SOLUTION SHEET · RETAIL ANALYTICS

Footfall, Conversion and Queues From the Cameras in Store

Count the people who walk past, the people who come in and the people who wait. CrowdSense Desktop runs on the cameras you already have, from a merchandise tent at a festival to a chain of stores.

Sales Tell You Who Bought. Not Who Walked Away.

The till knows the transactions. It does not know how many people walked past the window, how many came in and left, or how many gave up when the queue reached the door. At a festival merchandise stand it is the same problem, with a shorter window to fix it.

Counting passers-by, entries, queues and dwell from the cameras already watching the floor fills that gap, and puts every store or stand on the same measure.

The Numbers Between the Door and the Till

Footfall in and out

Entries and exits at every door, by hour and day.

Conversion from the street

A line on the footpath and a line at the door compare passers-by with people who came in.

Queues and wait time

Checkout and counter queue length and wait, with alerts when they grow.

Zones and dwell

Visits and dwell at displays, departments and fitting rooms, with heatmaps of where people go.

Occupancy and capacity

A live count inside, shown on a screen at the door if you need one.

Every store in one place

Multi-site dashboards and reports to compare locations, events or a whole chain.

Measure a Store in Four Steps

01 **Install on a Windows PC**
Download CrowdSense Desktop and install it on a Windows 10, 11 or Server PC on the same network as your cameras, then sign in.

02 **Add your cameras**
Paste in each camera's RTSP address, find it over ONVIF, or plug in a webcam. Choose the AI people profile.

03 **Draw lines and zones**
Lines at the doors and the footpath, zones over the queue and the displays you want to measure.

04 **Compare and act**
Footfall, conversion, queues and dwell in the portal, side by side for every store.

Camera set-up

- Mount anywhere from looking straight down (0°) to level with the scene (90°). For doorways, a view from above and in front of the flow keeps people from hiding behind each other.
- A person needs to fill at least 3% of the frame's width. If they look tiny on screen, zoom in or move the camera closer.
- At the door, a camera above and looking down at the entrance keeps shoppers from overlapping.
- For conversion, the footpath camera needs a clear view of people walking past the window.

Who Measures Their Stores

Festival and venue retail
Merchandise tents, bars and food outlets, measured across every event day.

Pop-ups and activations
Footfall and dwell for a short run, compared across locations.

Retail chains
The same measures in every store, for staffing, layout and campaign decisions.

Shopping centres and precincts
Centre and mall entries, plus occupancy for the common areas.

Privacy

CrowdSense Desktop analyses the video on the Windows PC it is installed on. What reaches the portal is text: a line was crossed, a zone filled, a queue grew. No video and no images are uploaded, and nothing sent can identify a person.

The software detects people and vehicles so it can count them; it does not identify anyone. No facial recognition, no biometric identification of people. Ever. Your cameras, your recordings and your footage stay on your site, under your control.

Price

Event pass	Always-on	Free trial
$195	From $39	14 days
per feed, per event	a feed a month, yearly plan	up to 4 feeds

All prices in Australian dollars, excluding GST. One feed is one camera stream.

Questions

How is conversion measured?
A line on the footpath counts passers-by and a line at the door counts entries. The portal compares the two for the conversion from street to store.

Can it use my existing security cameras?
Usually, yes. Any IP camera that streams over RTSP works, as long as people are large enough in the frame and the view covers the door or area.

Can I compare stores?
Yes. Every site reports to the same portal, with multi-site dashboards and unlimited users with roles.

Does it estimate shopper age and gender?
Only if you choose the AI faces profile on a camera with a face-on view. It sends counts by estimated band and never identifies anyone.

Can I get the data into our BI tools?
Yes, through the REST API and webhooks.

Try it free for 14 days on your own cameras
crowdsense.events/desktop/start · Online: crowdsense.events/video-analytics/retail-analytics