



# BuWiFi

## User Guide

<b>DASHBOARD</b>	<b>2</b>
Overview	
Overview - Summary Page	
Overview - Attraction Page	
Overview - Engagement Page	
Overview - Loyalty Page	
Charts Page	
Tables Page	
Calendar Page	
<b>REPORTS</b>	<b>11</b>
Shopper Report	
Shopping Time Report	
<b>MARKETING</b>	<b>13</b>
<b>METRICS</b>	<b>14</b>
How well are you ATTRACTING customers?	
How ENGAGED are your customers?	
How LOYAL are your customers?	

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# 1 DASHBOARD

## 1.1 Overview

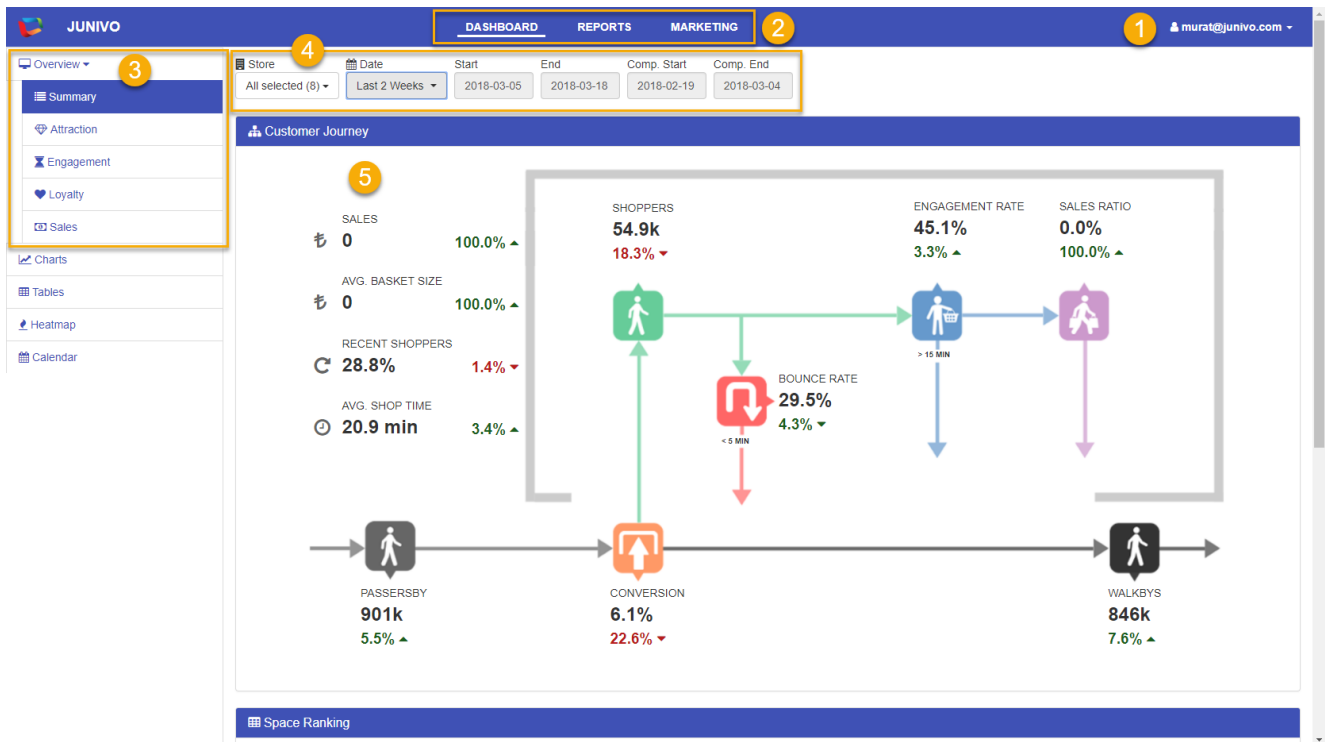


Figure 1: BuWiFi Interface Overview

BuWiFi has an extensive interface. It is flexible, easy to use and provides rich metrics. Main parts of the interface is given below:

