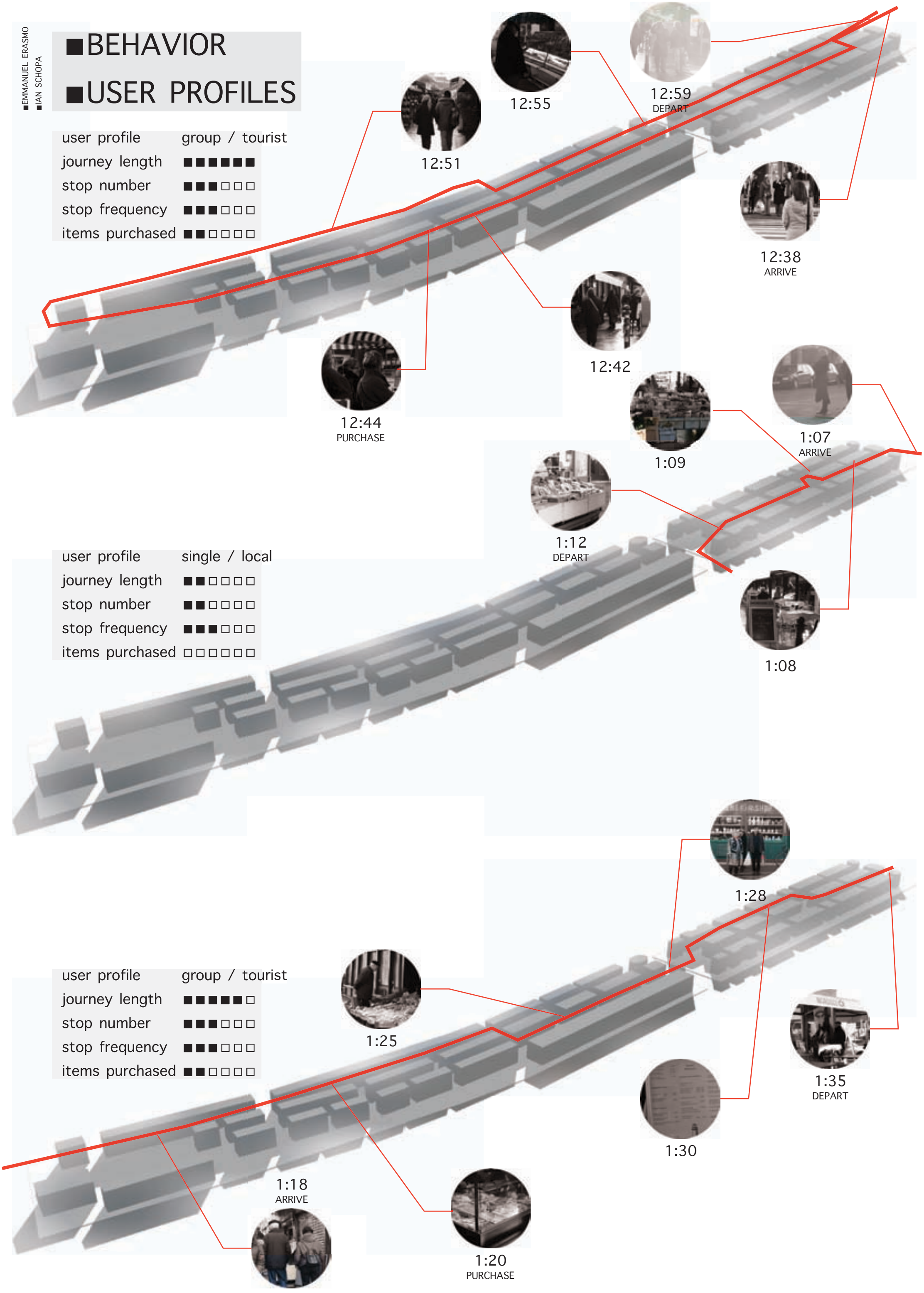
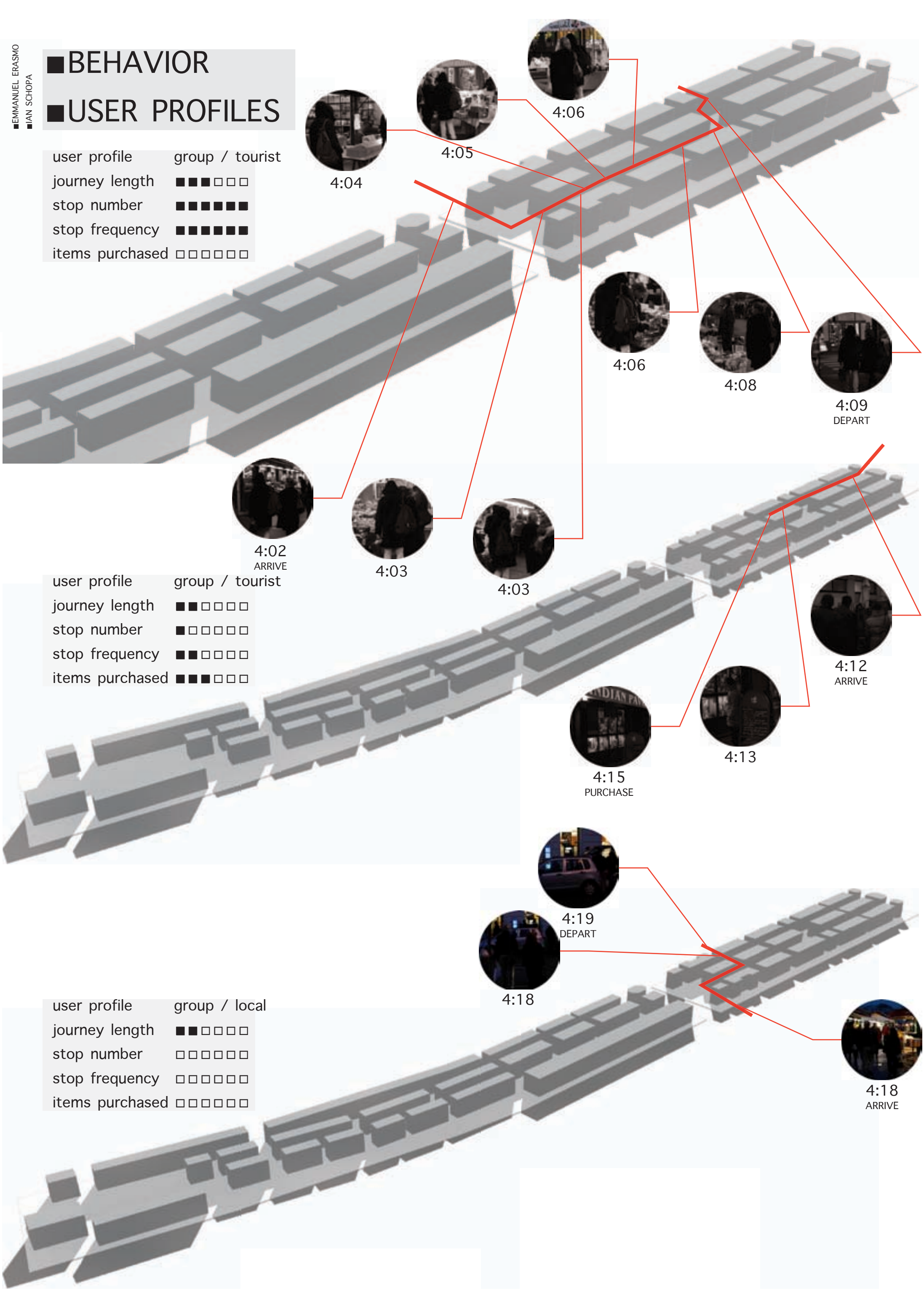
■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES



■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES



user profile	group / tourist
journey length	■■■□□□
stop number	■■■■■■
stop frequency	■■■■■■
items purchased	□□□□□□

user profile	group / tourist
journey length	■■□□□□
stop number	■□□□□□
stop frequency	■■□□□□
items purchased	■■■□□□

user profile	group / local
journey length	■■□□□□
stop number	□□□□□□
stop frequency	□□□□□□
items purchased	□□□□□□

■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES

HIGH PURCHASE FREQUENCY

4:32 PURCHASE | 4:34 PURCHASE | 4:36 PURCHASE | 4:38 PURCHASE | 4:46 PURCHASE | 3:44 ARRIVE | 3:46 PURCHASE | 3:47 DEPART

MEDIUM PURCHASE FREQUENCY

12:38 ARRIVE | 12:42 | 12:44 PURCHASE | 12:51 | 12:55 | 12:59 DEPART

3:55 ARRIVE | 3:56 | 3:57 PURCHASE

1:18 ARRIVE | 1:20 PURCHASE | 1:25 | 1:28 | 1:30 | 1:35 DEPART

4:28 ARRIVE | 4:29 | 4:30 PURCHASE

4:10 ARRIVE | 4:12 | 4:13 PURCHASE | 4:14 DEPART

LOW PURCHASE FREQUENCY

3:58 ARRIVE | 3:59 DEPART | 4:00 PURCHASE

1:07 ARRIVE | 1:08 | 1:09 | 1:12 DEPART

4:18 ARRIVE | 4:18 | 4:19 DEPART | 4:12 ARRIVE | 4:13 | 4:15 DEPART

4:02 ARRIVE | 4:03 | 4:03 | 4:04 | 4:05 | 4:06 | 4:06 | 4:08 | 4:09 DEPART

Who is making purchases? Where are they making them?

■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES

propositions	15
items sold	3
sell ratio	0.2
densification	LOW

11:44

11:46

11:48

11:50

11:52

propositions	6
items sold	3
sell ratio	0.5
densification	HIGH

12:09

12:11

12:13

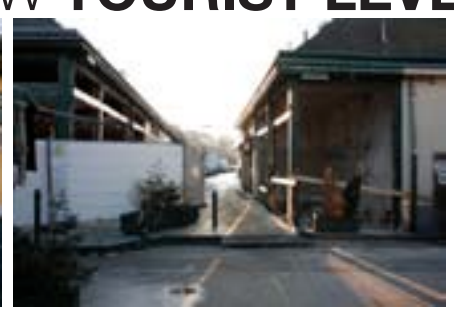
12:15

12:17

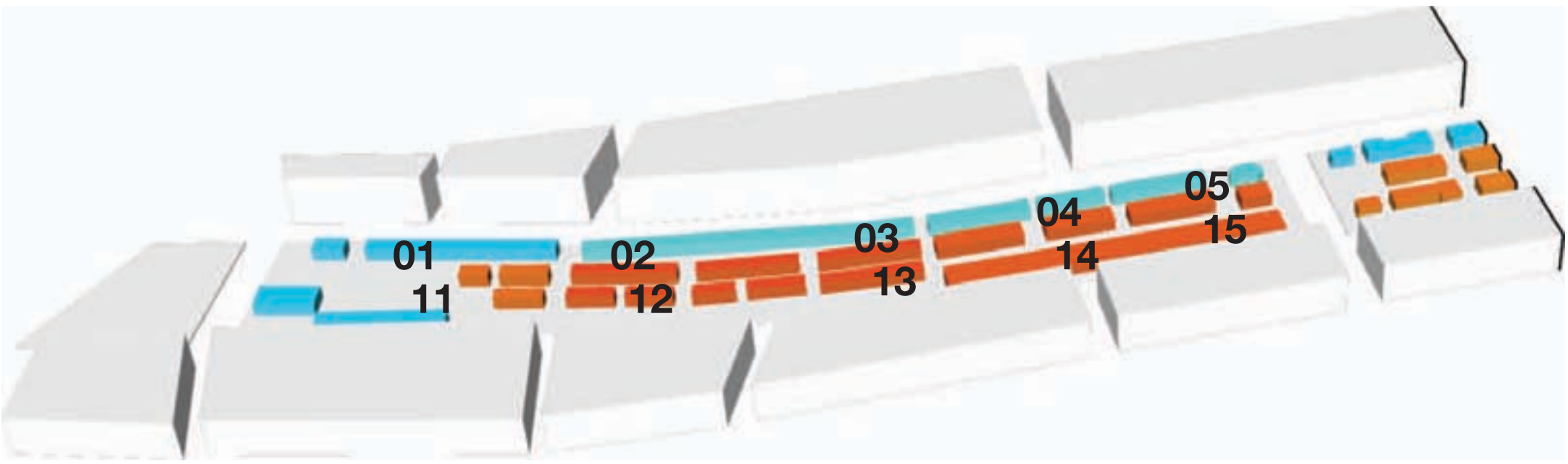
■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES

