

Advanced Radio Mapping

MONTHLY VENUE ATTENDANCE · SAMPLE REPORT

Alder Court Museum & Gardens

Alder Court Museum & Gardens · monthly campaign · May 2026

The permanent-installation heartbeat: what the campus did in May — daily rhythm, workday/weekend split, zone utilisation, dwell quality and the trend against prior monthly campaigns — delivered every month from the always-on sensor layer. All data in this sample is synthetic and illustrative; the venue is fictional.

SAMPLE — ILLUSTRATIVE DATA

Sample v1.0 · August 2026 · SKU D1 · Tier 1 (subscription)

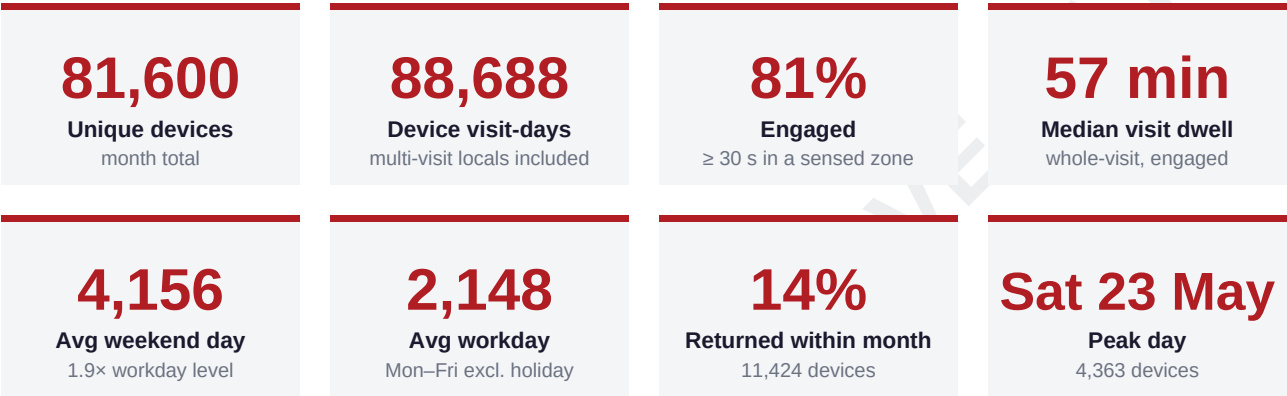
Alder Court Museum & Gardens · permanent installation · 46 ARM sensors across 12 zones, augmented by 128 on-premise access points · monthly campaign consolidation · WiFi passive sensor intelligence · probe request detection · unique device counts

Executive summary

May 2026 was the strongest month of the year to date: **81,600** unique devices generated **88,688** device visit-days across the campus — up 8% on April and 39% on February. 81% of detected devices engaged (≥ 30 seconds in a sensed zone), with a median whole-visit dwell of 57 minutes.

The weekend pattern held through the month: weekend days averaged **4,156** devices against **2,148** on workdays (ratio 1.9 $\times$), with the Memorial Day holiday performing at weekend level. Peak day was **Sat 23 May** (4,363 devices).

The special exhibition “Light & Water” kept East Gallery third in zone rank (44% of monthly devices) — the strongest gallery result since the campaign series began, while garden zones carried the weekend load.