1. Login to your account. Also Settings - Help - Change Language - Log Out here.
2. BuWiFi Interface has 3 main tabs
  - DASHBOARD
  - REPORTS
  - MARKETING
3. DASHBOARD - Overview section has 5 pages (explained in the following sections)
  - Summary Executive summary of key metrics.
  - Attraction Metrics related to your marketing activities.
  - Engagement Metrics related how engaged your visitors are.
  - Loyalty Metrics related how loyal your customers are.
  - Sales Metrics related to your sales activities.
4. Select Location and Date
  - Select Location: BuWiFi has 2 Location modes:
    - (a) Campus: For big buildings like Shopping Mall, Stadiums, Hospitals, Hotels, etc...
      - Campus - Building - Floor - Zone
    - (b) Store: For major brands, multi stores, restaurants, cafes, etc...
      - Region - Store - Floor - Zone

- Select Date: Select predefined periods from pull down menu or custom date. After Location and Date selection is made, proper comparison dates are automatically selected.

5. Executive summary dashboard data is shown after selection is made

## 1.2 Overview - Summary Page

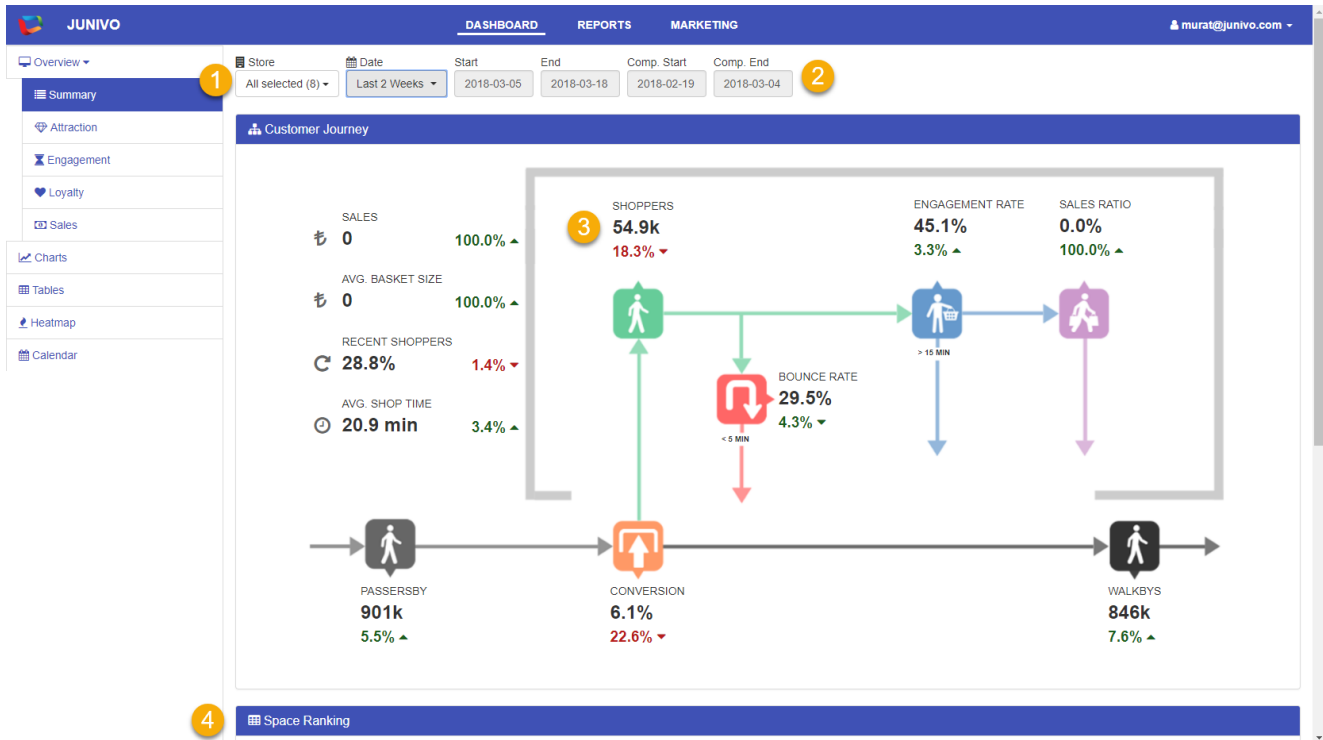


Figure 2: Summary Page

1. Select Location (Campus/Store) and Date
2. Selected and Comparison Date will show automatically
3. For selected Location and Date, metrics will populate. For definition of the key metrics please see "??".
4. Space Ranking gives sortable key metrics (Absolute & Percentage)

