



MERTHYR TYDFIL
County Borough Council

Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL

Geo Sense Presentation



Geo Sense



What is it?

How does it work?

Before Geo Sense

CCTV



Break Beam Technology



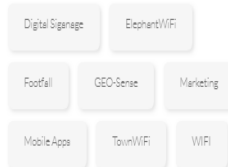
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Completed Projects



Tags



Recent Posts

[How ElephantWiFi & GEO-Sense helps](#)

[Alcester town](#) 20th September 2017

[Does additional Footfall sensors increase](#)

[Footfall counts?](#) 1st August 2017

[ElephantWiFi gets Elexon approval](#) 20th

[July 2016](#)

GEO-Sense Footfall Analytics

Footfall analytics in real time, what more could you ask for? **GEO-Sense** is much more than just counting Footfall.

GEO-Sense brings to you data not yet seen by conventional Footfall cameras or counters. capturing, storing, recalling, monitoring visitor movement and differentiating between new and repeat visitors, giving you a unique insight not only on visitor Footfall, but also invaluable information on visitor dwell times and how often they visit your venue.

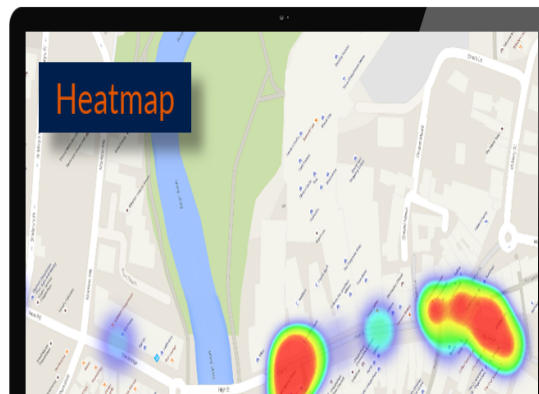
Designed to help towns, cities and retailers really understand visitor information 24/7 using technology that can actually differentiate between new and repeat visitors. **GEO-Sense** can track all WiFi enabled devices, save the data and deliver analytics in real time, any time.

GEO-Sense is also responsive and 100% mobile compliant meaning not only will you have access to all the footfall data you need while in the office but you can take it on the move with you and access all the reports on your mobile or tablet.

Based on a proprietary system designed by ourselves **GEO-Sense** is capable of associating a unique ID to individuals, this unique approach to footfall allows us to provide a wealth of reports providing the type of information YOU want.



GEO-Sense Footfall Mobile view

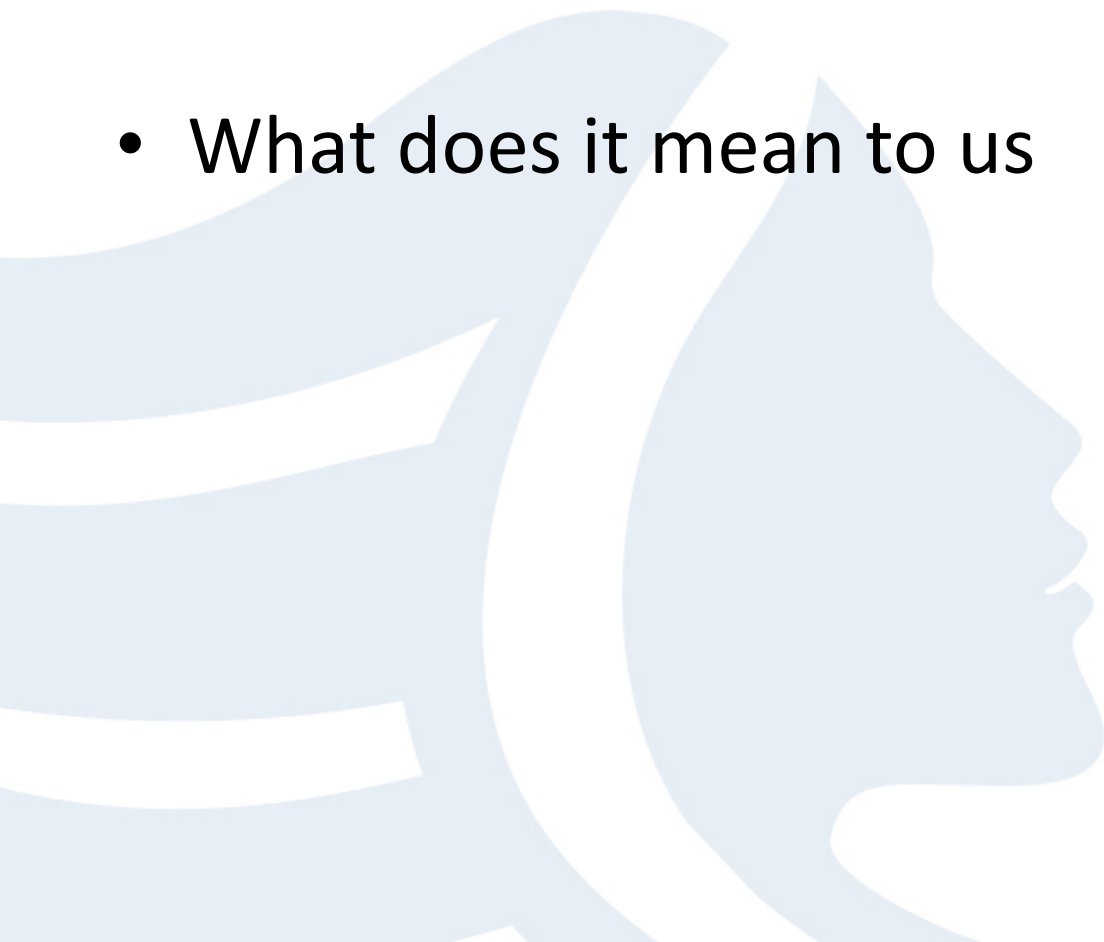




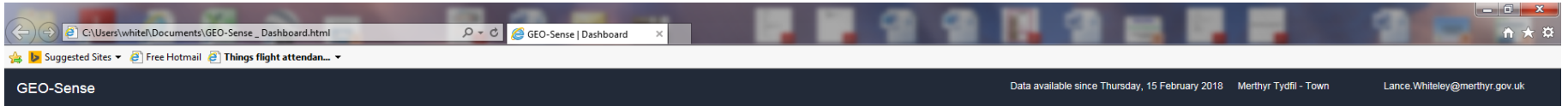
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- How do we use it
- What does it mean to us



