

# Footfall Time-Series



With Spectus' Footfall Time-Series, we help companies measure historical and ongoing aggregate footfall for chosen locations over a desired period of time. Our clients can seamlessly deploy footfall metrics into their solutions by leveraging Spectus' two different modes of location-data processing and metrics delivery.

## On-Demand Footfall For Interactive Applications

Spectus' APIs allow clients to access *real-time processing* of footfall metrics to serve on-demand requests across their applications. Clients can specify an **area of interest**, **desired historical windows of time** (up to 3 years) and **granularity in time** (weekly, daily or hourly), to receive corresponding footfall metrics within minutes\*. Through our APIs, Spectus serves up to 5 requests per second, making APIs a robust solution for multi-user applications that return results as each user awaits.

Our on-demand APIs eliminate the need to pre-process and store large amounts of data required to serve real-time requests, saving our clients the costs and efforts associated with developing and maintaining proprietary infrastructures to support applications that need on-demand footfall.

## Footfall For Locations At Scale

With improved processing times, our batch mode helps clients efficiently process **millions of custom polygons** via Spectus' Data Flow Studio. Clients can choose from the POIs available on Spectus or upload their own list of custom polygons to receive historical and ongoing footfall metrics for their preferred windows of time.

The batch mode is ideal when areas of interest and desired windows of time are known ahead of time, in contrast to receiving them from end-users on demand. Clients can also take advantage of options such as normalizing the values, creating sub-aggregate results, and comparing overlaps between different time-periods or POIs to further process their results.

## Use Cases

- **Investment Due Diligence** - Develop a comprehensive understanding of a potential investment by evaluating past and present footfall trends in the area.
- **Portfolio Management** – Monitor trends across an existing real estate asset base or actively held equity to gauge overall health of the portfolio and quickly identify inflection points that require triage.
- **Supply Chain Monitoring** – Track traffic on transportation nodes along the supply chain (eg: ports, warehouses, refineries, etc.)
- **Site Selection** – Determine potential retail locations based on historical footfall trends across your own and competitive POIs.



\* Processing times range between seconds to minutes depending on the density of the polygon and the duration of the time window requested.

To learn more about Spectus' Footfall Time-Series, contact [sales@spectus.ai](mailto:sales@spectus.ai).

