

# Shopper Behaviors

- Know where your shoppers go **before** and **after** your store
- Access precise **shopper demographic data** to learn more about **who is in your store**
- Leverage shopper paths and **dwell times** to inform merchandise mix and optimize promotional display placement, plan-o-gram effectiveness and assortments
- Measure the number of vehicles that **enter and exit** a parking facility throughout the day
- **Increase conversion and transaction size** by **adapting the assortment and merchandise** to target groups of shoppers
- Define **power hours by gender and age** to help **improve customer service**
- Know the **portion of shoppers who provide feedback** versus total traffic of the store
- Quantify the **relationship between key performance indicators and customer satisfaction scores**
- **Deliver a better experience** by aligning labor hours with customer satisfaction