Dashboard



Dashboard

Comparison Charts

Visitors

Zones

Visitors, Last 7 days
56,726

Visitors, Prev 7 days
55,481

Avg dwell time, Today
84 minutes

Visitors Today
241 new
1,373 repeat

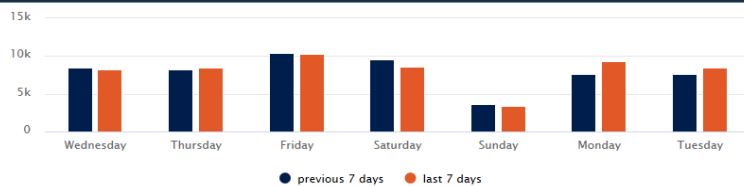
Visitors per day, Last 31 days



Current visitors

1130

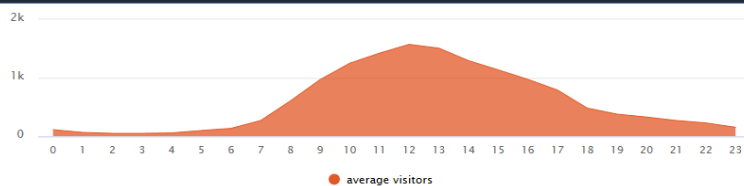
Visitors per day, Last 7 days Vs previous week



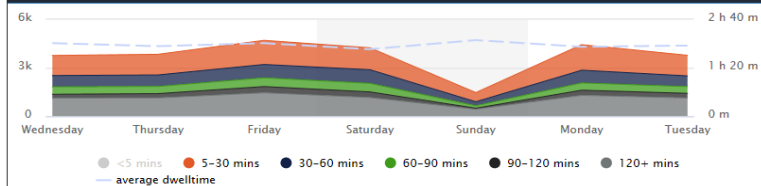
Last 7 day stats



Average visitors per hour, Last 7 days



Dwell time Analysis, Last 7 days



Fixed Date Comparison

GEO-Sense

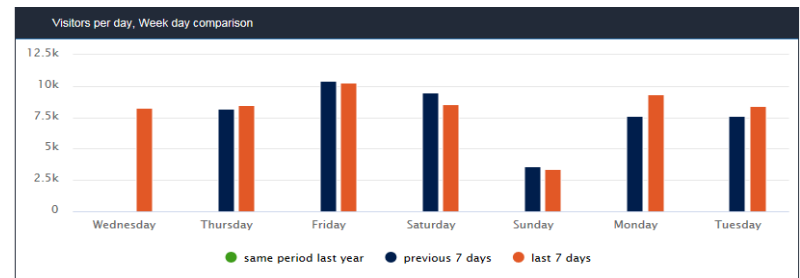
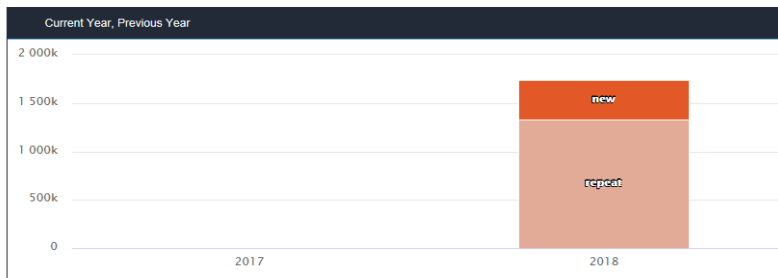
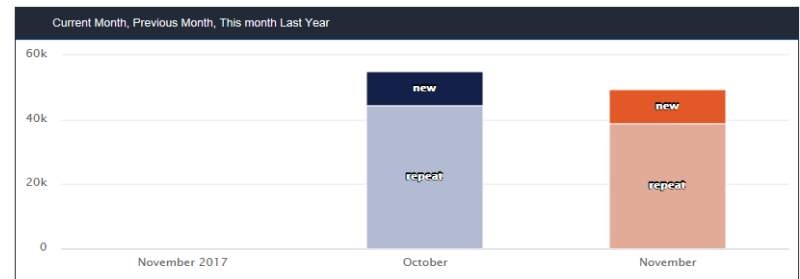
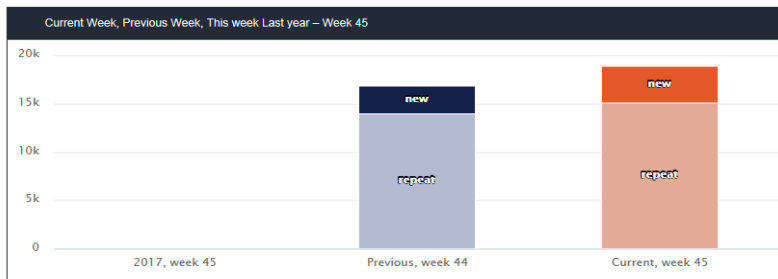
Data available since Thursday, 15 February 2018 Merthyr Tydfil - Town Lance.Whiteley@merthyr.gov.uk



