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Retail Video Analytics Buyer's Checklist: 40+ Questions to Find the Right Solution for Your Store

Choosing a video analytics solution can be complex. This checklist helps retail teams evaluate and compare video analytics solutions step by step. It's organized by key business areas — from customer experience to IT infrastructure — with practical questions you can use during vendor meetings or internal discussions. Tick of the boxes to align requirements across departments, identify deal-breakers early, and ensure the solution you choose fits your store's specific needs.



Customer Experience & Store Operations

Understanding how customers move through your store is essential creating engaging experiences and improving operational efficiency. This section helps you assess how video analytics can support smarter layouts, reduce queues, and enhance service quality.

- Do we need to track customer flow patterns and identify traffic bottlenecks?
- Should we measure dwell times in specific areas or departments?
- Do we want to evaluate store layouts, merchandising, and promotional effectiveness based on movement data?
- Do we need to track engagement with product displays and conversion from visits to purchases?
- Should we measure customer return visits and loyalty trends (via anonymous re-identification)?
- Do we need to analyze queue lengths, checkout efficiency, and staff responsiveness to customer needs?



Tip 1: Focus on understanding customer intent, not just movement — pairing traffic data with dwell times reveals which areas truly drive engagement.

Tip 2: Use video analytics insights to run A/B tests for store layouts or merchandising strategies and measure their real-world impact.



Inventory & Loss Prevention

Shrinkage and stock inefficiencies can quickly impact margins. Video analytics can help detect theft, monitor shelf levels, and improve inventory accuracy across.

- Do we need to detect unusual product movements, theft, or organized retail crime patterns?
- Should we monitor high-value merchandise areas with higher accuracy?
- Do we want to track planogram compliance using shelf-level video analytics?
- Should we detect empty shelves or low stock automatically?
- Do we need video verification of delivery and restocking processes?



Tip: Get alerts for low-stock or empty-shelf detection to cut restocking delays and boost on-shelf availability.

Analytics Capabilities & Insights



The true value of video analytics lies in transforming data into actionable insights. From people counting to predictive analytics, this section helps you evaluate whether a solution can deliver the depth and accuracy your teams need. Consider how advanced analytics could support smarter staffing, marketing, and operations decisions.

- Do we need people counting, demographic estimates, and customer journey mapping?
- Should the system detect interactions with products, group shopping behavior, and identify VIP customers?
- Can it measure the effect of campaigns on in-store traffic and buying behavior?
- Should it monitor safety incidents, occupancy levels, and compliance with safety protocols?
- Do we need AI-powered predictions for staffing levels, restocking, or loss prevention?



Tip: Combine in-store analytics with online data to create a 360-degree view of the customer journey across channels.



Technical Infrastructure & Deployment

Successful implementation depends on aligning technology with your existing infrastructure. These questions help you evaluate camera placement, processing requirements, and integration options to ensure smooth deployment.

Camera Coverage & Placement

- How many store locations require analytics coverage?
- Should we focus on entrances/exits, checkouts, promotional zones, and high-theft areas?
- Do we need different camera types for people counting, behavior analysis, or outdoor monitoring?
- Can the solution integrate with our existing camera infrastructure?

Data Processing & Storage

- Do we require real-time analytics or is batch processing sufficient?
- Should analytics processing be on-premise, cloud, or hybrid?
- Do we need to store raw video footage or only processed insights?
- How long should analytics data be retained to support business decisions and comply with regulations?

Integration Capabilities

- Can the platform integrate with POS, CRM, inventory, security, and workforce systems?
- Does it provide APIs for custom data integrations?
- Should it link to marketing automation or digital signage for campaign optimization?



Tip: Hybrid processing (edge + cloud) balances speed, data security, and cost efficiency better than single-model deployments.



Reporting & Business Intelligence

Comprehensive reporting turns analytics into measurable business value. This section focuses on how dashboards, alerts, and data exports can empower decision-makers across departments.

- Do we need real-time dashboards for store and regional managers?
- Should reports be customizable by role or department?
- Do we want mobile access, automated alerts, and historical trend comparisons?
- Can analytics data be exported to BI tools and linked with sales data?
- Do we need compliance/audit reporting and custom KPI creation?



Tip: Define KPIs before deployment — dashboards should answer your business questions, not just display data.



Compliance & Privacy

Handling customer and staff data responsibly is essential to maintaining trust and meeting legal standards. This section helps you evaluate whether a solution supports GDPR, CCPA, and other privacy regulations through anonymization, consent management, and data security.

