

Cisco DNA Spaces Data Cleansing Process

Everyday, customers have the opportunity to leverage billions of data points through wireless. Cisco DNA Spaces helps process wireless data into meaningful business insights. Read on to see how we differentiate our location data processing engine.



Step 1:

Data reliability

Cisco DNA Spaces identifies potential issues in input data streams and triggers alerts



How is it processed?

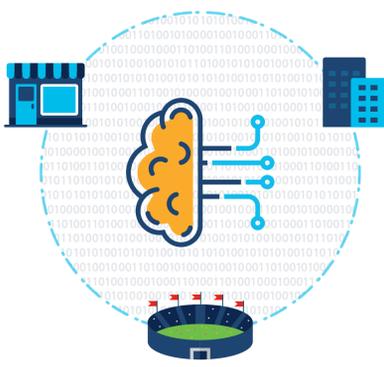
We identify the following issues:

- Data interruption: Data is not received from a location.
- Data reconciliation: “Visits” data is not tallying with data seen from “connected” users on the network.
- Data variance: Data values are abnormally higher or lower than average.

Step 2:

Data accuracy

Cisco DNA Spaces uses a machine learning process to identify industry specific insights based on visitor classification



How is it processed?

We isolate core groups across specific industries to allow for more relevant data.

- Example: Isolate data by guests vs non-guests in hotels or tourists vs locals in malls.

We extract non-core groups who are likely to significantly skew data sets.

- Example: Extract users identified as employees, transients, etc.

We avoid duplication of data when users have multiple devices.

- Example: In workspaces where users have multiple devices, we group their devices by a unique user id.

Step 3:

Data normalization

Cisco DNA Spaces normalizes metrics to ensure comparability across locations



How is it processed?

We convert absolute data to relative data and normalize customers’ size factor. Customers are able to benchmark and compare property performance to gain valuable context.

- Example: Normalize metrics by number of people, indices, proportions, percentages, ratios, square footage, number of rooms, etc.

Step 4:

Industry standard metrics

Cisco DNA Spaces standardizes metrics to increase business relevance



How is it processed?

Our location hierarchy feature helps customers manage and group their network based on region, brand, zones, etc. The level of context in reports is dependent on the hierarchy structure.

- Example: A retailer with 500 stores might aggregate their hierarchy with a broader region view to a specific store to shopping zones.
- Example: A single hospital might aggregate their hierarchy by buildings to floor level to departments.

We process reports differently across industries to increase data relevancy for customers.

- Example: How we compute “time spent” and “visit” count can change across deployments. A singular “visit” in a stadium is when someone enters and leaves. This is not the same for hotels where a visit can be one week or one month.

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Cisco DNA Spaces

[Read how we ensure](#)

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