WI-FI TOWN MONTHLY REPORT

NEW VISITORS

DAILY	MONTHLY
8	256

VISITOR LOYALTY

DAILY	WEEKLY	MONTHLY
58	37	10
51%	33%	9%

ACCESS POINTS

HIGHEST NUMBERS OF VISITORS DETECTED	LOWEST NUMBERS OF VISITORS DETECTED
NISA	RUGBY CLUB
40%	28%

GET CONNECTED

HOW MANY DEVICES CONNECTED TO THE NETWORK?	166

THINGS TO NOTE

Compared to previous month:
Total Visitors   +38 (+1%)
Visitor Loyalty:
   Daily   +7 (+14%)
   Weekly   -4 (-10%)
   Monthly   -2 (-17%)

TOTAL VISITORS

3519

AVERAGE DWELL TIME

35 MINUTES

BUSIEST DAY

SATURDAY 7TH

DWELL TIME

5-20m	20-60m	1-6h	6h+
46	26	24	18

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Number	Name
1	Llanybydder Rugby Club
2	Bara Gwalia
3	Nisa
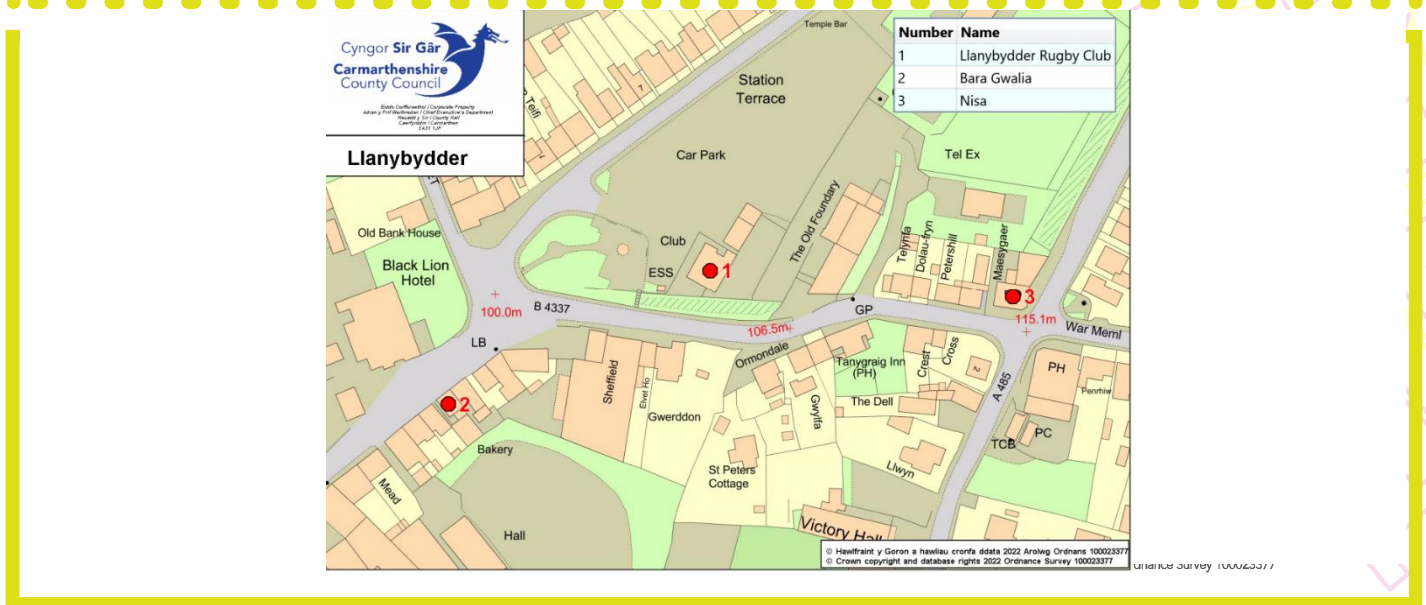
DEFINITIONS

The total number of visitors who have been detected by the network within a month.
A visit is initiated when the network detects a device for at least 5 consecutive minutes.

Loyalty allows you to see how often visitors come by your network.
1. Occasional visitors have visited at least once before. This visitor may have visited several times but does not meet weekly requirements.
2. Weekly visitors have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.
3. Daily visitors have visited in at least five distinct days in the past eight.

Average daily number of First time visitors detected by the network as well as the total number of new visitors detected within a month

Average amount of time that a visitor spends within your town. Each single visitor who leaves and returns multiple time will only be counted once, with their longest visit captured.

Groups unique network "visitors" by the length of their longest visit. A single visitor who leaves and returns multiple time will only be counted once.

The number of visitors who connected to gain access to the free wi-fi network

The actual date within the specific month that recorded the greatest number of visitors

Location of access point which on average detected the most and least number of visitors

Observational information relating to the data gathered for the month