## 1.3 Overview - Attraction Page

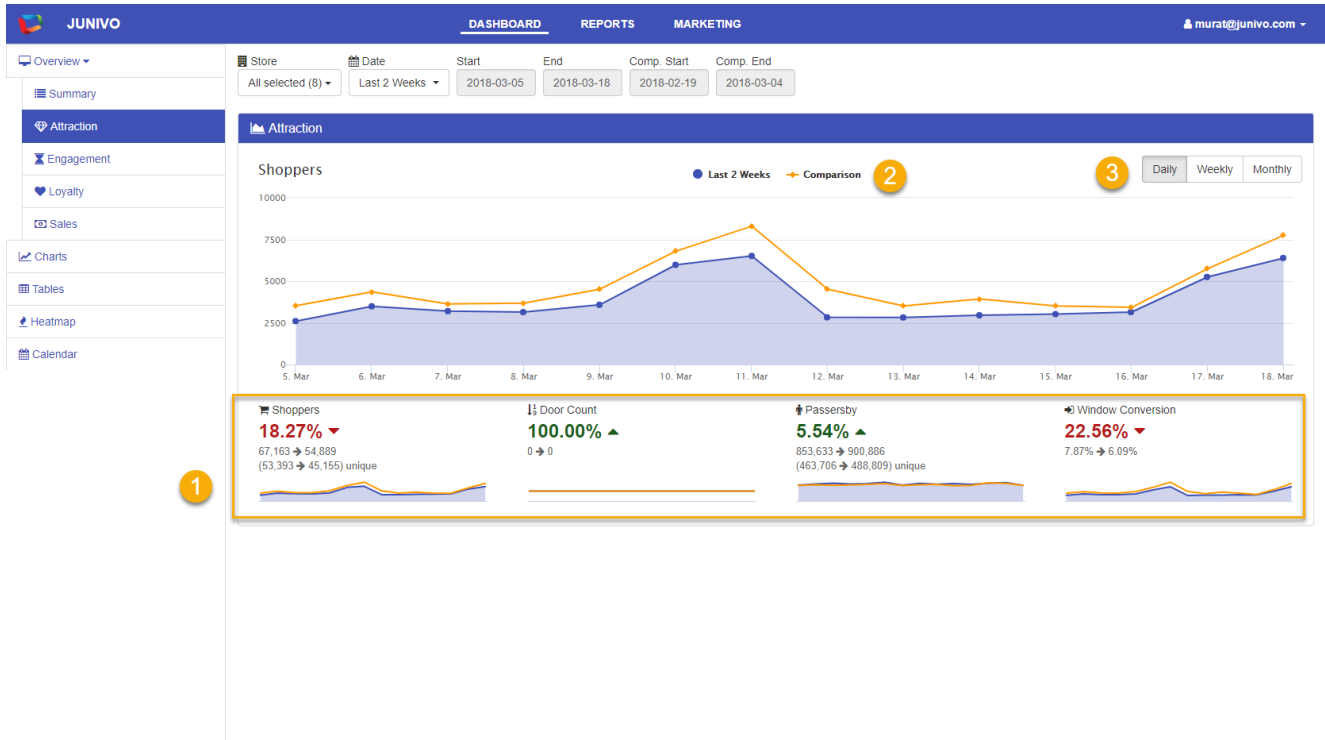