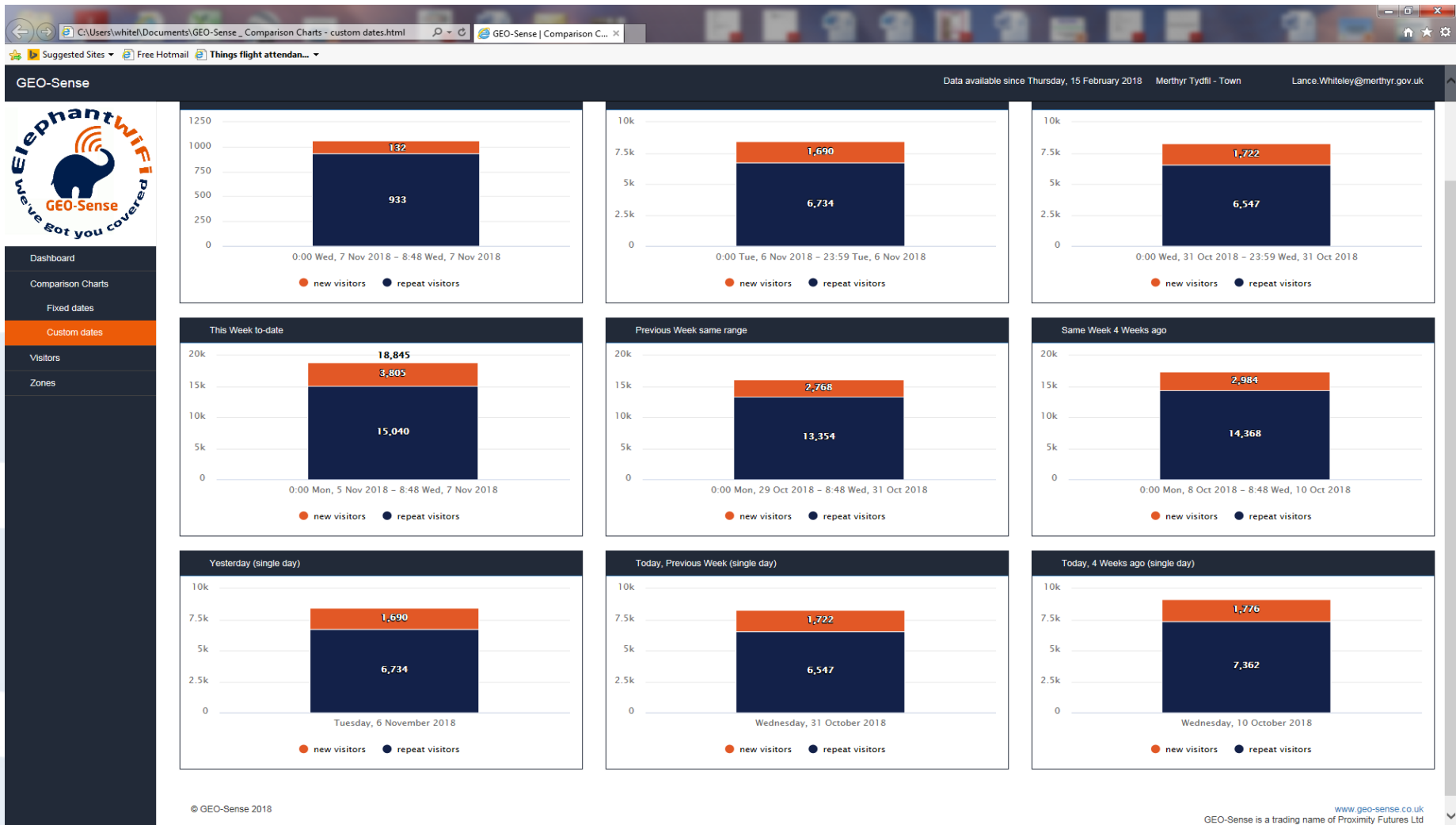
- Dashboard
- Comparison Charts
- Fixed dates
- Custom dates
- Visitors
- Zones

