

People Counting: Introduction

Dataengine: People Counting is a solution designed to enhance how business track and analyse foot traffic (or footfall.) Utilising video analytics, **Dataengine: People Counting** can detect and count people within defined areas, providing visibility into occupancy.

This can be utilised to analyse room utilisation, traffic patterns, peak hours to support informed decision-making. Paired with over-capacity, a derivative of occupancy, enabling the identification of overcrowding and providing alerts when a space exceeds capacity.

For the beginner's guide, see [People Counting: Beginner's Guide](#).

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