HIGH LEVEL **COMPRESSION** / LOW **TOURIST LEVELS** / HIGH LOCAL **SALES**



HIGH LEVEL **COMPRESSION** / LOW **TOURIST LEVELS** / HIGH LOCAL **SALES**



HIGH LEVEL **COMPRESSION** / LOW **TOURIST LEVELS** / HIGH LOCAL **SALES**

HIGH LEVEL **COMPRESSION** / LOW **TOURIST LEVELS** / HIGH LOCAL **SALES**

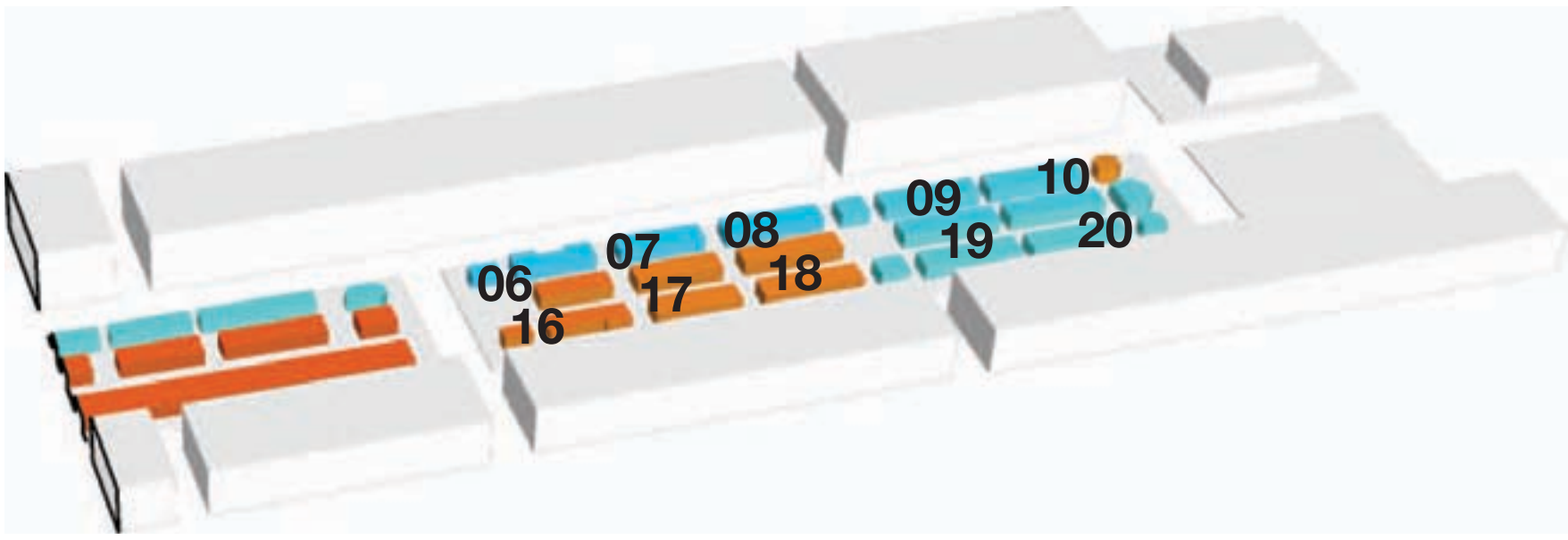
space density	low
tourist level	■■■■
local level	■■■□
sales level	■■■□
items purchased	■■□□