Merthyr Tydfil - Town

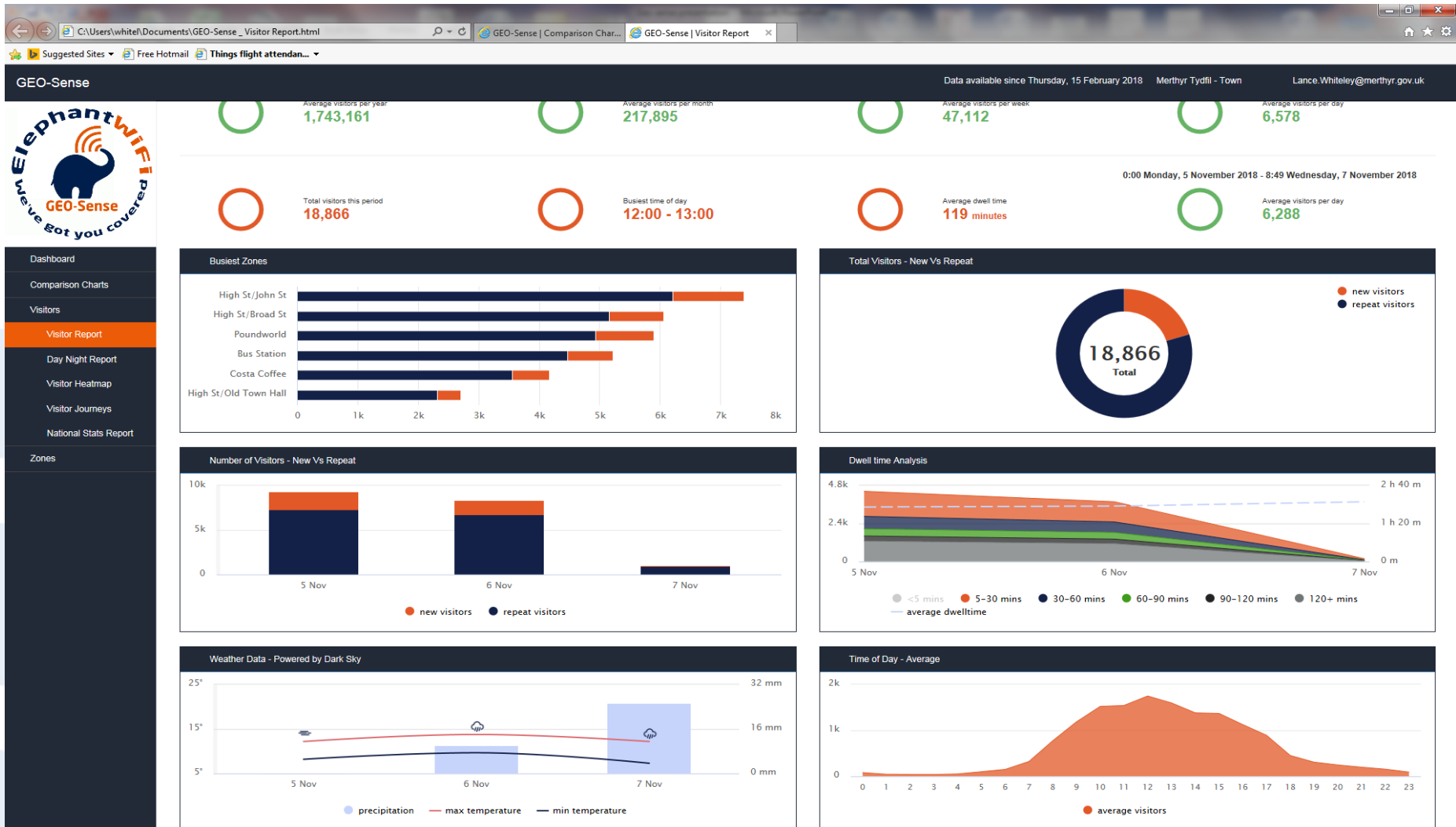
Comparison Charts - fixed dates



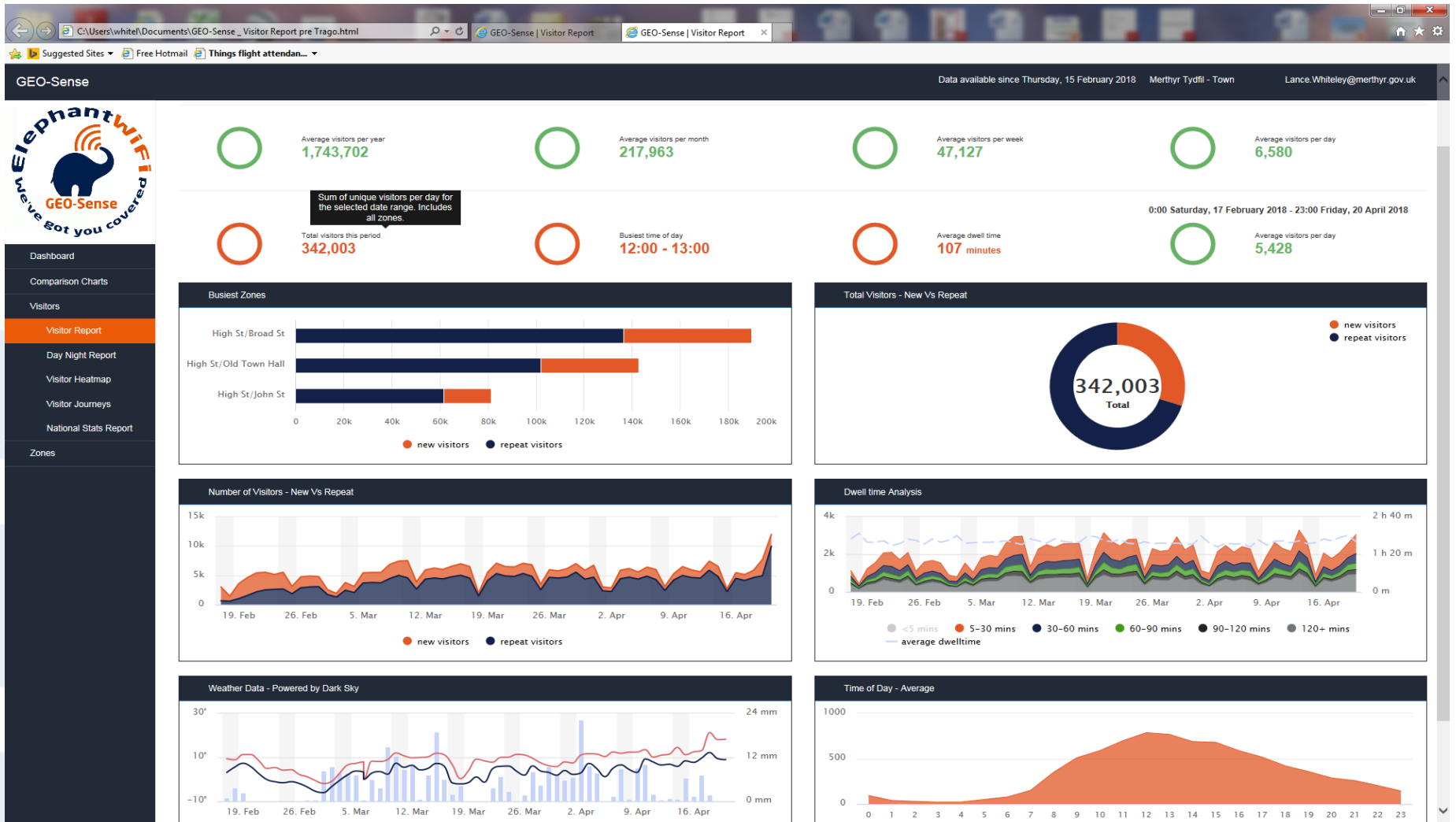
Custom Date Comparison



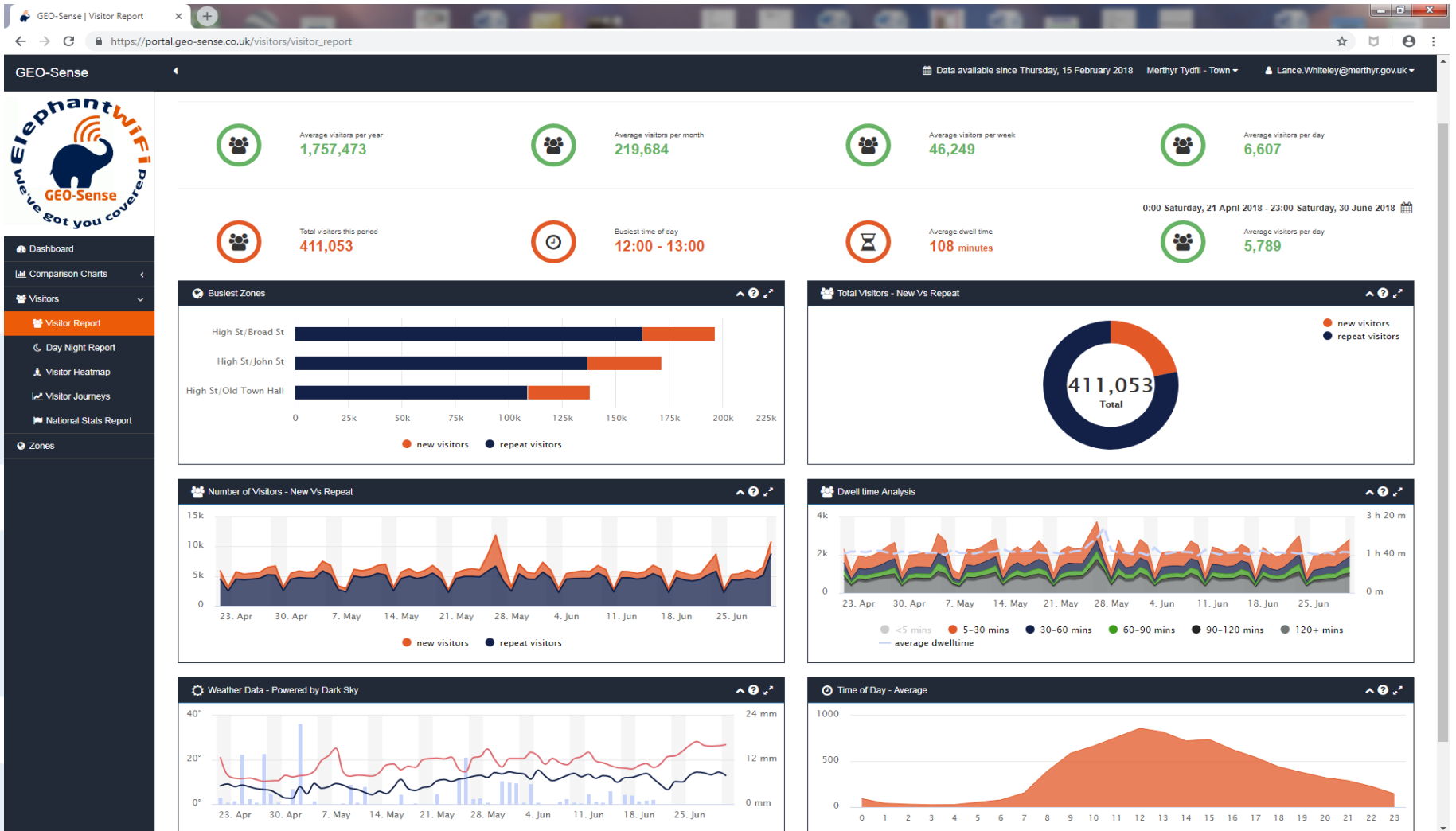
