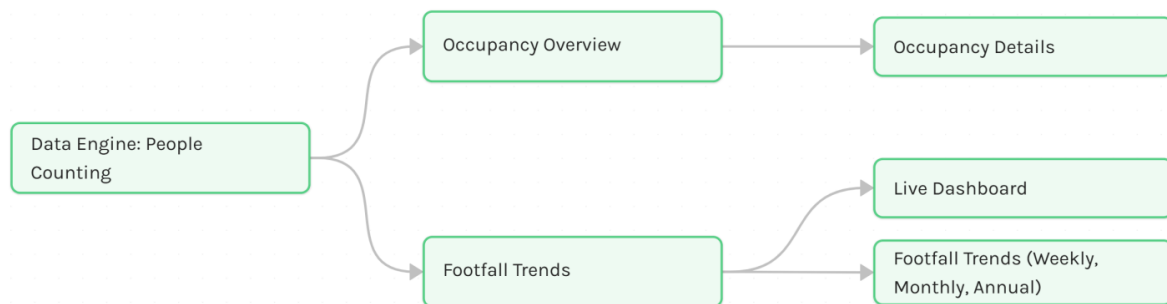


People Counting: Beginner's Guide

Introduction

In the **Data Engine: People Counting**, there are 3 different tabs:

- Occupancy Overview,
- Occupancy Details,
- Footfall Trends.



Occupancy Overview

Occupancy Overview provides visibility into overcapacity incidents, occupancy trends, and key metrics such as average occupancy, total occupancy, and hourly occupancy breakdown across a zone.

For more information, see [People Counting: Occupancy Overview](#)

Occupancy Details

Occupancy Details is nested inside **Occupancy Overview** and provides detailed analysis of an individual zone.

To access **Occupancy Details**, click on a zone.

For more information, see [People Counting: Occupancy Details](#)

Footfall Trends

Footfall Trends and its components provide an aggregated analysis of historical data across site and time periods, delivering high-level insight into trends, patterns, and performance over-time.

A variety of footfall trends are available:

- Live Dashboard,
- Weekly Footfall Trends,
- Monthly Footfall Trends,
- Annual Footfall Trends.

Each option provides a different level of aggregation, from real-time analytics through to long-term trends (weekly, monthly, and yearly).

The **Live Dashboard** is useful for real-time monitoring, while **Weekly** and **Monthly Trends** are typically the most useful starting points for analysing patterns over time. **Annual Trends** are best suited for long-term comparisons.

There are a variety of filters available in Footfall Trends, including:

- Filter by site.
- Filter by year, month, or week

Enabling users to analyse historical data (e.g., 2023 Week 18 for Location 1) as seamlessly as the current week.

For more information, see [People Counting: Footfall Trends](#).

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