■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES

LOW LEVEL **COMPRESSION** / LOW LEVEL **SALES**

LOW LEVEL **COMPRESSION** / LOW LEVEL **SALES**



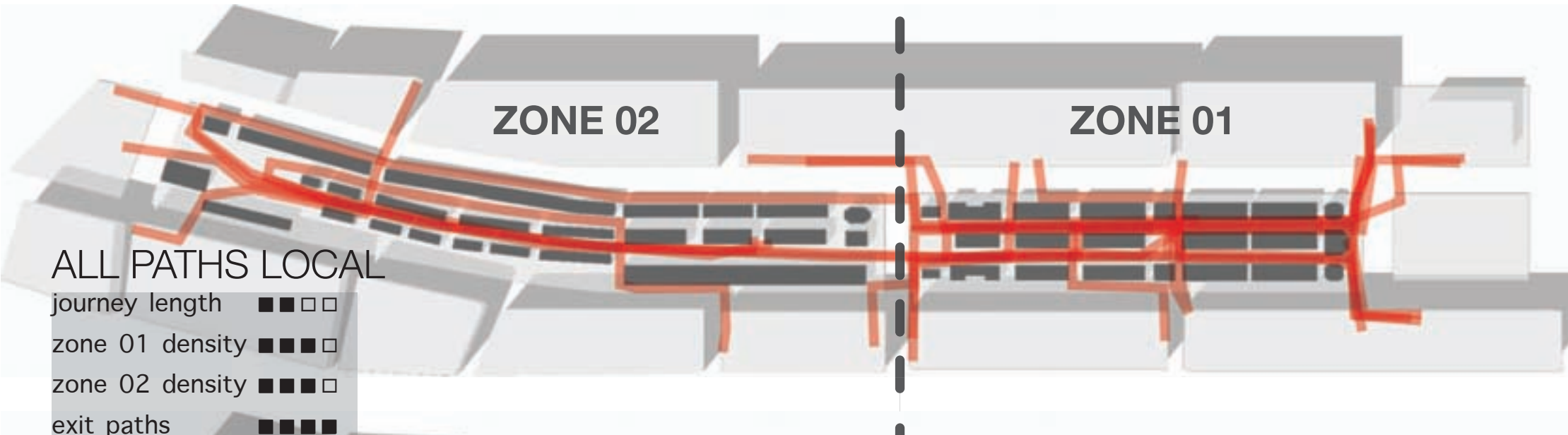
HIGH LEVEL **COMPRESSION** / HIGH LEVEL **SALES**

HIGH LEVEL **COMPRESSION** / HIGH LEVEL **SALES**

space density	low
tourist level	■■■■
local level	■■■□
sales level	■■■□
items purchased	■■□□