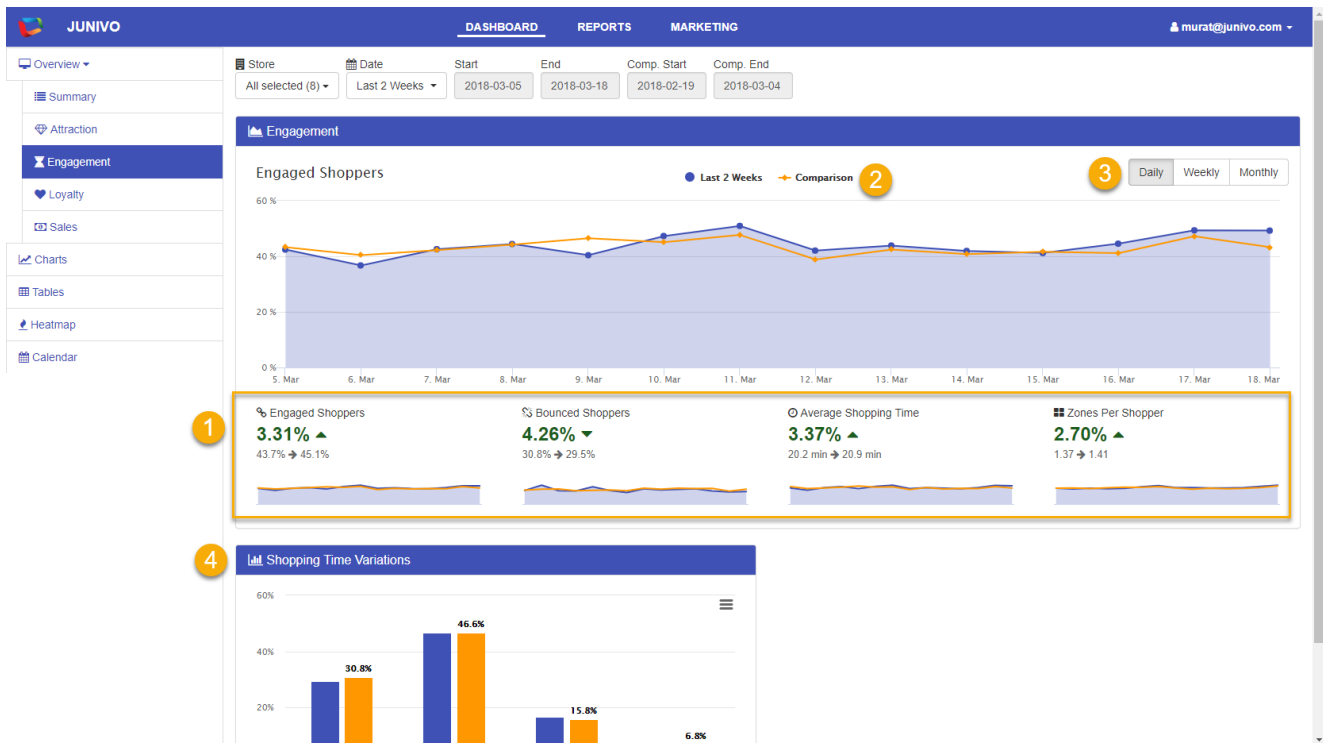