1 · Daily attendance pattern

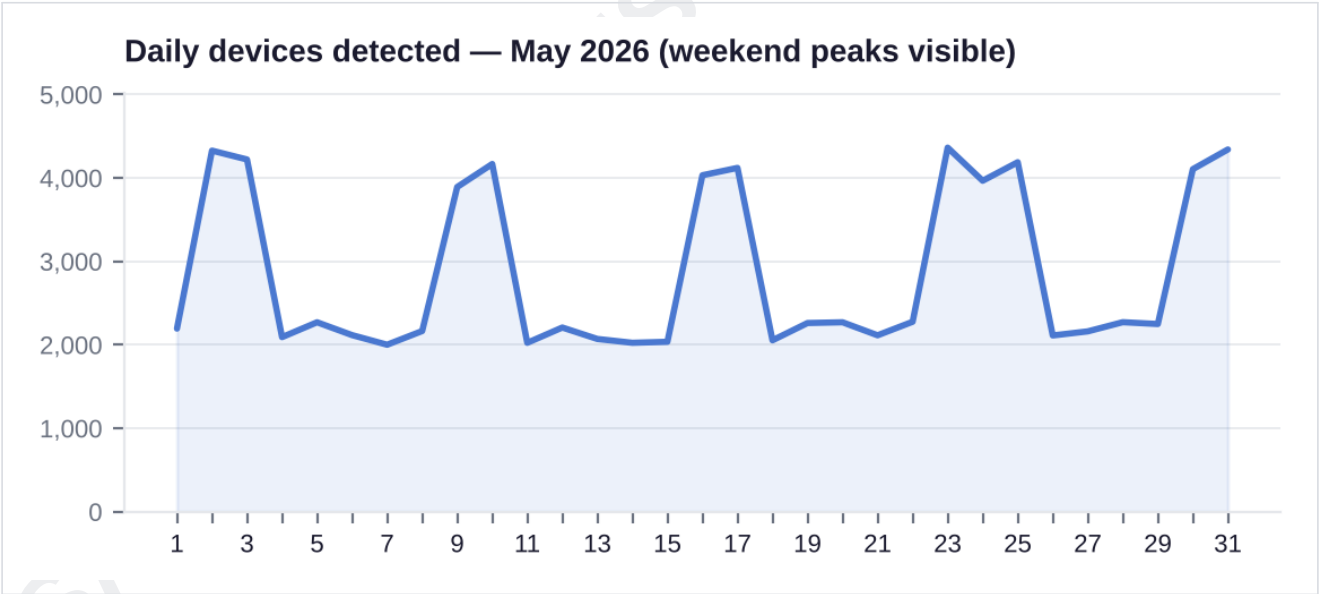


Figure 1 — daily devices detected · Alder Court Museum & Gardens · May 2026 · illustrative synthetic data (no dashboard capture)

Saturdays and Sundays form the recurring twin peaks; the late-May shoulder (Memorial Day weekend, 23–25 May) is the strongest three-day span of the month. No power-downtime windows were logged in May; all 31 open days are included.