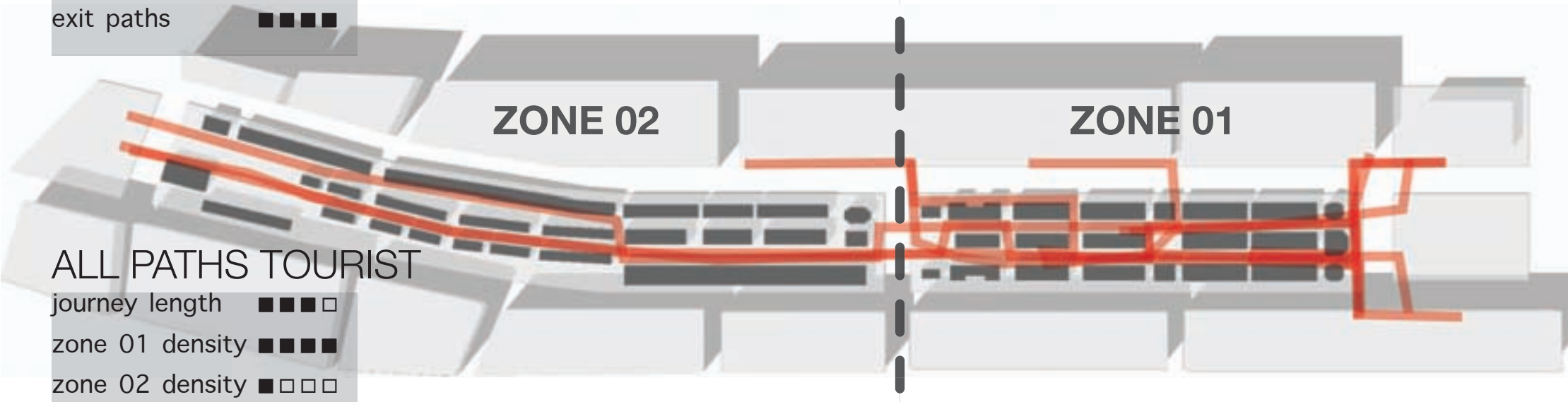
■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES



