

KenVision for Retailers

AI Video Analytics Use Cases

Smarter Stores. Happier Customers. Higher Profits.

KenVision is an AI-powered video analytics platform designed for modern retailers. It helps retail operators improve customer experience, optimize staffing, reduce losses, and drive higher sales — all using existing CCTV infrastructure without additional hardware investments.

KenVision transforms every customer visit into actionable business intelligence. From shopper behavior analysis and queue management to loss prevention and promotion measurement, KenVision provides retailers with real-time visibility into store operations and customer engagement.

1. Footfall Intelligence

Track daily store traffic, peak shopping hours, and visitor trends to optimize store operations and staffing schedules.

2. Shopper Flow Mapping

Understand how customers move through the store, which aisles they visit, and which sections they skip to improve store layout and product placement.

3. Heatmap Analytics

Visualize high-engagement product zones and underperforming areas to improve merchandising strategies and in-store promotions.

4. Queue Management

Monitor checkout lines in real time and automatically alert staff when wait times increase, improving customer satisfaction and reducing cart abandonment.

5. Staff Efficiency Optimization

Analyze customer traffic and service demand to deploy staff more effectively during peak shopping periods.

6. Loss Prevention & Shrinkage Reduction

Detect suspicious behavior, theft patterns, and unusual activity quickly to minimize shrinkage and protect store profitability.

7. Shelf & Inventory Zone Monitoring

Ensure shelves remain stocked and visible by identifying empty displays, blocked aisles, and unattended inventory zones.

8. Promotion & Campaign Effectiveness

Measure shopper engagement with promotions and in-store campaigns to understand which offers drive customer interest and conversions.

9. Peak Hour Operations Planning

Use historical traffic analytics to prepare stores for weekends, holidays, and sales events with optimized staffing and inventory management.

10. Customer Engagement Insights

Track dwell times near products and promotional displays to understand shopper interest and improve product positioning.

11. Multi-Store Performance Benchmarking

Compare operational performance, customer traffic, and engagement metrics across multiple retail locations using centralized dashboards.

12. Operational Efficiency Monitoring

Improve day-to-day store operations by identifying congestion points, workflow inefficiencies, and service bottlenecks.

13. Customer Experience Enhancement

Reduce waiting times, improve navigation, and create smoother shopping experiences that increase repeat customer visits.

Key Capabilities

Capability	Business Benefit
Footfall Counting	Understand traffic trends and peak shopping hours

Heatmaps	Optimize merchandising and product placement
Queue Management	Reduce checkout wait times
Shopper Flow Mapping	Improve store layouts and navigation
Staff Efficiency Tracking	Deploy staff more effectively
Loss Prevention	Detect theft and suspicious behavior quickly
Inventory Zone Monitoring	Keep shelves stocked and organized
Campaign Analytics	Measure effectiveness of promotions

Benefits for Retailers

- Increase Sales through optimized product placement and shopper insights.
- Improve Customer Experience with faster checkouts and better in-store flow.
- Reduce Operational Costs using smarter staffing and energy optimization.
- Strengthen Loss Prevention with proactive monitoring and alerts.
- Make Smarter Decisions using real-time analytics and measurable performance data.
- Improve Promotional ROI by investing in campaigns that truly drive engagement.

Every customer visit is an opportunity to improve sales, service, and operational efficiency. KenVision helps retailers unlock these insights in real time — turning stores into smarter, more profitable retail environments.