Visitor Report



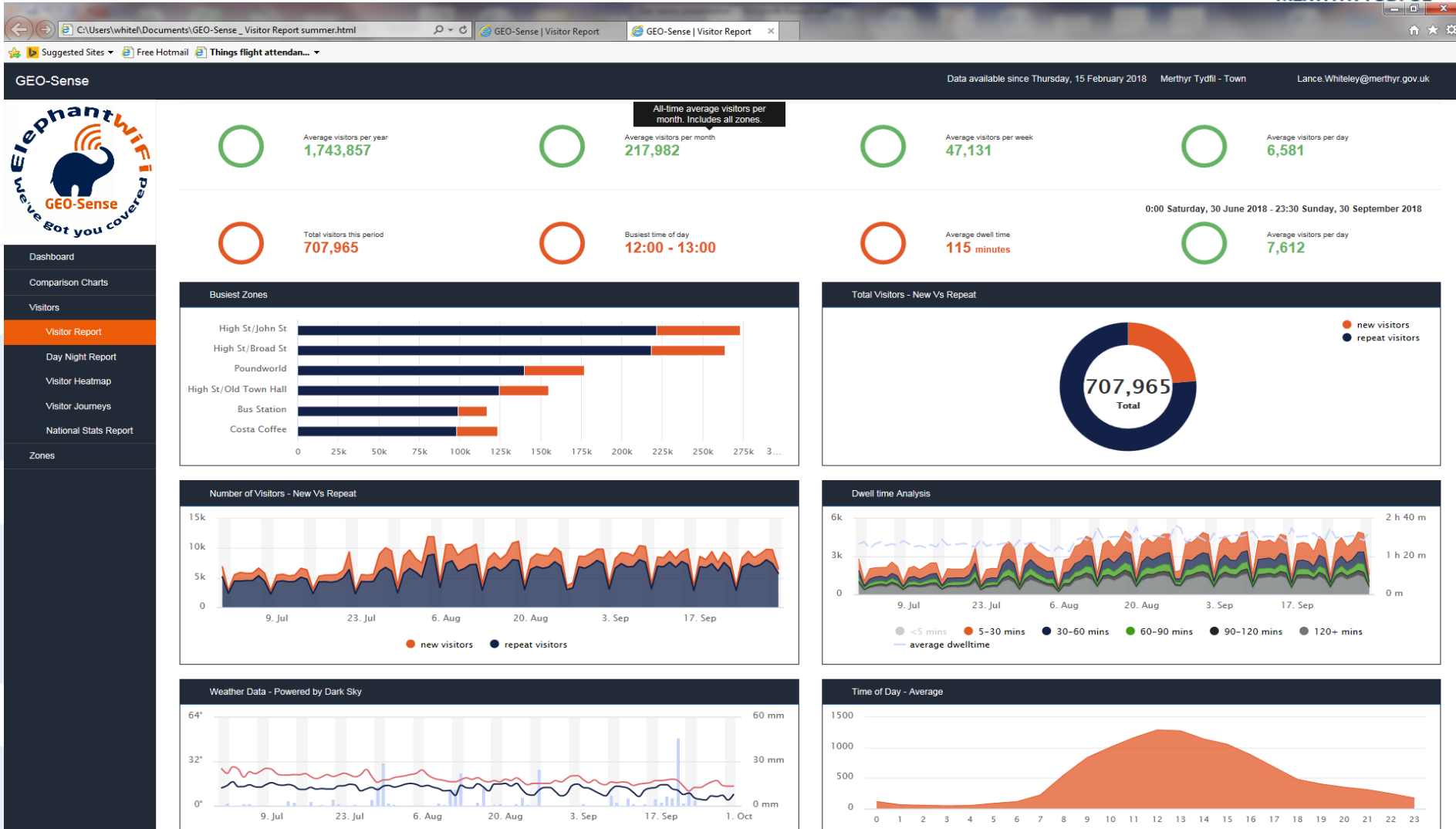
Pre Trago Visitor Report



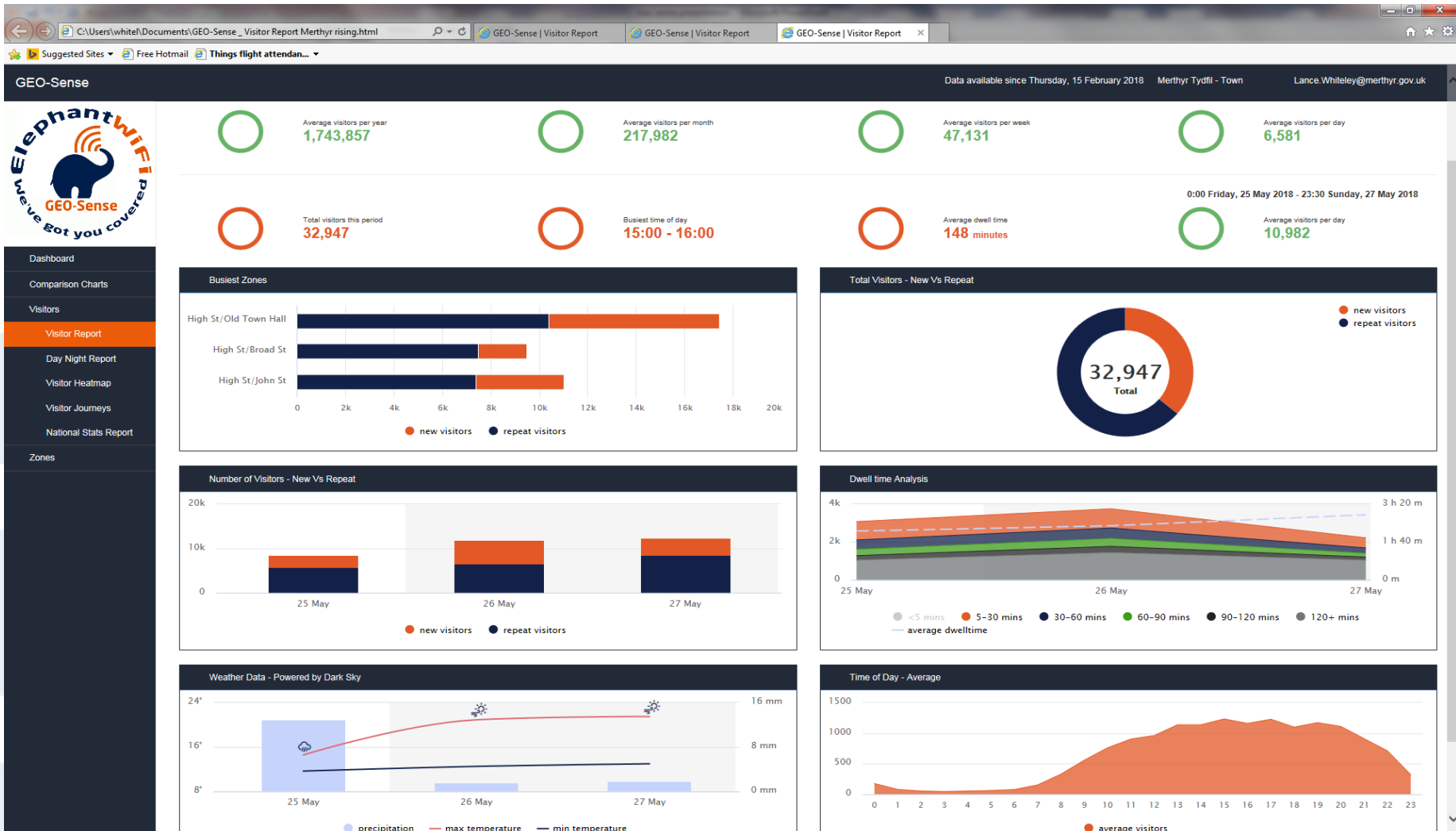
Post Trago Visitor Report



Summer Visitor Report