2 · Month-over-month trend

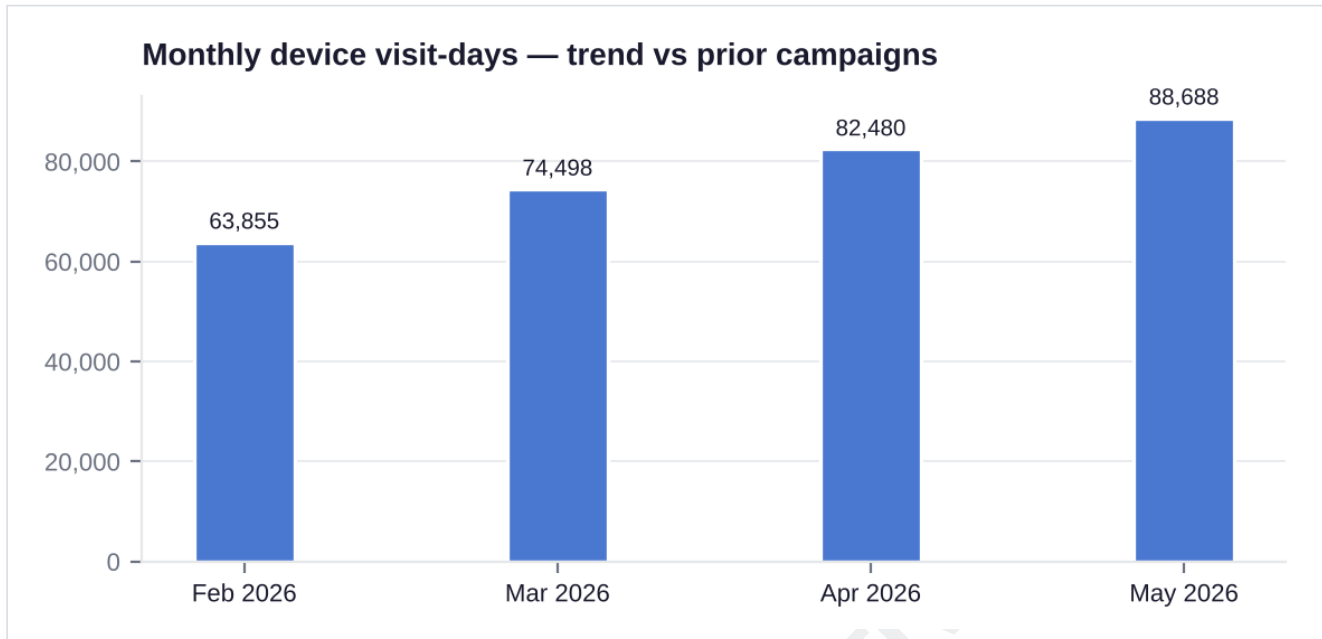


Figure 2 — monthly visit-day trend · Alder Court Museum & Gardens · May 2026 · illustrative synthetic data (no dashboard capture)

The spring build continues the pattern expected for the campus: each monthly campaign since February has added 8–17% visit-days. Month-over-month figures compare campaign aggregates only — monthly salts are destroyed at campaign close, so no device is tracked across months.

3 · Zone utilisation

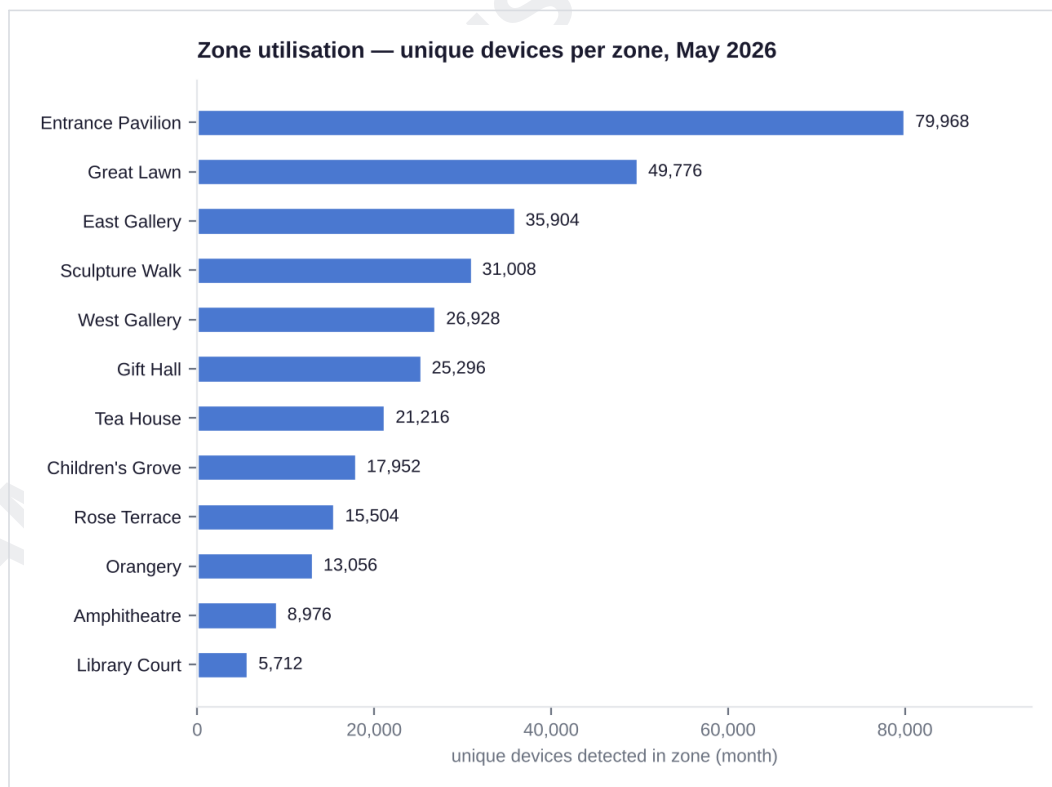


Figure 3 — zone utilisation ranking · Alder Court Museum & Gardens · May 2026 · illustrative synthetic data (no dashboard capture)

Entrance Pavilion reaches 98% of all detected devices — the calibration anchor for the campus. Great Lawn (61%) and East Gallery (44%, “Light & Water”) lead the destination zones. Library Court remains the quietest sensed zone — see the suppression note under Figure 4.

