

People counting data management **Peco-Graph**

PeCo-Graph is a free software that permits the jointly download of people counting data from different units or cameras, their query, graphical visualization and export.

An easy application for PC designed for the functional and commercial analysis of the counting data that, on the one hand facilitates the gathering of data, and on the other simplifies their analysis and graphic representation.



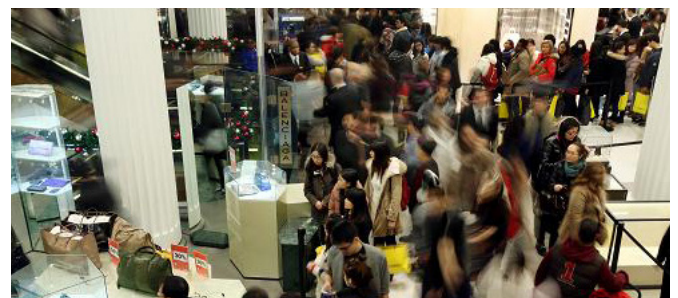
*“The perfect complement for the manual or programmed **download and graphical representation of the counting data** acquired with Visual Tools’ applications”*

PeCo-Graph is a Windows based multilingual application compatible with the PeCo people counting units and with the people counting and the traffic counting applications for AXIS cameras AX-PeCo and AX-Click.

PeCo-Graph **grants remote access to the people counting data** to visualize them in form of charts, analyse them over the time, export and print them.

With PeCo-Graph you will be able to:

- Fulfil scheduled or manual downloads of the counting data.
- Obtain data from one or multiple people counting units/cameras and from one or several establishments.
- Transform your data in comparison or evolution charts.
- Create and make reports and presentations.
- Import external variables to e.g. calculate the conversion rate.
- Export the data to integrate them in external management software.



BENEFITS

With the information obtained with PeCo-Graph, you will be able to **obtain key figures such as penetration and conversion** and thus:

- Know your client behaviour better and increase profitability.
- Optimize the management of your personnel (employees, maintenance staff).
- Increase the effectiveness of your marketing and promotional material.
- Improve client service and your business's image.

Software for the download and graphical representation of the counting data

Once the people traffic and visitors counting data are gathered, **you can analyse the true situation of the business opportunities and of possible variations.**

Comparisons of these data with those of other establishments or with data such as billing or number of ticket receipts can help you detect any possible missed opportunities or areas for improvement, to increase performance and consequently income. Once these points are detected, a series of improvements or corrective measures can be implanted, and subsequently data can be collected and analysed again, entering a process of continual improvement.

Application available at: www.visual-tools.com



Easy to use

1. Define your premises and their variants

Add to the application database the data of your premises, the connection data of the installed counting units and the variants of each one of the active counters. Whenever you want, **you can consult this information, modify the data, and delete, add or import any premises.** You can also gather your premises in groups to download the counting data of each unit with just a click of the mouse. And of course, you can export or print at any moment a list of the counting units in the database

2. Customize the data download and configure the data validation

With PeCo-Graph you can make programmed or manual downloads of the count data; for one premise or for a group of them; and **download all the available data or only the new data since the last download.** You can also configure a maximum and a minimum value to validate the downloaded data and configure the program to send you an email whenever a download is performed or only when download failures.

3. Turn your data into charts

Once the data has been downloaded, you can query the data charts choosing as time scale hours, days, weeks or months, and easily switch from one to another without leaving the screen. You can print, export or copy the charts into another application to make your own reports or presentations. And if you also want to see what is happening in your premise, you can connect and watch live video without having to exit the application.

PeCo-Graph can graphically **show counts and ratios in different ways:**

- Chart of one variable (premises or group of premises).
- Chart of one day of the week.
- Comparison between two intervals
- Comparison between two variables (premises or group of premises).
- Accumulated data of multiple premises.
- Accumulated data of multiple premises.
- Accumulated data of all groups.

And, **a tendency chart** to analyse the counting data and see your client traffic, pedestrian traffic and ratios at a glance.

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