



VariPhi

VISION INTELLIGENCE FOR RETAIL

See your store the way data does.

VariPhi turns your existing CCTV cameras into a real-time retail intelligence layer — footfall, demographics, queue management, dwell analytics, conversion funnels, and loss prevention. No new hardware.



CAMERAS Existing CCTV

AI Edge Vision Models

OUTPUT Real-Time Dashboard



THE CHALLENGE

Cameras everywhere.

Insights nowhere.

Every retail store has CCTV. Almost none use it for business intelligence. Footfall is guessed, queue pain is invisible, conversion is a mystery, and shrinkage is discovered at stocktake. VariPhi closes every gap with AI that runs on your existing cameras.

68%

of retailers can't
measure true footfall

\$100B

annual retail
shrinkage globally

5 min

avg queue tolerance
before abandonment

Six pillars of retail intelligence.



Footfall Counting

Accurate in/out counting at every entry. Hourly, daily, weekly trends. Multi-zone breakdown.



Queue Management

Real-time queue length, wait time, SLA alerts. Auto staff-call when thresholds breach.



Dwell Analytics

Zone-by-zone dwell time. Path analysis. Engagement scoring for merchandising optimization.



Conversion Funnel

Walk-in to purchase tracking. Camera-to-POS correlation. Drop-off analysis.



Demographics

Anonymous age and gender estimation. Peak demographic profiling for targeted promotions.



Loss Prevention

Suspicious behavior detection. Shelf sweep alerts. After-hours intrusion. Shrinkage analytics.

HOURLY FOOTFALL – WEEKDAY AVERAGE



TIME: 4 PM (weekday avg)
FOOTFALL: 340 persons (High)

ZONE ACTIVITY:

- Main Entrance: 65%
- South Aisle: 20%
- Café: 15%

EVENT: None Scheduled

VIEW MODE:

- Daily Avg
- Real-time
- Heatmap

TIMEFRAME:

- Last Week
- Last Month
- Compare

REFRESH DATA

STORE FOOTFALL HEATMAP — ZONE DENSITY (LAST 7 DAYS)

Metric

Dwell Time, Transactions, Footfall

Date Range

Last 7 Days

Last 24 Hours

Last Month



Filters

Daily Footfall Trend (Next 7 Days Forecast)



Footfall by Day of the Week



Live Hotspot Alert

ELECTRONICS



Key Insights

Mondays show +15% traffic in Home after 2 PM.

Extrins

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Peak: 3PM-6PM weekdays

Shorter queues. Happier customers.

AVG QUEUE LENGTH BY DAY + WAIT TIME



WAIT TIME ANALYSIS

Avg wait time

3.2 min

Peak wait (Sat 4PM)

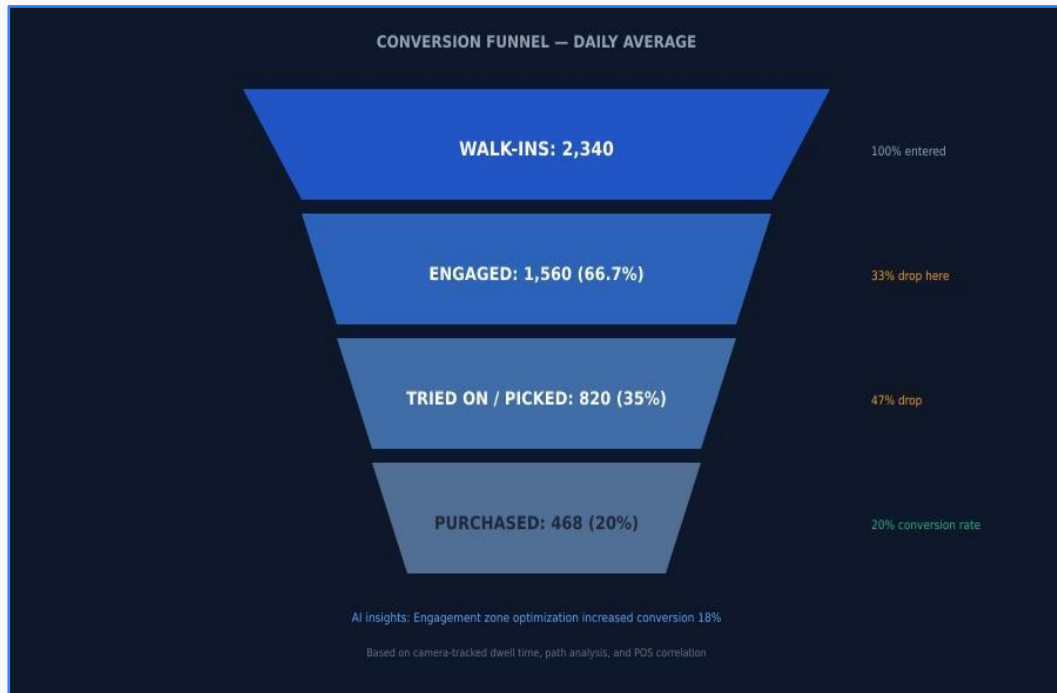
8.7 min

Customers who abandoned

12.4%

After AI staffing: wait reduced 38%

From walk-in to purchase. Every drop-off measured.



- ✓ Walk-in → Engaged: 66.7%
- ✓ Engaged → Tried/Picked: 52.6%
- ✓ Tried → Purchased: 57.1%
- ✓ Overall conversion: 20%
- ✓ AI-optimized zones: +18%
- ✓ Camera-POS correlation: 98.4%

Camera tracks journey · POS confirms sale · AI finds the gap

Know who walks in. Before they reach the counter.

CUSTOMER DEMOGRAPHICS — AI VISION ANALYSIS

GENDER SPLIT



AGE DISTRIBUTION



TODAY'S FOOTFALL

2,340 +12%

CONVERSION RATE

20.0% +3.2%

AVG DWELL TIME

14.2 min

QUEUE WAIT

3.2 min

THEFT ALERTS

2

HOURLY FOOTFALL — TODAY vs LAST WEEK



ZONE PERFORMANCE

Time Period: Last 7 Days



Zone Data: Fashion
Transactions: 450
Revenue: \$12k
Key Sub-categories: Men's, Women's

LIVE CAMERA FEEDS — AI ANALYTICS OVERLAY

CAM 01 — ENTRANCE

IN: 142

OUT: 98

NORMAL

CAM 04 — CHECKOUT

Q: 8

Wait: 4.1 min

BUSY

CAM 07 — FASHION

38

Dwell: 6.2 min

NORMAL

CAM 12 — AISLE 5

ALERT

Suspicious activity

ALERT



WHY VARIPHI

The unfair advantages.

✓ Zero new hardware

Works with your existing CCTV, IP cameras, and NVR. No sensor install, no rewiring.

✓ Edge AI processing

Models run on-site. Video never leaves your premises. Full data sovereignty and GDPR compliance.

✓ Multi-store analytics

Centralized dashboard across all locations. Compare footfall, conversion, and staffing store-by-store.

✓ POS integration

Correlate camera data with transaction data. True conversion measurement, not estimates.

✓ Real-time alerts

Queue SLA breach, suspicious activity, crowd density — alerts push to store manager's phone in seconds.

✓ Live in 2 weeks

Camera mapping, AI model config, dashboard setup — typically operational within 14 days per store.



NEXT STEP

See it on *your road.*

We install a VariPhi unit, run it for 30 days, and hand you the data. Then you decide.



REQUEST A DEMO

information@variphi.com



TALK TO US

+91 747 802 1222



MORE

<https://variphi.com>

[Schedule a 30-Day Road Pilot](#)