Figure 3: Attraction Page gives key metrics related to marketing activities

1. Relevant metrics are shown here. Please click on the chart to show in the upper windows.
2. Turn on/off Comparison chart
3. Change the chart to Daily / Weekly / Monthly

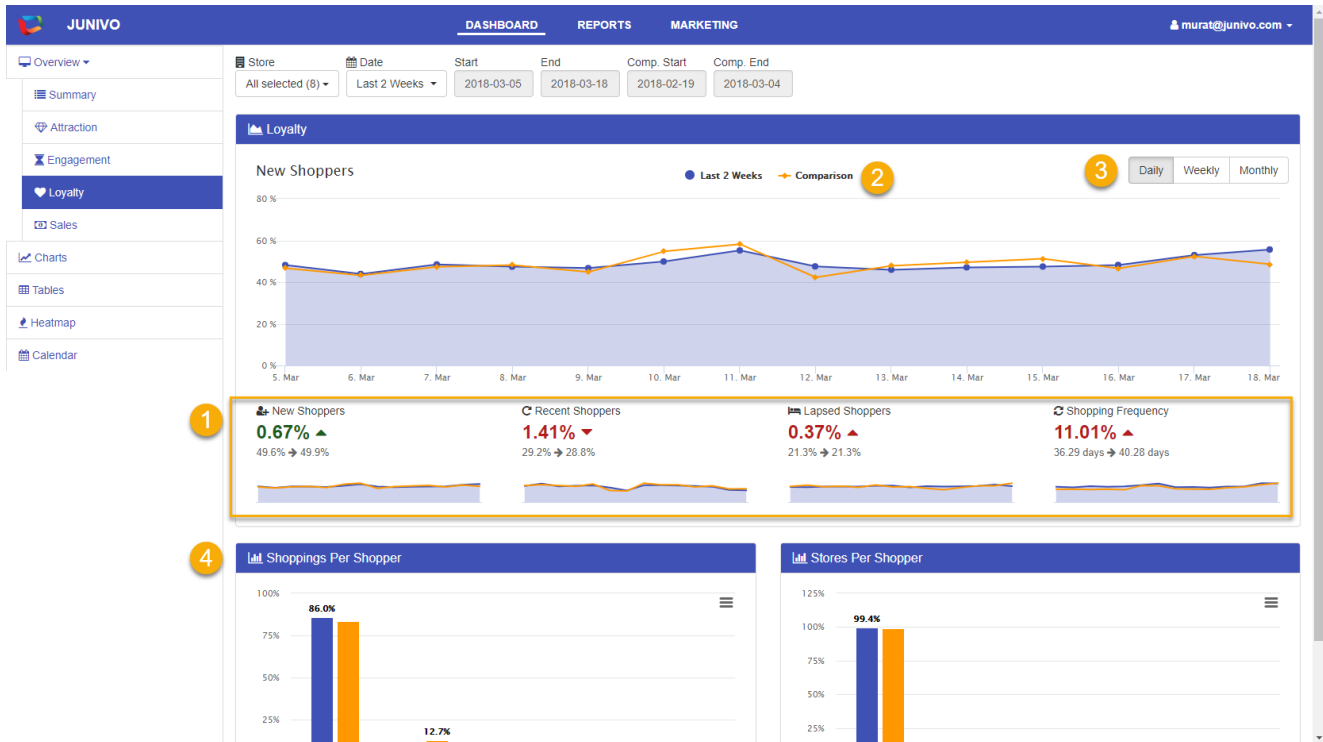
## 1.4 Overview - Engagement Page



**Figure 4:** Engagement Page gives key metrics related to how engaged your visitors are with your services/products

1. Relevant metrics are shown here. Please click on the chart to show in the upper windows.
2. Turn on/off Comparison chart
3. Change the chart to Daily / Weekly / Monthly
4. Shopping Time Variations gives additional breakdown.

## 1.5 Overview - Loyalty Page



**Figure 5:** Loyalty Page gives key metrics related to how loyal your visitors are

1. Relevant metrics are shown here. Please click on the chart to show in the upper windows.
2. Turn on/off Comparison chart
3. Change the chart to Daily / Weekly / Monthly
4. Additional Charts
  - Shoppings Per Shopper: Average no of visits per shopper for a selected time range.
  - Stores Per Shopper: Average no of days between each consecutive visits.

## 1.6 Charts Page



**Figure 6:** Flexible charting capabilities

1. Select main metric.
2. Select comparison metric (optional).
3. Click `Per Location` to see metric for each location. Click `Events` to see marketing events flags on the bottom of the chart.
4. Zoom in/out by dragging here (same as Google Finance charts).
5. Marketing events show here (same as Google Finance charts).