- Are we aligned with applicable privacy regulations (GDPR, CCPA, etc.)?
- Do we need consent management, anonymization, and opt-out functionality?
- Should we have clear retention/deletion policies and audit logs for analytics data?
- Do we need role-based access control to limit sensitive data access?



Tip: Communicating your data-protection practices transparently can increase customer trust and brand reputation.



Implementation & Support

Even the best technology delivers limited value without strong implementation and reliable support. Use these questions to assess deployment approaches, training availability, and ongoing service quality. The goal is to ensure a smooth rollout and continuous performance improvement after go-live.

- Do we require professional installation and a phased rollout?
- Should store staff be trained on interpreting and acting on analytics?
- What level of technical support is required (24/7, business hours, guaranteed response times)?
- Will we receive regular updates, feature improvements, and performance optimization?



Tip: Partner with providers offering continuous optimization, not just installation — analytics performance should improve over time.

Scalability & ROI



As your retail network evolves, your analytics solution should grow with it. This section focuses on scalability, adaptability, and the overall return on investment. Consider both short-term benefits — like improved efficiency — and long-term potential for data-driven transformation.

- Can the solution scale to additional stores, formats, or seasonal demand peaks?
- Is it flexible enough to add new analytics capabilities as needs evolve?
- What is the total cost of ownership (hardware, software, training, support) versus projected benefits?

Ready to Turn Insights into Action?

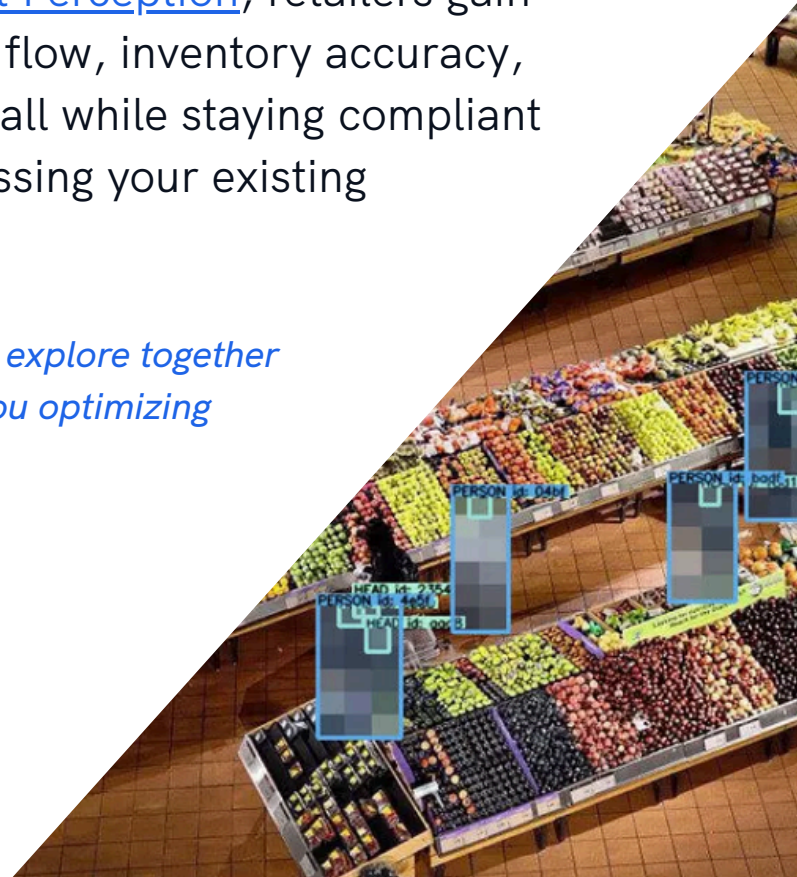
Putting these best practices into action requires the right technology partner. With [Isarsoft Perception](#), retailers gain real-time visibility into customer flow, inventory accuracy, and operational performance — all while staying compliant with privacy regulations and accessing your existing camera system.



“Let’s get in touch and explore together how we can support you optimizing your retail business”

Konrad Beutel
Sales

[Book a free appointment](#)



Additional Resources

- [Optimizing the In-Store Journey with Retail Video Analytics](#)
- [Performance Measurement in Retail - Top 10 KPIs for Every Retail Business](#)
- [People Counting for Retail Stores](#)
- [Loss Prevention Systems For Retail](#)
- [Ultimate Black Friday Crowd Management Guide: Key Strategies for Retail Success](#)

FAQs

- [Supported Cameras](#)
- [Supported Video Management Systems \(VMS\)](#)
- [Deployment options](#)
- [Integrations](#)
- [FAQ](#)