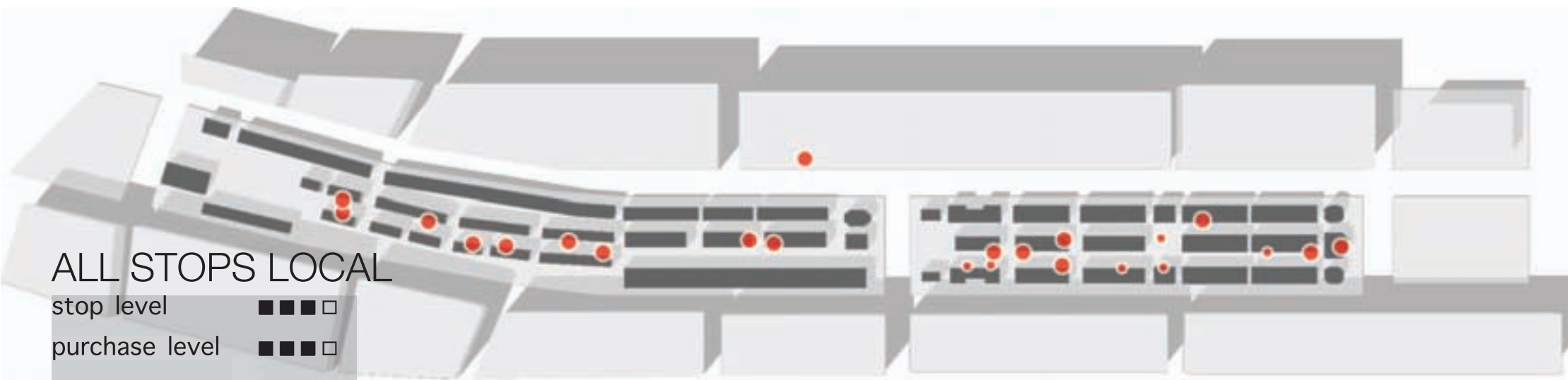
ALL PATHS LOCAL

journey length	■■□□
zone 01 density	■■■□
zone 02 density	■■■□
exit paths	■■■■



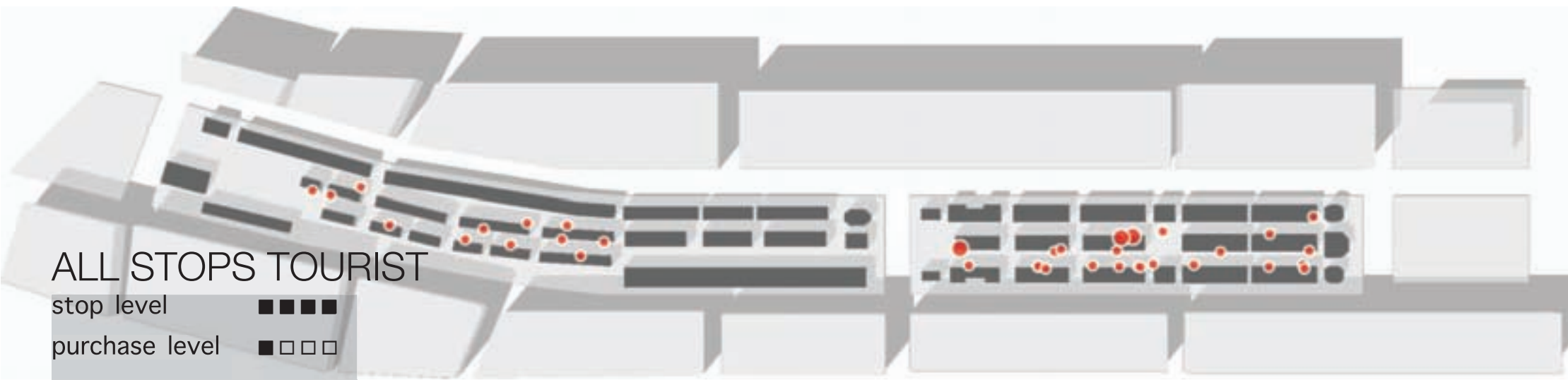
ALL PATHS TOURIST

journey length	■■■□
zone 01 density	■■■■
zone 02 density	■□□□
exit paths	■■□□



ALL STOPS LOCAL

stop level	■■■□
purchase level	■■■□

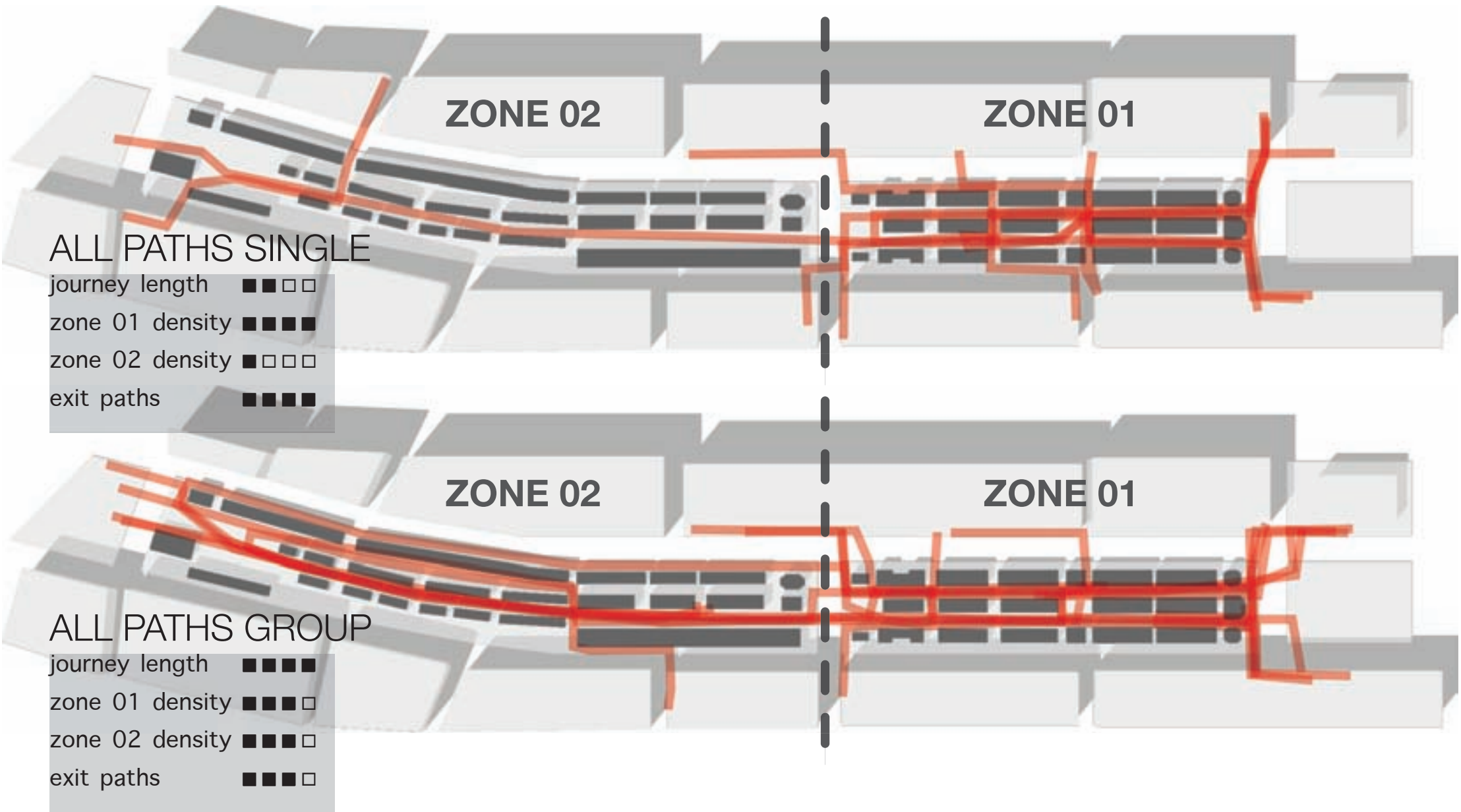


ALL STOPS TOURIST

stop level	■■■■