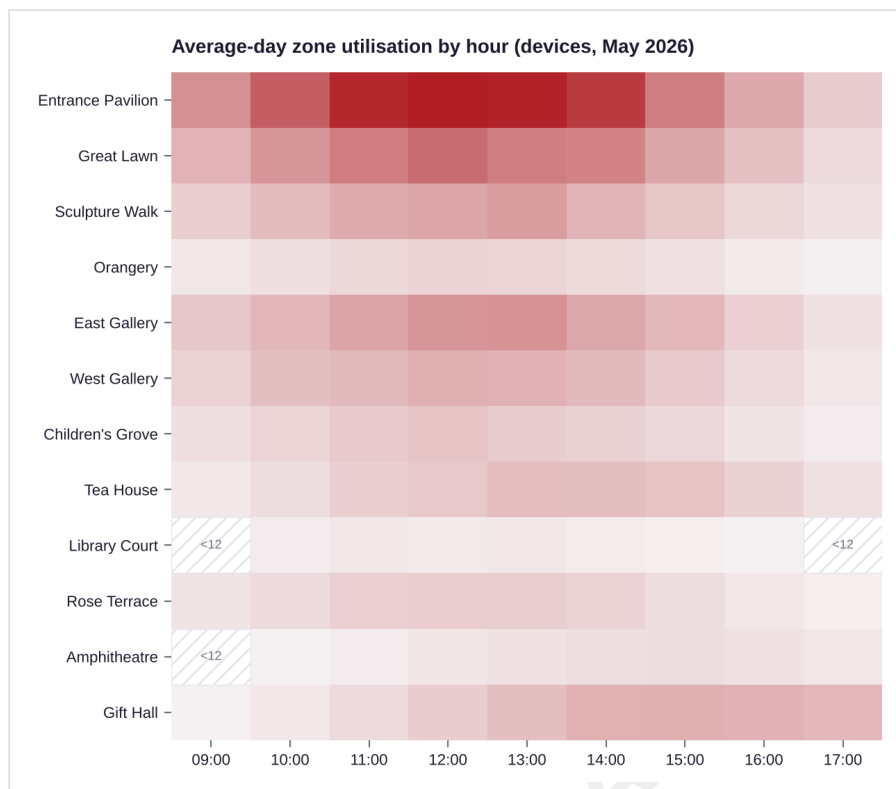


Figure 4 — average-day zone × hour utilisation · Alder Court Museum & Gardens · May 2026 · illustrative synthetic data (no dashboard capture)

* 3 average-day cells are suppressed ($n < 12$), including Library Court's opening hour — cells below the k-anonymity floor are never reported. Gift Hall shows the classic exit-concentration: its densest hours are the final two of the day.