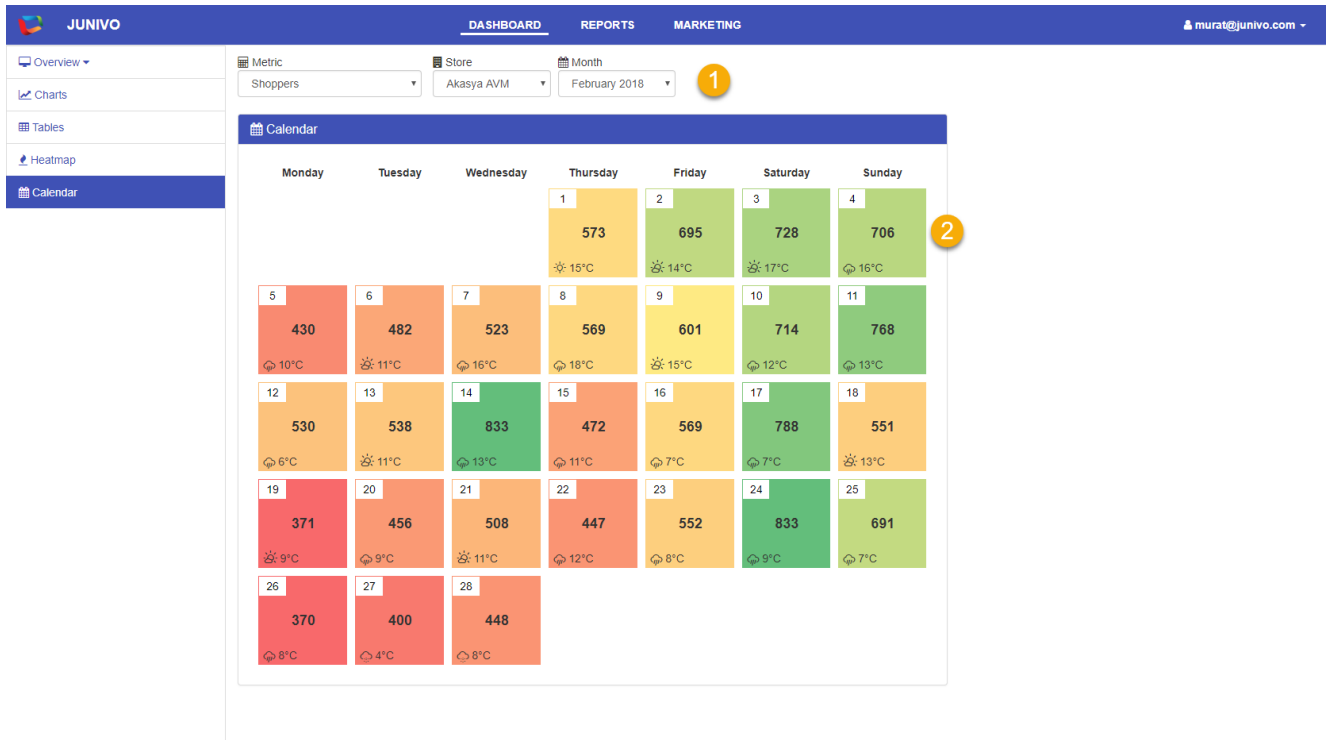
## 1.7 Tables Page



**Figure 7:** Powerful table heatmap feature to visualize each metric

1. Select Time of Day, Day of Week or Time Card.
2. Select metric.
3. Select Location and Date.
4. Table heatmap will show here.

## 1.8 Calendar Page



**Figure 8:** Calendar view for the selected metric will show monthly variations

1. Select Metric, Store and Month
2. Selected metric will show in calendar view as heatmap. In addition weather and (if any) marketing event will show in the box.

