

Mi-Eye: Turn Every Footstep into a Data Point and Every Loss into a Lead!

Mi-Eye plugs directly into your current setup to unlock a new dimension of retail analytics.

Zero Disruption: No new cameras or complex installs required.

Actionable Intelligence: Go beyond raw footage to real-world solutions.

Revenue Recovery: Understand exactly why customers leave and how to bring them back.



■ Footfall Analysis

An AI-driven solution that analyzes video feeds to accurately count and track real visitors in real time

■ VIP Customer Recognition

By recognizing returning customers at the right moment, the solution supports tailored interactions such as personalized greetings, exclusive offers, or priority service

■ Attribution and Demographic Analysis

By linking visitor demographics with time, location, and campaign periods, retailers can better understand which marketing initiatives are driving the right audiences into stores

■ Heat Map and Dwell Time

By using intuitive heat maps and dwell-time indicators, it highlights high-traffic zones, engagement hotspots, and underperforming areas

■ Queue Length Monitoring

The solution continuously monitors customer queues to provide immediate visibility into queue length, congestion levels, and peak-demand periods, enabling teams to anticipate issues and respond proactively.

Use case or Case study

Footfall Analysis : Enabling smarter space utilization and staff planning with accurate and privacy-friendly scalable solution.

Attribution & Demographic Analysis : Optimize marketing spend, refine targeting strategies, improve in-store experiences, and make data-driven decisions around merchandising, promotions, and store layouts to better serve their most valuable customer segments.

Queue Length Monitoring : Minimize wait time and improve service flow to enhance overall customer satisfaction.