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(57) Abstract :

The invention provides a customer footfall analytics device comprising a 3D camera (10), a processing unit (12), a display unit (14), and a network interface (16). It enables real-time monitoring and AI-based analytics for retail chain management. The device processes spatial data to determine footfall patterns, customer dwell times, and zone-wise activity. It integrates edge computing and cloud connectivity for centralized visualization and actionable insights, improving store layout, staffing, and marketing effectiveness.

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