Retail Optimization Analytics

Do more than count customers. Understand who they are.

3VR's video intelligence technology takes retail stores to the next level with deep, real-time insights into shopper behavior and store operations. Using 3VR's best-in-class Video Intelligence Platform, VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Combined with award-winning loss prevention features, the 3VR solution converts your brick-and-mortar location into The Intelligent Store. Now.

VisionPoint™ Dashboard
Merchants gain meaningful overviews as well as specific analytic data through a customizable Dashboard. With easy access to 24-hour intelligence, retailers can adjust goals and move quickly to optimize operations and boost profits.

Demographics Analytic
3VR's award-winning Demographics analytic allows retailers to understand who customers are by identifying foot traffic by age and gender.

People Counting Analytic
Easily monitor and analyze foot traffic patterns and occupancy rates in key areas such as customer service, returns or changing rooms.

Queue Line Analytic
Monitor customer lines at registers, door entry points, or return counters, and gather metrics for different times of day at different locations.

Dwell Time Analytic
Dwell Time reveals extraordinary insights about the way customers behave in and interact with a particular environment such as displays and end-caps.
About 3VR VisionPoint™ Analytics for Retail

3VR uses the power of Video Intelligence to allow retailers to optimize operations by responding quickly to customer needs and market trends. Using our best-in-class Video Intelligence Platform, 3VR VisionPoint™ Analytics for Retail offers an end-to-end retail optimization solution. Through a customizable dashboard, merchants can gain a 360-degree view of customers across shopping channels and adjust goals to maximize overall business performance. Based on real-time intelligence fitted to their organizations, decision makers can quickly find answers to questions around comp-store sales, SKU profitability, queue efficiency, store layout and more, and then take the appropriate action to boost profits. Combined with award-winning loss prevention features, the 3VR solution converts each brick-and-mortar location into The Intelligent Store. Now.

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