics by gender
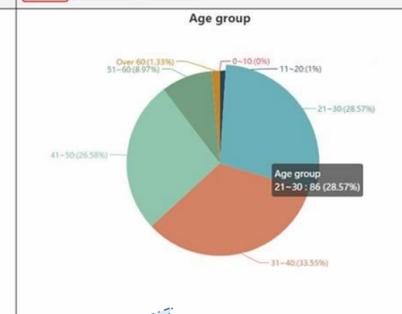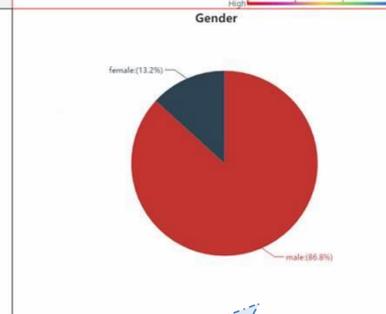
Dwell Time Statistics Report
Customer's Age Group Report
Customer's Gender Report

Product Showcase

**DS-2CD63X5G0-I(V)(S)
Fisheye Camera**
- New lens: good image view & wide angle
- Deep learning-based heat map
- Half sphere preview
- Three-way IR lights
- H.265+/H.265
- Exportable original data

**DS-2CD7126G0/L-IZS
Flow Analysis Camera**
- 1/1.8" progressive scan CMOS
- 1920 × 1080 @ 60 fps
- H.265+/H.265
- 140 dB WDR
- Queue detection

**DS-2CD6810F/C
People Counting Camera**
- 1/3" progressive scan CMOS
- Dual lens, dual CPU, stereo views
- Up to 640 × 960 resolution
- People counting for entrance, exit, entrance & exit.

**iDS-2CD8426G0/F-I
Face Recognition Camera**
- 1/2.8" Progressive Scan CMOS
- 1920 × 1080 @ 30fps
- H.265+/H.265
- 5 video streams
- Face recognition

HikCentral Management Software
- Central management of devices
- Live view and playback
- Health status monitoring
- Receive analysis data and generate business intelligent reports