

**Invaluable Insights and Opportunities**

# Veal Analytics & Reporting Platform

By knowing more about customers' shopping behaviors, patron visitation patterns and the impact of external sources, business executives are armed with sophisticated decision-making analytics.



**Customize**

Focus on your business' key metrics with custom dashboards and reports using Veal's intuitive design and drag-and-drop dashboard builder.



**Analyze**

Make smarter, faster decisions with real-time data, insights and predictive analytics at your fingertips. Realize traffic patterns, ideal staffing metrics and more.



**Integrate**

Data is hosted on our secure servers. A RESTful API is available for all Veal application features to integrate traffic data with your existing business software.

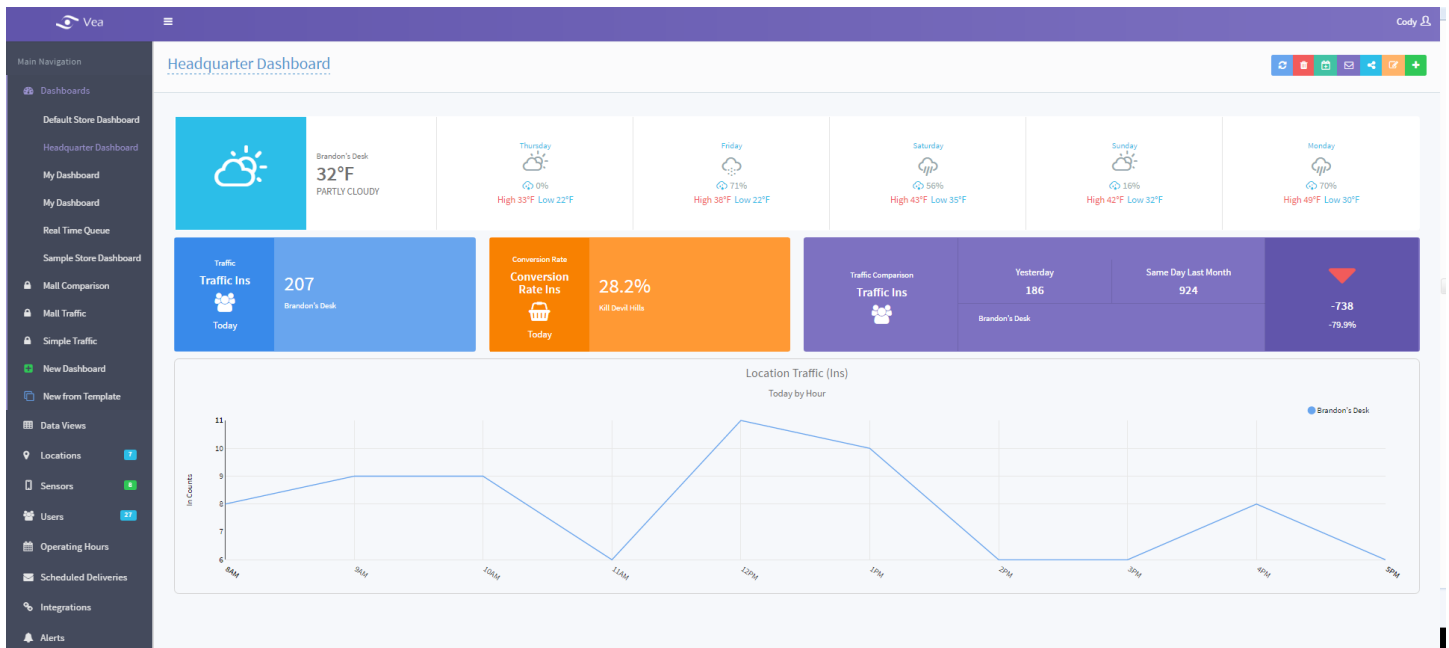
**See Veal in Action. Schedule a Live Demo!**

info@sensourceinc.com

**800.239.1226**

# Tools to Make Measurable Business Improvements

You can trust basing business decisions on the guaranteed accurate traffic data provided by SenSource people counting sensors. Veia completes the solution by turning your raw traffic data into actionable insights using these state of the art analytics tools:



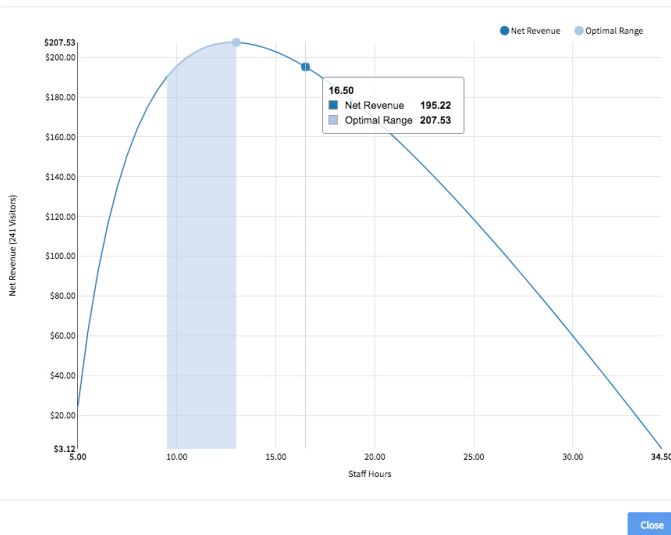
## Live Dashboards

Create custom, live dashboards with ease. Veia's fully responsive design can be seamlessly accessed across all devices using a web-login.