purchase level	■□□□

■EMMANUEL ERASMO
■IAN SCHOPA

■BEHAVIOR
■USER PROFILES



ALL PATHS SINGLE

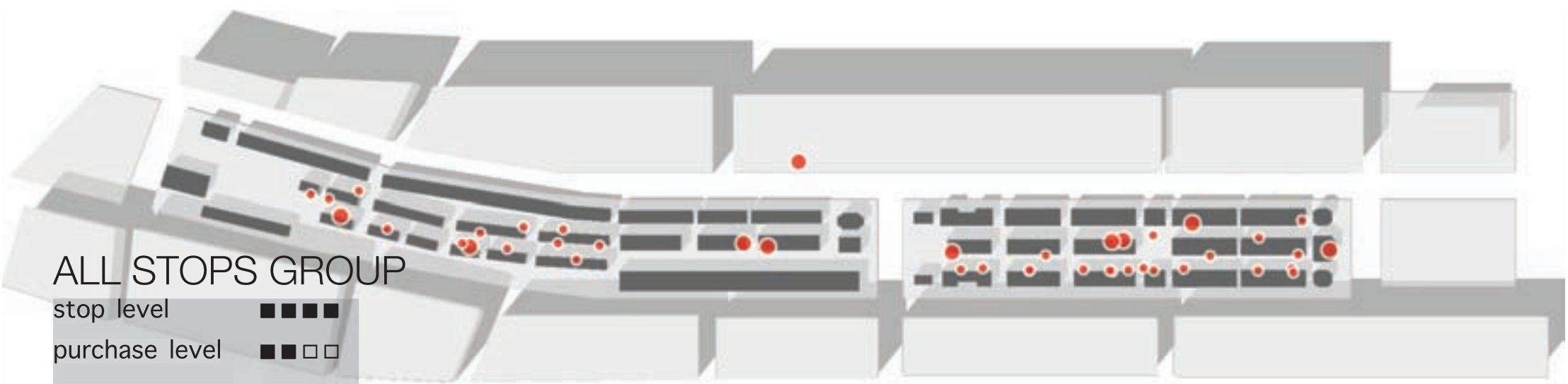
journey length	■■□□
zone 01 density	■■■■
zone 02 density	■□□□
exit paths	■■■■

ALL PATHS GROUP

journey length	■■■■
zone 01 density	■■■□
zone 02 density	■■■□
exit paths	■■■□

ALL STOPS SINGLE

stop level	■■□□
purchase level	■■■■



ALL STOPS GROUP

stop level	■■■■
purchase level	■■□□