

# Understanding mall traffic patterns

## Identifying traffic segments and customer journeys



### Client

A shopping center chain operating in United Kingdom, United States and Australia

### Business case

A leading mall operator had limited knowledge of visitor volumes and traffic patterns in their malls. In the absence of such insights, they were limited to traditional approaches for leasing retail spaces such as fixed dollar per square foot rates.

### EXL solution

EXL Analytics helped digitize and track visitor movements within the mall via tracking beacons installed at multiple locations onsite. These beacons tracked signals from mobile devices, capturing customer movements and paths. This analysis helped identify preferred routes and popular high-footfall spaces within the mall, thereby enabling the operator to offer tiered pricing options to their tenants.

In a parallel analysis, the mall visitors were also segmented based on behavioral patterns such as where they went, how long they stayed there and how frequently they returned. This allowed for the creation of different visitor categories including micro-segments for shoppers, passers-by, housekeeping staff and employees.

### Results

- Identified most visited spaces within the mall, allowing for price optimization
- Enabled effective capacity planning by tracking both time of day and day of week visitor patterns
- Isolated shopper segment from housekeeping, employees and other groups, allowing for accurate analysis of customer journeys

Enabled  
digitization of foot traffic

Identified high traffic  
zones

Accurately measured traffic  
volumes