Video Analytics Use Case

Demographic Analysis

Video Analytics recognizes and identify visitors' age and gender. It enables to analyze customer demographics and display items accordingly. Also create ads and promotions targeting specific customers by understanding their preferences.

Shoppers by gender

32%
346

68%
888

Male

Female

Analyze
face image pattern

Identify age / gender

Capture rate by age

65%

89%

10's | 20's

30's | 40's

32%

9%