



Gain Insights Into How Spaces are Used with Occupancy Trends

Verkada's smart trends page offers powerful widgets that give organizations insight into how their physical space is used. Organizations can use the occupancy trends widget to aggregate data across multiple camera feeds, providing a comprehensive view of foot and vehicle traffic patterns throughout an area.

The occupancy trends widget allows organizations to:

- Analyze real-time and historical occupancy data for both people and vehicles.
- Monitor trends over various timeframes (daily, weekly, monthly, or a custom date range).
- Identify peak and average occupancy and underutilized areas for both foot and vehicle traffic.

Actionable insights to inform key operational decisions

Use Verkada's occupancy trends widget to boost efficiency and gain actionable insights in key areas across an organization:

- **Staffing optimization**
Allocate staff based on real-time occupancy needs, considering both foot and vehicle traffic patterns.
- **Inventory management**
Anticipate demand and optimize inventory levels based on traffic patterns in storage areas and loading zones.
- **Energy efficiency**
Identify underutilized spaces for potential HVAC adjustments based on combined foot and vehicle traffic.
- **Improved traffic flow**
Analyze vehicle traffic patterns to identify bottlenecks and congestion points, optimizing traffic flow through signage or delivery schedule adjustments.

Operational benefits across diverse industries



Retail: Optimize product placement, predict peak traffic periods (foot and vehicle), and analyze sales conversion rates.



Manufacturing: Improve production line workflows, identify bottlenecks, and optimize warehouse safety by monitoring foot and vehicle traffic patterns.



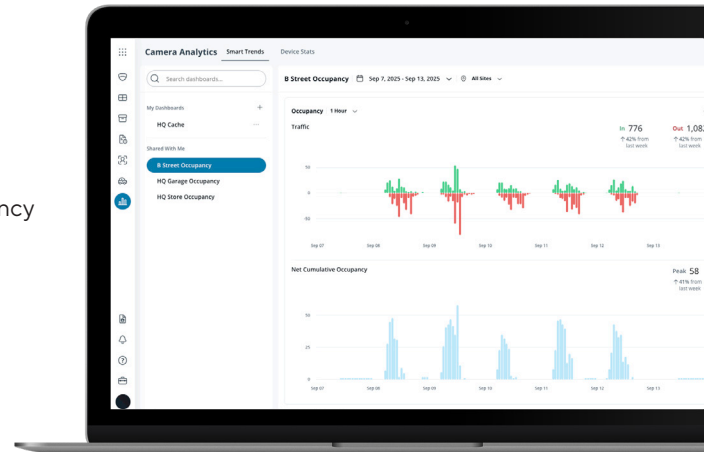
Healthcare: Enhance patient experience by proactively allocating resources based on real-time space usage, including foot traffic, ambulance arrivals, and parking lot activity.



Education: Support student safety and optimize class scheduling by understanding student movement patterns, foot and vehicle traffic around drop-off and pick-up zones.



Real Estate: Dynamically adjust HVAC usage based on foot traffic in a building, repurpose underutilized spaces, and make data-driven space planning decisions.



Customization and collaboration

The occupancy trends widget can be customized to an organization's specific needs. It is also easy to enable other individuals in an organization to view the same dashboard—facilitating easy collaboration among building managers, EHS officers, and frontline staff.

Maximizing value with two key views¹

1. Traffic

The "Traffic" section shows the number of subjects entering and exiting the designated space over a specified time period (e.g., day, week, month, or a custom range). Bar graph data can be displayed in 1 day, 1 hour, and 15 minute increments, or users can opt to view the hourly average across the selected time period. This dashboard also displays a percentage change indicating the change in movements relative to the previous time interval.

2. Net Cumulative Occupancy

The "Net Cumulative Occupancy" section subtracts the number of subjects exiting the space from the number of subjects entering the space to estimate total occupancy at a given point in time. By default, this number resets to zero at midnight local time, but organizations can customize this setting. Like the "Traffic" section, data can be displayed in 1 day, 1 hour, and 15 minute increments, or users can opt to view the hourly average across the selected time period. This dashboard also displays a percentage change indicating the change in peak occupancy relative to the previous time interval.

1. For details on how to create and interpret occupancy trends widgets, read our camera analytics overview [here](#).