



Chipsmall Limited consists of a professional team with an average of over 10 year of expertise in the distribution of electronic components. Based in Hongkong, we have already established firm and mutual-benefit business relationships with customers from,Europe,America and south Asia,supplying obsolete and hard-to-find components to meet their specific needs.

With the principle of “Quality Parts,Customers Priority,Honest Operation,and Considerate Service”,our business mainly focus on the distribution of electronic components. Line cards we deal with include Microchip,ALPS,ROHM,Xilinx,Pulse,ON,Everlight and Freescale. Main products comprise IC,Modules,Potentiometer,IC Socket,Relay,Connector.Our parts cover such applications as commercial,industrial, and automotives areas.

We are looking forward to setting up business relationship with you and hope to provide you with the best service and solution. Let us make a better world for our industry!



## Contact us

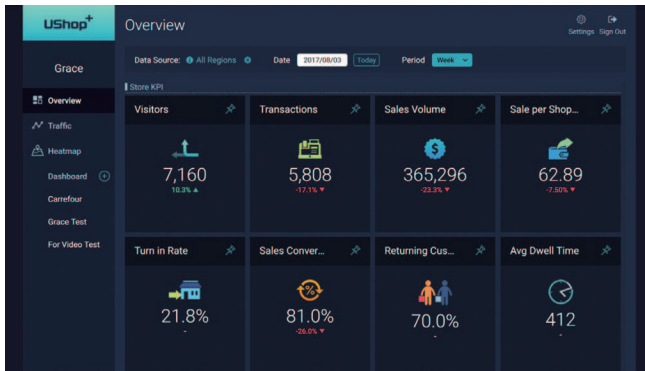
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# UShop+ Store BI



## Features

- Multi-solution integrated platform:
  - Store Traffic Analytics
  - Store Heatmap Analysis
  - Store Shopper Analysis
- User-defined BI dashboard
- Cross-stores / cross time analysis
- Multiple chart types for data visualization (KPI/Bar/Line/Pie/Table/Matrix)

## Introduction

UShop+ Store BI is a store business intelligent software designed for retail store management. It integrates several store analytic solutions, includes store traffic and store heatmap analysis for a better and efficient retail management. The UShop+ Store BI has several statistic widgets which include people counting, conversion rate, shopper's heatmap and dwell time. Users can even pin or create user-defined widgets in cross region or cross periods report. The software supports both public and private cloud.

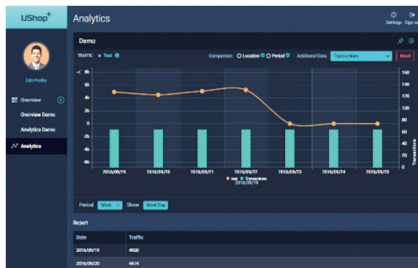
## System Architecture



## Analytics Function

### Store Traffic Analytics

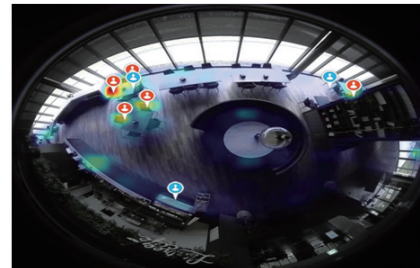
- With Smart 2D, 3D Counting Camera or Smart Wi-Fi Analyzer
- Counting data can be uploaded to the cloud directly
- Visitor & turn-in rate
- Recurrence analytics
- POS integration for analyzing transaction rate
- Customer loyalty
- Shopper's dwell time



Store Traffic Analytics

### Store Heatmap Analysis

- Analyze with 360 degree fisheye camera
- Location analysis
- Shopper path analysis
- Zone detailed chart
- Evaluate new product display and layouts



Store Heatmap Analysis

## UShop+ Store BI Feature

Management Center	Store Management	<ul style="list-style-type: none"> <li>▪ Add / delete / modify store information</li> <li>▪ Provide system and user-defined tags to classify store properties</li> <li>▪ Quickly search through keyword and tags to find the store you want to focus on</li> </ul>
	User Management	<ul style="list-style-type: none"> <li>▪ Add / delete / modify user information</li> <li>▪ Provide user rights management mechanism, to define the user authority of stores data access</li> </ul>
	Device Management	Real-time monitor the status of the store equipment, system will notify the administrator when device status abnormal
BI Dashboard	Statistic Widget	<ul style="list-style-type: none"> <li>▪ Analysis data: traffic, conversion rate, shop revenue, the number of transactions, shopper heatmap, repeat and new customer analysis, turn-in rate, the average customer dwell time</li> <li>▪ Chart type: KPI indicator, line chart, bar chart, pie chart, matrix, ranking table</li> </ul>
	Data Investigation	<ul style="list-style-type: none"> <li>▪ Cross region/store, time period, multi-data comparison</li> <li>▪ Daily/weekly/Monthly/Yearly report</li> </ul>
	User-Defined Dashboard	<ul style="list-style-type: none"> <li>▪ Pin or create user defined widgets</li> <li>▪ Flexible adjust widget size and its placement</li> </ul>
	Multi-Device Support	<ul style="list-style-type: none"> <li>▪ Support Google Chrome and Microsoft Edge web browsers</li> <li>▪ Support all devices with resolution higher than 1024x768 and automatically adjust the report layout by device resolution</li> </ul>
	Data Security & Third Party Software Integration	<ul style="list-style-type: none"> <li>▪ The data transfer format is binary-coded and uses AES 256 bit encryption with high security</li> <li>▪ Provide complete RestFul API for third-party software integration</li> </ul>
Enterprise System Architecture	Public and Private Cloud	<ul style="list-style-type: none"> <li>▪ Public cloud: Microsoft Azure</li> <li>▪ Private cloud: Microsoft server 2012 or above</li> </ul>
	Stability	Support system redundant and load balance

## Ordering Information

Part Number	Description
968SPUSTL0	Public Cloud: Store BI (UCAM)
968SPUSTL1	Public Cloud: Store BI (UShop EIS Lite)
968SPUSTL2	Public Cloud: Store BI (UShop EIS STD)
968SPUSTL3	Public Cloud: Store BI (UShop EIS PRO)
968SPUSWL1	Public Cloud: Store BI (Wi-Fi)
968SPUSWL2	Public Cloud: Store BI (UCAM + Wi-Fi)
968SPUSTS0	Private Cloud: Store BI (25 Channels)
968SPUSTS1	Private Cloud: Store BI (50 Channels)
968SPUSTS2	Private Cloud: Store BI (300 Channels)