Navizon Analytics: Measuring Visitor Traffic

Navizon Analytics measures, logs and displays visitor traffic in real-time and historically over time by counting the number of Wi-Fi devices passing nearby.

What it does

People counting is typically accomplished by *door counting*, as people enter and exit a facility through its doors. But what about measuring crowds when there is no “door” to place a counter on, and what if the need to measure the size of a crowd is temporary, such as at a festival or civic event where it is not practical to deploy gate sensors?

Navizon detects Wi-Fi enabled smart phones and tablets throughout a target area, enabling unobtrusive sizing of pedestrian traffic volumes without compromising privacy.

Monitoring Wi-Fi-based visitor traffic in a private or public environment, indoors and outdoors, can provide insights about the number and movement of people nearby.

How it works

There are two parts to Navizon Analytics: hardware nodes deployed through the area and a cloud-based server. The node is programmed to detect signals transmitted by nearby Wi-Fi enabled devices and periodically report the list of detected MAC addresses to the Navizon Analytics server which computes and displays the statistics.

Business insights

Presence and movement of people around a business can be affected by many variable factors. Navizon Analytics can provide useful insight for key business decisions, answering important questions:

- What volume of people traffic pass by a given location each day?
- What are the peak traffic hours during the day and throughout the week?
- How many people have seen the billboard on the street and entered the store?

Figure: Navizon Analytics dashboard
Navizon Analytics' detection range
Navizon Analytics can be installed outdoors or indoors with the following (average) range:

- **Outdoors**: 300 - 400 feet / 100 - 130 meters
- **Indoors**: 50 feet / 17 meters

The **node sensitivity** parameter (Analytics’ dashboard) enables setting the nodes' detection threshold to establish an effective coverage radius. This means that the system would detect only those devices with higher signal strength within the coverage area.

How to deploy Navizon Analytics
1. Order the number of nodes required. Usually one node per site is sufficient.
2. Plug each node into a regular power outlet.
3. If multiple nodes in a site, and they are physically close together, connect at least one node (the "gateway") to the Internet through a standard network router. If nodes are far apart, connect each node individually to the Internet.
4. Log into your online Navizon account and configure the nodes and optional parameters.

And you are done. No wiring. No software to install. No platform-specific library or SDK is required.

How to manage a site
Navizon Analytics is SaaS; the server runs on a public cloud. From the Analytics dashboard you can view multiple statistics including:

- **Real time Updates**, count of unique visitors seen since the beginning of the current day, week or month;
- **Recent Visitors**, number of unique visitors at the site in the last 6 hours;
- **Cross stats** option enables you to view how many devices are seen by two different nodes;
- **Historical Data** displays counts for a selected time period (From-To) and granularity (10 min, 30 min, hourly, daily, etc.).

The **Export CSV** option downloads a file containing data for a selected time period and granularity, enabling integration with business intelligence tools.

Pricing
There are two pricing options: annual contract or month-to-month (no commitment). Please, see our current Price List for details, or contact us.

Nodes can be ordered directly from the manufacturer or its distributors worldwide:


References
Installation instructions

Navizon Analytics Dashboard
[http://support.navizon.com/navizon-analytics-user-dashboard/](http://support.navizon.com/navizon-analytics-user-dashboard/)