Using AI video analytics to drive footfall

German baked goods chain now benefits from smart cameras empowered by AI Video Analytics from the Azena Application Store. Connected cameras in the outlets provide valuable insights, helping continuously analyze customer flow.

The German food brand "Happy Donazz & Co." specializes in premium donuts, made in "American Bakery" style. The product range includes 30 types of donuts plus seasonal variations, available in 15 franchise outlets across Germany. Only high-quality products, preferably from fair trade, are used in the production of donuts, cakes, drinks and other snacks, and they are processed by hand. The customers of Happy Donazz & Co. appreciate this. Happy Donazz & Co. stores are located primarily in shopping centers and major food stores.

Objective:

To measure the performance of individual outlets and thus make locations comparable and create benchmarks, the Happy Donazz & Co. management was looking for a technical solution to continuously monitor footfall. Continuous analysis of visitor flows along the POS is intended to help identify hidden sales potential and enable franchisees to take appropriate measures to improve their business. A technical solution is expected to be reliable and easy to use.

"Installed cameras quickly provided actionable insights that helped us adjust opening times for better revenue and save cost by planning staffing in accordance with visitor load. Azena helped us a lot along the way and delivered reliably which is why we are looking forward to more joint projects."

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Albrecht Biffar
Managing Director Happy Donazz & Co.

SOLUTION:

AI-empowered cameras help automate footfall analysis

Cameras running Azena's operating system can be equipped with a wide variety of video analytics applications, easily downloaded from our application store and remotely installed in the devices with just a view clicks. Happy Donazz & Co. uses a camera app designed specifically to monitor customer flow in retail environments and provide valuable insights into footfall.

The system does not provide raw video data, but visualized analysis over time, enabling the Happy Donazz & Co management to detect and respond to customer flow patterns.
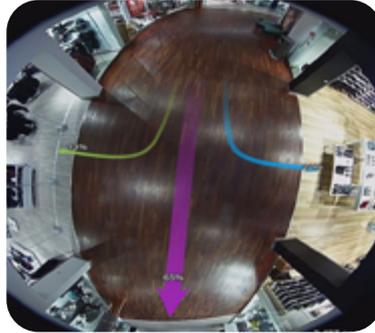
Footfall video analytics in action

CUSTOMER:

CAMERA USED:

APP USED:

Link Shopper Flow

RESULTS:

Increased sales by adjusting opening hours

Determined to harness the potential of AI video analytics, Happy Donazz & Co. quickly began installing smart cameras in its stores. At one location, smart analytics of foot traffic along the POS revealed that a lot of business was being lost by closing sales too early. By simply aligning opening hours with existing visitor flows (extending the sale by 2 hours), daily sales increased significantly. Without intelligent video technology, Happy Donazz & Co. would not have realized, or would not have realized so quickly, that valuable business was being lost each day.

With the help of Azena, the turnover at Happy Donazz & Co. could be increased quickly and with minimal effort.

LOCATION:

Weiterstadt, Germany

Interested in getting more out of your shop cameras and taking security and operations management to the next level?

Get in touch