4 · Dwell quality

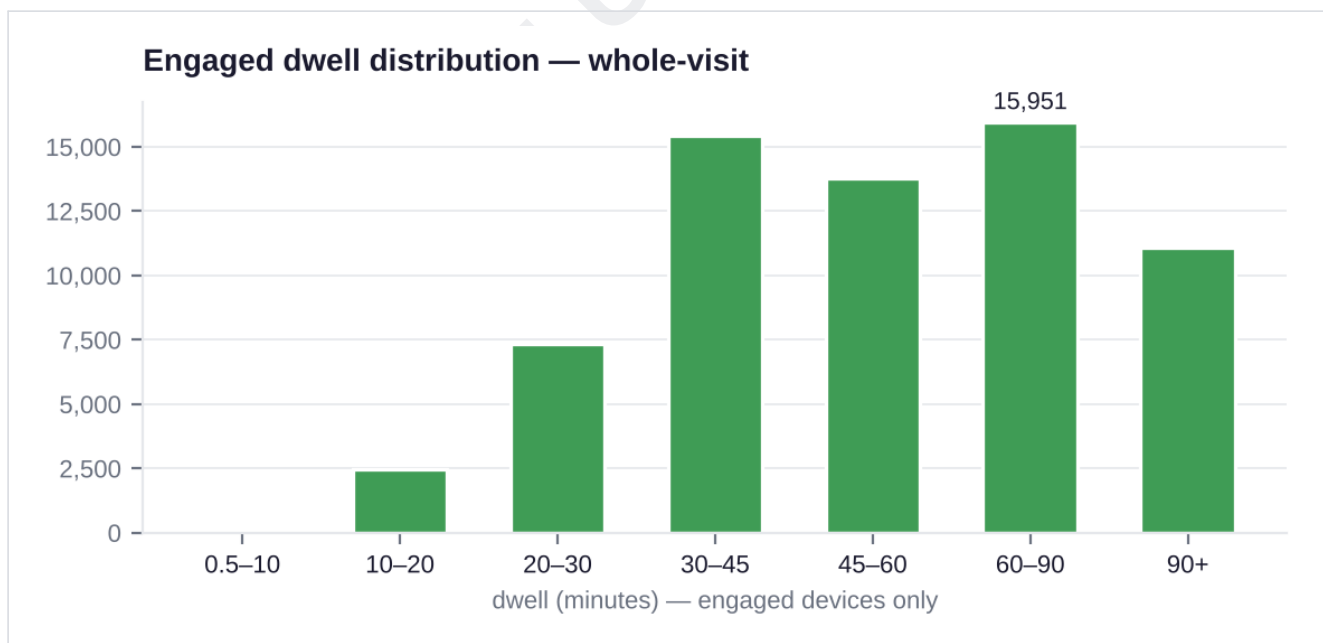


Figure 5 — engaged dwell distribution · Alder Court Museum & Gardens · May 2026 · illustrative synthetic data (no dashboard capture)

Median whole-visit dwell is 57 minutes. Visits anchored on the special exhibition run materially longer (75–90 minutes observed range for East Gallery-anchored visits); garden-only visits are shorter but return more often within the month.

5 · Findings & recommendations

- 1. Staff to the weekend ratio.** Weekend days run 1.9× workday traffic. Action: shift gallery staffing and Tea House capacity to Fri–Sun; the ratio has been stable for three consecutive campaigns.
- 2. Extend special-exhibition hours on Saturdays.** East Gallery utilisation peaks mid-afternoon at weekend; the 75–90 minute dwell of exhibition visits argues for one late-opening Saturday per month.
- 3. Re-programme Library Court mornings.** Consistently below the reporting floor before 11:00. Action: move morning programming to Orangery; re-evaluate in the June campaign.
- 4. Within-month returners are the membership audience.** 11,424 devices (14%) visited more than once in May. Action: position membership conversion at Gift Hall exit during the last two hours of the day.

Data limitations

This is a SAMPLE document. Every figure, count and name in it is synthetic, generated for illustration; venues, events, exhibitors and zones are fictional. Real engagements are produced from live dashboard data. Sensor-derived counts are calibrated at approximately 92% of gate-truth attendance in comparable venues.

All counts are unique detected devices, not people. Devices with WiFi off and some devices using MAC randomisation are not captured, so actual visitor numbers are higher than reported device counts.

“Engaged” means a device dwelling ≥ 30 seconds in the vicinity of a sensed zone (platform-defined threshold).

Spatial figures are density functions derived from sensor-perimeter detection — not location tracking of individuals.

k-anonymity: no reported cell represents fewer than 12 devices. Cells below this threshold are suppressed and footnoted (cell suppressed, $n < 12$).

Within-month repeat metrics are valid inside the May campaign salt only; the salt is destroyed at campaign close, so month-over-month comparisons are of aggregates, never of devices (G2).

Gate-truth calibration: the venue recorded 96,400 ticketed visits in May; sensor-derived visit-days are calibrated at $\approx 92\%$ of gate truth in comparable venues.

Report SKU card

SKU	D1 · Monthly Venue Attendance Report
Buyer	Venue operator (permanent installation) — monthly subscription
Question answered	What did the venue do this month — daily pattern, workday/weekend split, zone utilisation, dwell, trend vs prior months — and what should operations change?
Tier	Tier 1 AUTO (subscription; generated from each monthly campaign). Analyst annotation available as Tier 2.
Gates	Permanent ARM-sensor installation (monthly campaign consolidation). G3 k-anonymity — quiet zone/hour cells are suppressed. Month-over-month is aggregate-only: salts die at campaign close (G2).
Page count	5 pages including this card
Data basis	Passive WiFi sensing · unique devices, not people · engaged = ≥ 30 s · all figures in this sample are synthetic and illustrative

The venue, all zones and all numbers are fictional. Sample generated from a seeded synthetic dataset (seed 20260805).