

# KenVision for Shopping Malls

## AI Video Analytics Use Cases

Transform Your Mall Operations with Data-Driven Intelligence.

KenVision gives mall decision-makers a complete 360° view of visitor behavior, mall operations, shopper engagement, and security — all using your existing CCTV infrastructure with no additional hardware required.

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KenVision converts everyday shopper visits into actionable intelligence. From footfall analytics and heatmaps to occupancy tracking and tenant performance insights, the platform helps malls improve operational efficiency, increase revenue opportunities, enhance shopper experience, and strengthen security.

### 1. Footfall Intelligence

Track visitor counts across entrances, floors, and mall zones to understand traffic distribution and optimize promotions, navigation, and operations.

### 2. Dead Zone Identification

Heatmaps reveal underutilized zones and low-engagement areas, enabling management to redesign layouts, reposition tenants, or introduce attractions.

### 3. Smarter Tenant Placement

Leasing teams can use dwell time and bounce-rate analytics to position high-value tenants in the most engaging areas and justify premium rents.

### 4. Campaign ROI Measurement

Measure shopper engagement during promotional campaigns and events by analyzing visitor interaction, dwell time, and movement patterns.

### 5. Peak Hour Staff Optimization

Identify peak traffic hours and queue patterns to optimize staffing, concierge services, housekeeping, and security deployment.

## **6. Queue and Wait Time Reduction**

Monitor queues in food courts, retail stores, cinemas, and parking areas in real time to improve shopper satisfaction and reduce waiting times.

## **7. Proactive Safety & Security**

Detect crowd anomalies, restricted-area access, and overcrowding situations proactively to improve response times and mall safety.

## **8. Occupancy Compliance**

Track occupancy levels during weekends, holidays, and events to ensure compliance with safety regulations and capacity limits.

## **9. Shopper Behavior Mapping**

Understand customer movement paths and engagement hotspots to improve mall navigation, signage placement, and retailer positioning.

## **10. Tenant Performance Insights**

Compare tenant engagement metrics such as dwell time, repeat visits, and bounce rates to support leasing and operational decisions.

## **11. Energy & Operational Efficiency**

Use occupancy analytics to optimize lighting, HVAC, and facility operations in low-traffic areas, reducing operational costs.

## **12. Event Effectiveness Analysis**

Analyze the impact of entertainment events and activations by tracking crowd movement, retailer engagement, and shopper dwell time.

## **13. Digital Signage Optimization**

Identify high-visibility locations for digital screens and advertising displays to maximize engagement and advertising revenue.

## **Key Capabilities**

Capability	Business Benefit
Footfall Counting	Accurate visitor tracking across entrances and zones
Heatmaps	Identify high-traffic and underutilized areas
Occupancy Tracking	Maintain safety compliance during peak hours
Queue Management	Reduce wait times and improve shopper experience
Shopper Behavior Analysis	Understand dwell time and movement patterns
Tenant Performance Insights	Support smarter leasing strategies
Campaign Analytics	Measure ROI of mall promotions and activations
Safety Monitoring	Detect anomalies and improve incident response

## Why KenVision?

- Boost Revenue through data-driven tenant and marketing strategies.
- Enhance Shopper Experience with optimized navigation and reduced wait times.
- Improve Operational Efficiency using real-time occupancy and staffing insights.
- Strengthen Security with proactive crowd and anomaly monitoring.
- Make Smarter Decisions with measurable analytics across the mall ecosystem.

Every shopper visit is telling you a story — KenVision helps mall operators listen, understand, and act on it in real time.