

The background is a grayscale collage of various business-related sketches. It includes a network diagram with nodes and connecting lines, a balance scale, a bar chart with an upward-trending arrow, a line graph with a dollar sign, and a hand holding a pen.

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Business Analytics



Analytical location examination and relevant insights on user behavior

aduno Business Analytics captures all Wi-Fi-capable, switched on devices (existing and logged in) within a location. The collected data is graphically processed and put into context. Real-time and historical movement profiles allow conclusions to be drawn about user / customer loyalty, walking paths and fluctuation.

The definition of zones and individual rooms provides measurable values about strong and weak sales areas and allows marketing actions tailored to different user groups.

The user or mobile devices are recorded anonymously and in absolute conformity with the German Data Protection Laws. No personal data are communicated or stored in databases.

- Heat maps
- Real-time data
- Statistics
- Location comparison
- Zone analysis
- Developments and trends

Analytics

Meaningful statistics and (animated) motion analysis allow in-depth insights into the behavior, interests and needs of end users and customers. Evaluating the collected data, derivations can be made which contribute to the optimization of the location - for example, by analyzing and recognizing low-frequented areas, and by therefore adapting route guidance and arrangements.

Real-time data

Powerful features, such as heat maps or real-time analysis, enable a timely response to events within a location. At a glance, e.g. in the event of a sudden increase in the number of people, corresponding measures can be taken (for example, by increasing service or security personnel).

Location comparison

Different locations (multi-client capability) can be compared efficiently, so that success parameters of variable locations can be measured easily - e.g. the effectiveness of marketing campaigns or place of locations. Relevant evaluations are graphically visualized and directly compared. Factors of influence become more visible.

MODULES

Business Analytics module packages – individually combinable, expandable at any time

ANALYTICS BASIC PACKAGE

WLAN POSITION DATA API

The aduno WLAN Position Data API is the included, generic interface for querying and translating position data from connected “WLAN Location Engines”. Engines from all known vendors are supported.

LOCATION DATA PROCESSING ENGINE

The aduno Location Data Processing Engine processes the user and position data collected via the Wi-Fi Infrastructure and prepares them in the system.



LOCATION ANALYTICS DASHBOARD

The “Location Analytics Dashboard” is located in the start page of the aduno Management Console. It visualizes the data, key figures and information from aduno Business Analytics in different widgets. Selected analysis graphs from the included modules are integrated in order to provide an up-to-date overview of current events. Periods of the data analysis can be defined centrally and detailed information can be viewed and controlled per widget.

VISITOR OVERVIEW

Visual presentation of first-time visitors (new visitors) and returning visitors in a selected period and relative distribution.

VISITORS

The widget “Visitors” displays the number of visitors and passers-by in the selected period and prepares location and a selected the information visually.

VISITORS TOTAL

A line graph represents the total number of visitors within the selected period.

VISITOR DEVELOPMENT BY TIME

A bar chart visualizes the chronological development (hourly) of the absolute number of visitors as well as the percentage distribution of visiting groups (first-time visitors, returning visitors) within the location.

DWELL TIME DISTRIBUTION

A bar graph groups all visitors to the location, based on their length of stay, and shows how many visitors were present in the defined dwell time groups.



DWELL TIME

The dwell times of the visitors (from a stay of three minutes) are displayed on a daily basis in a line diagram. All the visitor’s daily dwell times are subdivided into the defined dwell time groups and can be broken down to zones.

EXTENSION MODULE PACKAGES

Business Analytics module packages – individually combinable, expandable at any time

+ ANALYTICS PREMIUM PACKAGE

REAL-TIME DATA

Within the portal module “live data”, the positions of all currently detected, Wi-Fi capable devices (users) are projected onto the stored map of the location in real time. This visualized devices are dyed differently based on the number of visits to the location.

HEAT MAP

The heat map, a visualized frequency distribution, is created using the location map and displays the most and least visited areas of the location. The distribution in the location is displayed graphically by means of the color gradient marking.

CUSTOMER FLOW ANALYSIS

Presentation of the visitor flows of individual rooms of a location. The visualization takes place from room to room and thus primarily serves the temporal documentation of visitor flows (room to room) without placing the focus on the accuracy of the individual detected devices within a room. A time-retroactive visualization is possible as well based on historical data.

+ PRIVACY PROTECTION PACKAGE

BLACKLISTING

A sophisticated blacklisting logic allows for a controlled restriction of users by denying access to selected MAC addresses - for example, employees can be excluded from the data collection, since an employee tracking could distort the analytical evaluations.

SOLUTION

Application solution "Business Analytics Premium"

ANALYTICS SOLUTION

ADUNO BUSINESS ANALYTICS

- Real-time analysis
- Heat maps (frequency distribution visualization)
- Time-retroactive, historical data processing
- Customer flow analysis
- Movement and behavior analysis
- Frequency analysis
- Customer groups
- Dwell times / length of stay
- Zone Dwell times
- Dwell times per visit
- Number of passers-by
- Temporal development of returning and new visitors
- Report management
- Composition of the visitor base
- Evaluations of the number of visitors per day or period
- Date picker for timely evaluations
- Location comparison for a direct comparison of relevant parameters from different branches
- Language selection
- Dynamic chart generation
- Download function of the evaluation graphs





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