Merthyr Rising Weekend



Merthyr Visitor Journeys

GEO-Sense

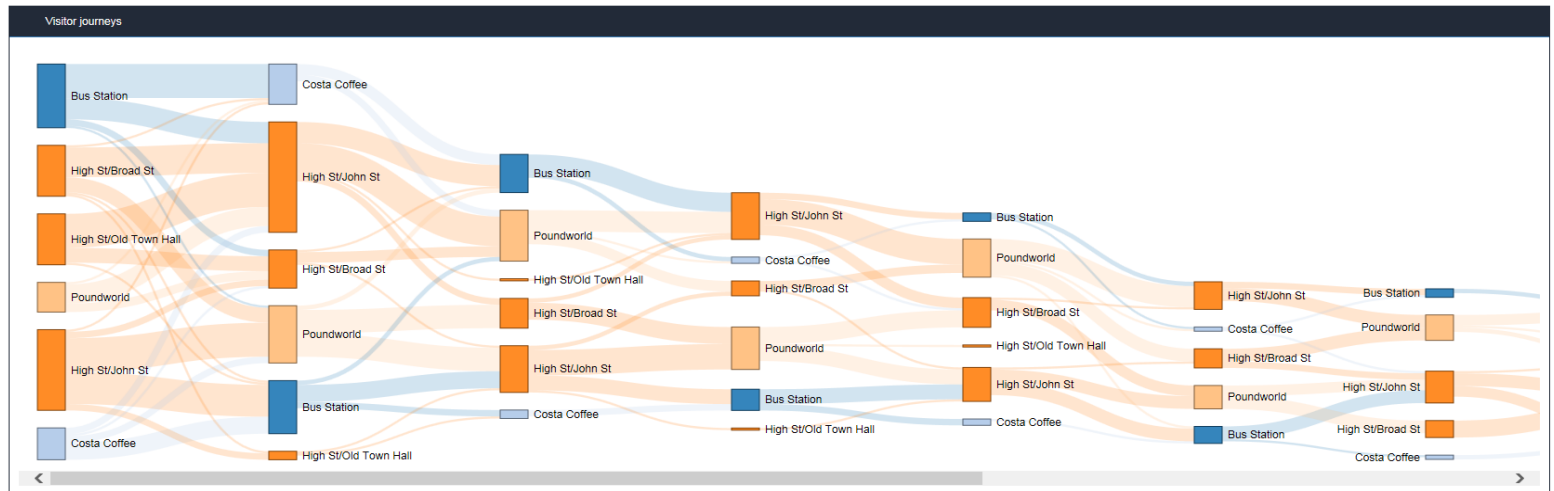
Data available since Thursday, 15 February 2018 Merthyr Tydfil - Town Lance.Whiteley@merthyr.gov.uk



