



Insight LOCAL REPORTING TOOL

Insight is the local reporting software solution for HeadCount sites. Insight is a software application that runs in a web browser on the Local Area Network. The Insight software is usually installed on the main HeadCount computer with CountIT. Insight may also be run on a remote computing device (provided that it is connected via a Local Area Network to the CountIT database), allowing multiple users to have access to the data. Insight allows the user to export HeadCount data and compare it to sales data, marketing spend and special event information. This allows users to create reports that have a direct relationship with the traffic data such as conversion rate and spend per head.

FEATURES

- Provides a variety of reports on the HeadCount site data
- Ability to compare data across time periods and/or locations within a site, in order to derive trends
- Graphical and tabular report formats
- Default report format of Adobe Acrobat PDF (.pdf) for most reports
- Other report formats include Microsoft Excel™ (.xls and .xlsx) , Comma Separated Value (.csv) and Portable Network Graphics (.png)
- Variety of report format customizations, like PDF page size or CSV line separator
- Report resolution in Yearly, Monthly, Weekly, Daily or Hourly intervals
- User - friendly date picker for easy date selections
- Week start day specification for weekly reports
- Time window specification for all Total Visitor report intervals (as well as for all hourly report types)
- Report on Site, Areas or Counting Groups (entrances and/or flow groups)
- "Selected Details" panel, that summarizes the current report configuration

HEADCOUNT COMPUTER REQUIREMENTS

In the case where Insight is installed on the HeadCount computer with CountIT, the following PC specifications are required:

- Intel Dual Core or better
- Chrome, Firefox, Opera, Safari (if Mac) or Internet Explorer (9+) web browser
- Minimum 500GB hard drive space
- Minimum 2 GB RAM
- A4 Colour Printer

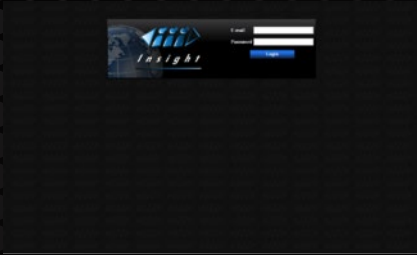
CLIENT SIDE REPORTING

In the case where Insight is running on a remote computing device connected to the CountIT database, the following slave devices are supported:

- PC
- Tablet
- Smart Phone



REPORT GENERATION



Step 1: Log in to Insight



Step 2: Select a report



Step 3: Select a date(s)



Step 4: Select a location(s)

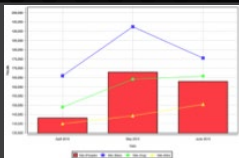


Step 5: Select report options

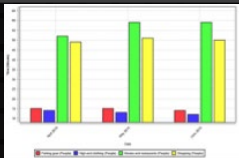


Step 6: View report

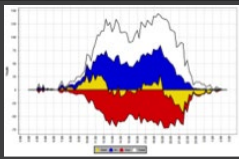
AVAILABLE INSIGHT REPORTS



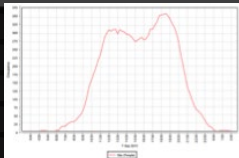
Total Visitors Report (eg. Monthly) - The graph displays the total number of visitors (people and/or vehicles) in monthly time resolutions. The age of the database allows for meaningful Minimum, Maximum and Average movements to be displayed on the same axis.



Average Stay - The average stay is the average amount of time (in minutes) that a visitor (person and/or vehicle) spends in a particular area.



Flow Report - The bi-directional flow chart shows the total IN for the selection as well as the total OUT. Also displayed is Total Flow (IN + OUT), and Nett (IN - OUT). Resolution is 5, 10, 15, 30 or 60 minutes depending on CountIT settings.



Occupancy Report - The occupancy shows the number of people (and/or vehicles) inside an area at any one time. Valid areas are any areas with access points counted by the HeadCount system e.g. Events Arenas, Centre Courts or Parking Areas.

Site Analysis - This report is a variation of the total visitors report. It is a cross-table comparison of the selected dates with the selected locations. A row and column percentage can be shown if desired.