# 2 REPORTS

## 2.1 Shopper Report

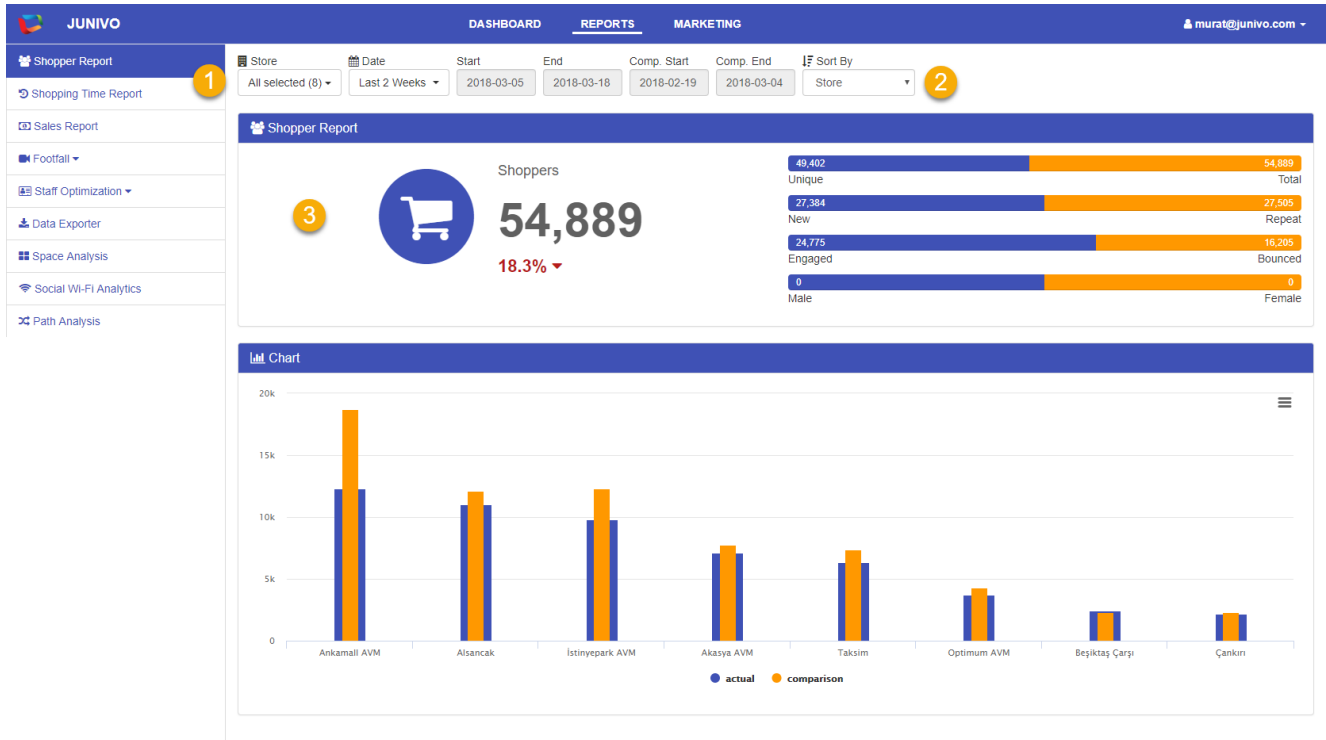


Figure 9: Customizable Shopper Report gives detailed information about shoppers

1. Select Store and Date
2. Select Sort By
3. Shopper Report will show here.

## 2.2 Shopping Time Report

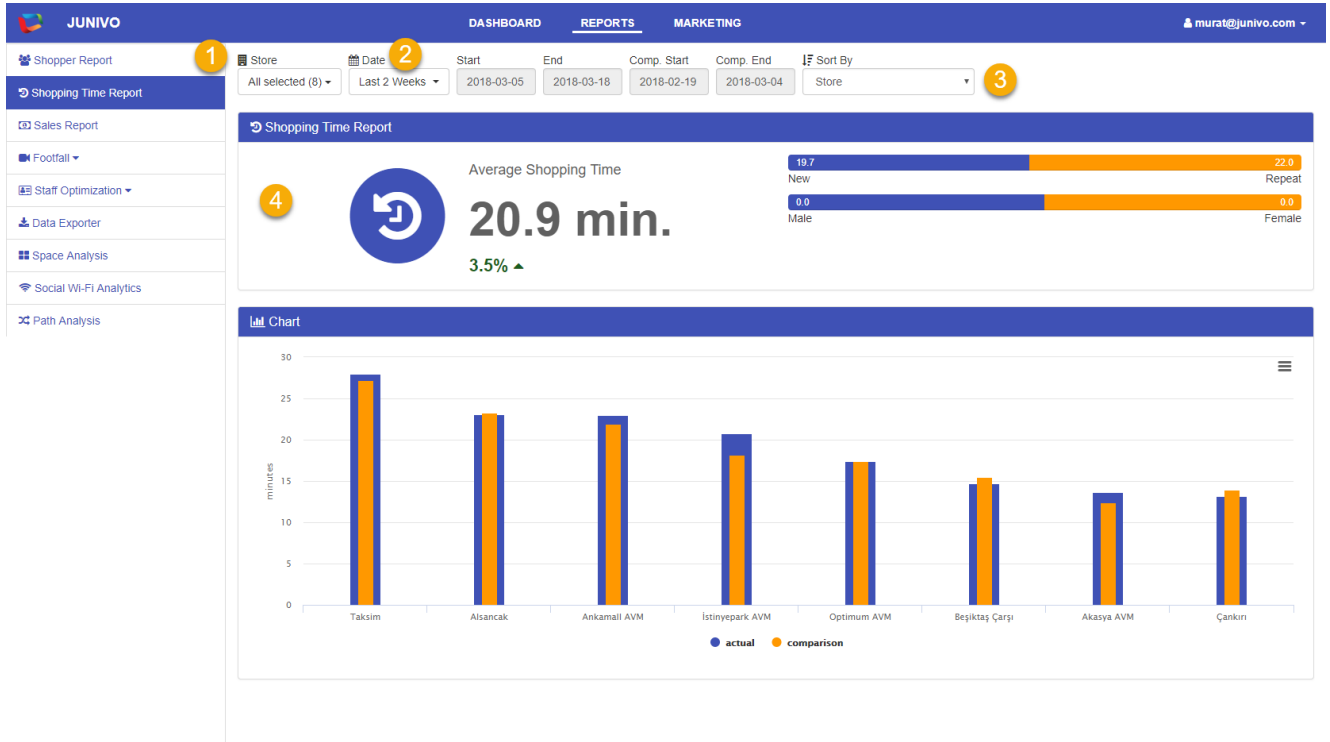


Figure 10: Customizable Shopper Time Report gives detailed information about dwell time

1. Select Store and Date
2. Select Sort By
3. Shopping Time Report will show here.

# 3 MARKETING

The screenshot shows the Junivo Marketing dashboard. At the top, there are navigation tabs for DASHBOARD, REPORTS, and MARKETING. The user is logged in as murat@junivo.com. On the left, there is a sidebar with menu items: Customers, Scenarios, Events, Staff, and Social Wi-Fi. The main area contains several filter dropdowns for Gender, Age, Operating System, Login Type, Last Seen, Staff Status, Favourite Store, Interest, and Marketing Channel. A circular progress indicator shows 100% completion. Below the filters is a table with columns: Photo, Name, Gender, Age, Last Seen, Total Visits, Fav. Store, Operating System, Download, Avg. Shop Time, Live, and Delete. The table contains one entry for Uğur Çetin. The bottom of the table shows 'Showing 1 to 1 of 1 entries' and navigation buttons for Previous, 1, and Next.

**Figure 11:** Segment and engage with your customers using our powerful Scenario Engine

1. Select desired segment parameters.
2. # of people in the selected segment will be updated here.
3. People in the selected segment will show here.