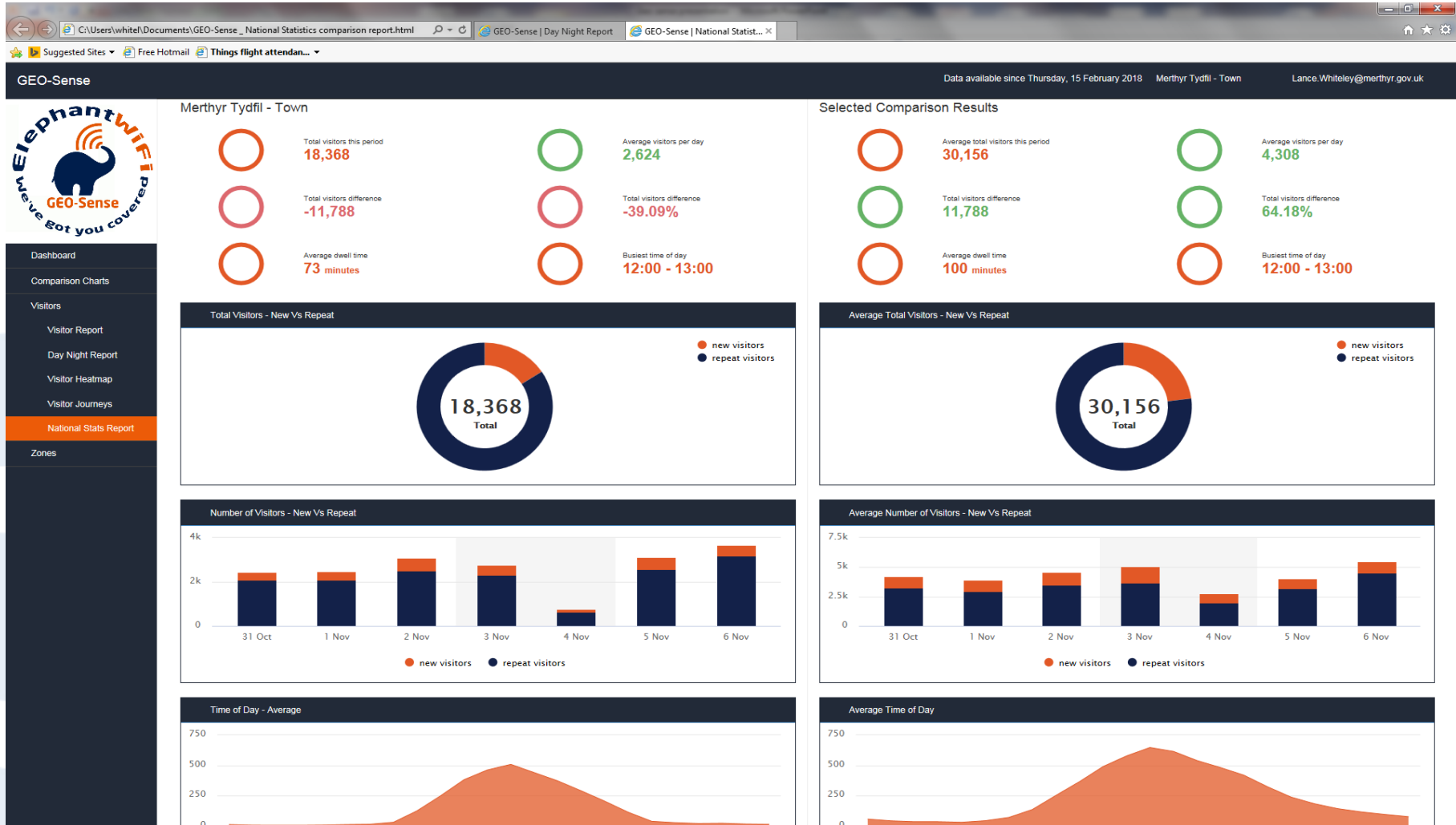
Merthyr Tydfil - Town

Visitor Journeys Diagram

Today



National Stats Comparison



Zones

GEO-Sense | Day Night Report | GEO-Sense | National Statistics... | GEO-Sense | Zones Report

Suggested Sites | Free Hotmail | Things flight attendan...

GEO-Sense

Data available since Thursday, 15 February 2018 Merthyr Tydfil - Town Lance.Whiteley@merthyr.gov.uk