Drag, drop, arrange and size widgets to highlight your key performance indicators in a single view. Categories include traffic, POS, staffing, weather, queue metrics, service times and occupancy.

Predefined calculations and comparisons make it easy to get started. Adjust parameters for date range, time intervals, and sensor groupings.

Optimized Labor Chart

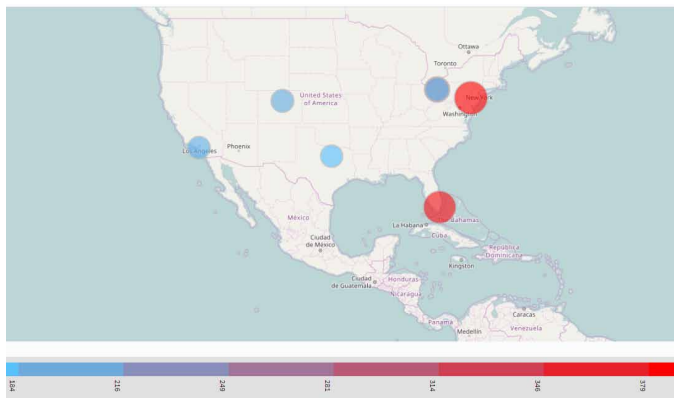


# Predictive and Prescriptive Analytics

Vea’s robust algorithms forecast traffic and optimal staffing levels with unmatched accuracy. Forecasts are based on your historical data and automatically adapts to seasonality and trends.

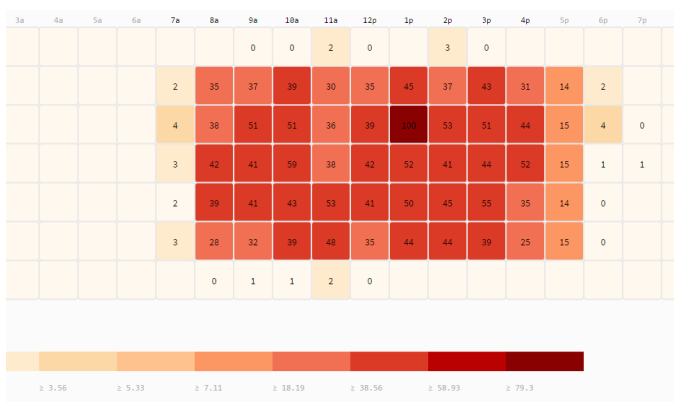
Vea’s prescriptive labor analytics details your optimal rate of service intensity (ratio of visitors to staff hours) and recommends how many labor hours to utilize on a given day.

Better aligning labor resources with forecasted traffic improves overall store performance.



# Mapping Features

Quickly see variances in metrics, reveal patterns and detect correlations. Vea’s cartogram mapping feature compares traffic or other key metrics geographically amongst locations. It’s designed for customers with multiple locations, such as retailers, as well as to zoom in and view different buildings on a campus or libraries within a district.

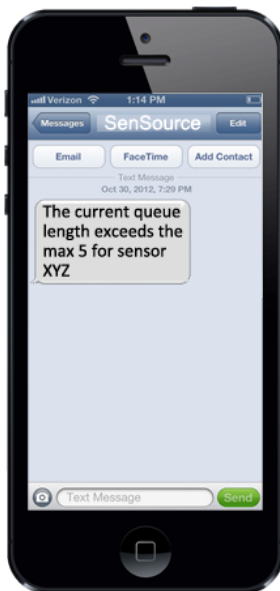


Vea’s day-hour heatmap offers a great visual representation of multiple data points in a tabular form. At a glance, realize the highest traffic times of day or analyze other metrics such as occupancy, conversion rate, items sold, etc. and at what aggregate (min, max, average, sum or median).



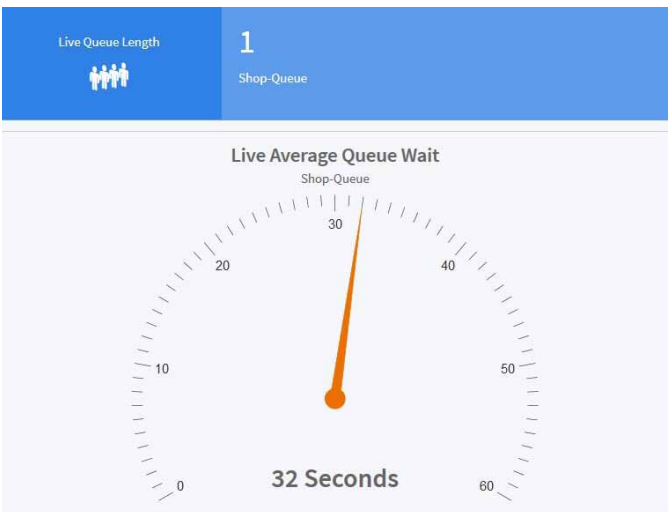
# Occupancy

Occupancy metrics are updated in real time to display current facility occupancy as well as historical records. Occupancy widgets are available to add to dashboards for customers with sensors configured for this purpose and include cards, charts, graphs and data grids.



# Queue, Dwell and Service Times

Queue metric and service time widgets are available to add to dashboards for customers with sensors configured for this purpose. These live widgets detail the current queue length, average wait time, average service time, total number of customers served and current service time. Queue and service metrics are useful for administrators and personnel to gauge performance and staffing needs and are useful for customers to gauge anticipated wait time.



Alerts can also be set in Veia to notify personnel of queue, dwell or service metrics exceeding set parameters. Email and SMS alerts are available.