SUMMARY OF MOBILE LOCATION DATA

DATASET	DESCRIPTION	USAGE	ATTRIBUTES
COMMON EVENING LOCATION & COMMON DAYTIME LOCATION	The Common Evening Location is where a device rests in the evening. The Common Daytime Location is where a device rests in the daytime.	Common Evening Location (CEL) and Common Daytime Location (CDL) are frequently used for **true trade area analysis.**	• Device ID • Lat/Lon • Visit timestamp • Common municipality • Distance • Visits • First visit date • First visit time • First visit day
PATHING	Pathing visualises where a property's visitors are seen before and after a visit by pulling observation points 30 minutes before and after a visit to the property.	Pathing charts demonstrate the commonly used routes to and from a location.	• Device ID • Lat/Lon • Time before/after in polygon • Local date • Time of day • Day of the week • Time zone
VISITATION HEATMAP	The Visitation Heatmap visualises where visitors were seen within the property. Mobile devices' observation points while on the property are plotted according to the GPS coordinates reported.	Pathing charts demonstrate the commonly used routes to and from a location.	• Device ID • Lat/Lon • Time before/after in polygon • Local date • Time of day • Day of the week • Time zone
VISITATION TIMES (DAY & TIME)	**Day of Week** shows the percentage of visits by day of the week. This represents mobile devices observed within the property aggregated by day of the week. **Time of Day** shows the percentage of visits by day of the week. This is a representation of mobile devices observed within the property and is aggregated by time of day, according to the timestamp of the visit.	Day of Week and Time of Day analyses help to determine staffing levels, product merchandising and other decisions for running the business and staying competitive.	• Device ID • Date of visit • Time of day • Day of week
VISITOR COUNT REPORT	Visit Count Reports are designed to return information about counts of visitors to the study location.	Visit Count Reports are most useful for answering business questions related to the volume of visitors.	• Unique Visitor Count • Visits Count