

HKBN JOS Retail Analytics Platform

Understand Customer Habits • Increase Profitability • Enhance Competitiveness



People Counting

- Install sensors or cameras at key points
- Capture multi-directional customer flow

Customer Profile

- Capture customer profile e.g. age & gender with facial recognition algorithm
- Position CCTV at key locations

Big Data Analytics & Integrated Dashboard

- Consolidate data in one place from multiple sources
- Provide real-time customer insight
- Enhance customer experiences
- Maximize operational efficiency with customized services

Wi-Fi Analytics

- Devices that connect to the Wi-Fi are analysed

Passive Detection

- Track unique ID of phone through Wi-Fi or Bluetooth though the devices may not connect to Wi-Fi
- Measure signal strength with complex algorithms



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