# 4 METRICS

## 4.1 How well are you ATTRACTING customers?

Table 1: Attraction metrics

Metric	Definition
Shoppers	Number of people with Wi-Fi enabled smartphones who entered into the mall/floor/zone.
Passersby	Number of people with Wi-Fi enabled smartphones detected outside and inside the mall/floor/zone.
Walk-bys	Number of people with Wi-Fi enabled smartphones detected outside your store who did not enter.
Window Conversion Rate	Number of shoppers who entered the zone/floor divided by total mall visitors (Passersby).

## 4.2 How ENGAGED are your customers?

Table 2: Engagement metrics

Metric	Definition
Engaged Shoppers %	% of shoppers who spent greater than X min (default 45min) in the mall/floor/zone.
Bounced Shoppers %	% of shoppers who spent less than X min (default 20min) in the mall/floor/zone.
Average Shopping Time	Average minutes shoppers spent in the mall/floor/zone.
Shopping Time Variations	% of shoppers distributed accordingly with shopping times.

## 4.3 How LOYAL are your customers?

Table 3: Loyalty metrics

Metric	Definition
New Shoppers %	% of 1st time shoppers or % of shoppers who had no visit in any of your stores in the last 12 months.
Repeat Shoppers %	1 - New Shoppers %
Lapsed Shoppers %	% of shoppers who had no visit in any of your stores in the last 30 days.
Recent Shoppers %	% of shoppers who had at least one visit in any of your stores in the last 30 days.
Repeat Shoppers %	Lapsed Shoppers % + Recent Shoppers %
Shopping Frequency [days]	Average no of days between each consecutive visits.
Shoppings per Shopper %	Average no of visits per shopper for a selected time range.