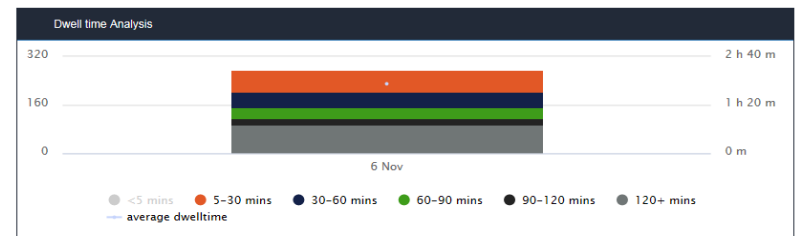
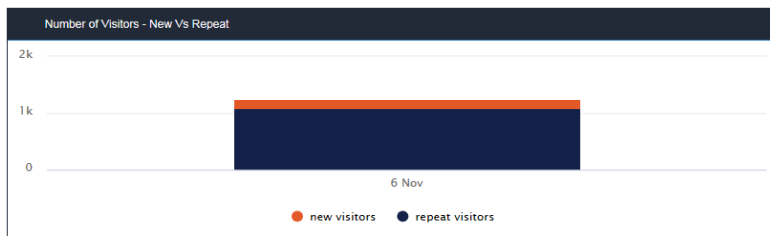
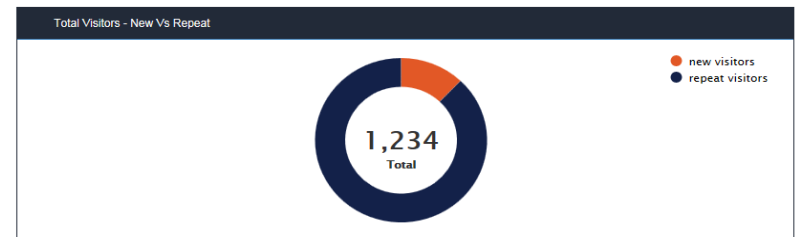
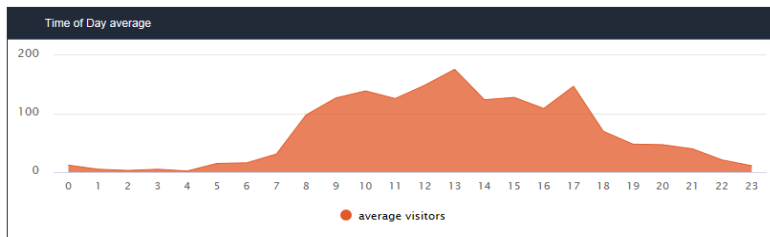
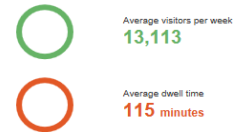
- Dashboard
- Comparison Charts
- Visitors
- Zones**

Merthyr Tydfil - Town Zones Report

Zone 2 Please select a Zone

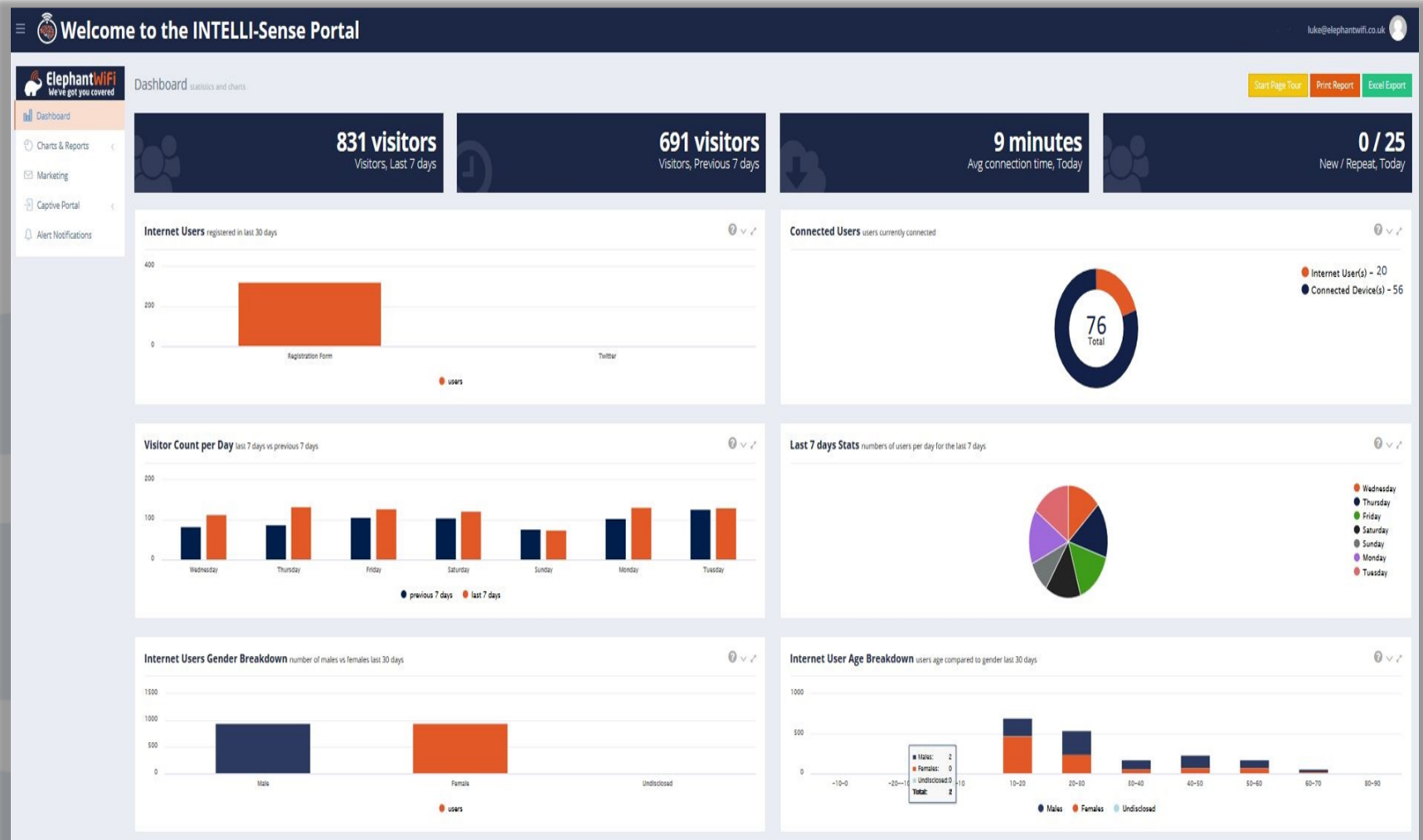
Zone 1 Please select a Zone

0:00 Tuesday, 6 November 2018 - 23:59 Tuesday, 6 November 2018



Emerging Technologies

Intelli Sense



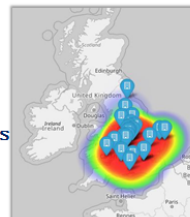
The Future

- Next steps – Intelli Sense



Environmental Sensors

National Footfall Stats



Demographic Profiling



End

- Q&A

