

## GAIN A DIGITAL FOOTPRINT OF PHYSICAL SPACES



RETAIL



HOSPITALITY



F&B



OFFICES



GOVT ESTABLISHMENTS



EDUCATIONAL INSTITUTIONS



ENTERTAINMENT VENUES

Argus is a smart video analytics solution that blends Data Science, AI, ML, Computer Vision and Predictive Analytics to track, monitor and analyze physical activities and movements using the existing CCTV feed in real time. It can generate actionable insights to manage people movements, safety protocols as well as process discipline in any business environment. Enterprises can enhance business performance using Argus' rich analytics capabilities by leveraging Nihilent's proven expertise in Data Science and its best of breed solutions.

Apart from special features to address COVID-19 safety guidelines, Argus also has proven built-in functionalities for retail industry to help drive operational and business efficiencies.

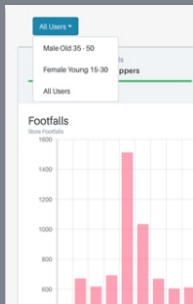


### RETAIL STORE INSIGHTS

#### Shopper Analytics

Footfalls, Passers By, Age & Gender

Track the number of passersby to your store, and how many of them enter. Segregate by age and gender to understand your customers.

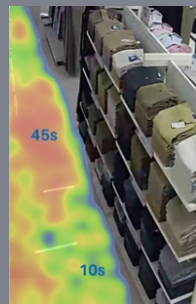


**Insights & Increase in Conversion**

#### Category Analytics

Area Analytics, Heatmaps, Live Capture & Notify

Know how well a particular category is performing across all the stores. How many shoppers pass by, how many engage with that category.



**Increase in Sell Through Rates**

#### Operational Triggers

Automated Occupancy, Queue, Congestion Triggers

Mark areas of your store like the billing counters or the changing room areas to be notified whenever the occupancy crosses a certain threshold.



**Less Drop Ratio & Higher Basket Size**

# ENSURE STORE SAFETY IN A POST PANDEMIC WORLD

## Live Area Occupancy Count

Gives you real-time occupancy count of the number of customers at your store to ensure that occupancy is maintained at all times.

## Mask Detection

Generates trigger if the employee is not following the protocol of wearing a mask. This system keeps checking for masks all throughout the day.

## Notification System

A real-time notification system notifying the management, staff or even the person who is not following the protocol via Email/SMS/App notifications.

## Distance & Group Monitoring

The system notifies if 6 feet distance is not maintained properly. Also notifies if a group of more than 5 people are formed in the premises.

## Queue Management

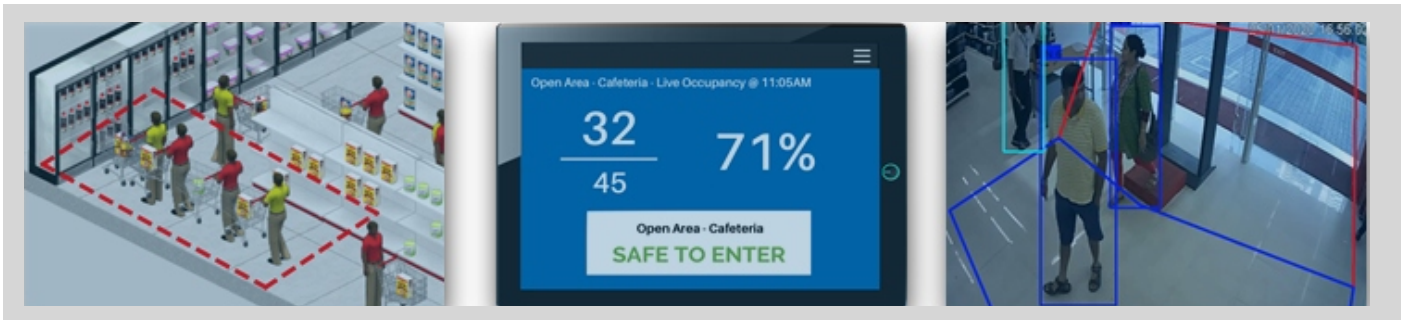
Automatically manage queues, ensure social distance is maintained, and get notified when queue length crosses a certain threshold.

## Monitoring Sanitization

Ensures staff is cleaning and sanitizing all the areas regularly. Get reports of areas well cleaned and areas not cleaned since a while.

## Privacy & Security

All the video feed is processed locally at your office and no video feed is uploaded, ensuring 100% privacy. Strict security protocols are followed for data transfer and access.



Nihilent is a global consulting and services company that uses a human-centered approach for problem-solving and change management. Nihilent's effective data-driven approach and extensive experience across technologies and business domains, enable decision-makers to drive business performance and achieve their BI and Analytics goals.

## Contact us to learn more about our Solution & Services

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