Demonstration of a technology to identify all movement in a city

ÖstgötaTrafiken

Linköpings kommun

THE TRAIN BRAIN

If we want to

CHANGE HOW PEOPLE MOVE AROUND

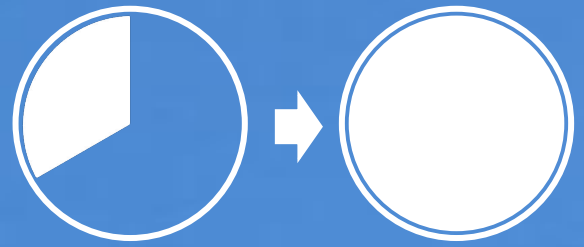
Then we need to understand **where they need to go**

APPROXIMATE ALL MOVEMENT ALL THE TIME

Crowd analytics: A rapidly growing market (25% year to year)

Anonymized movement

Aggregated movement
of one operator's customers



Translated to represent
the entire population

GOALS

Project goals

Demonstrate this technology in a new city - Linköping

- Does it scale?
- Indata can have local characteristics – what does this mean?
- Can we find any new areas of application?

RESULTS

NEW METHOD!

New method – based on movement, not position

Snapshot method - positions a few times per day

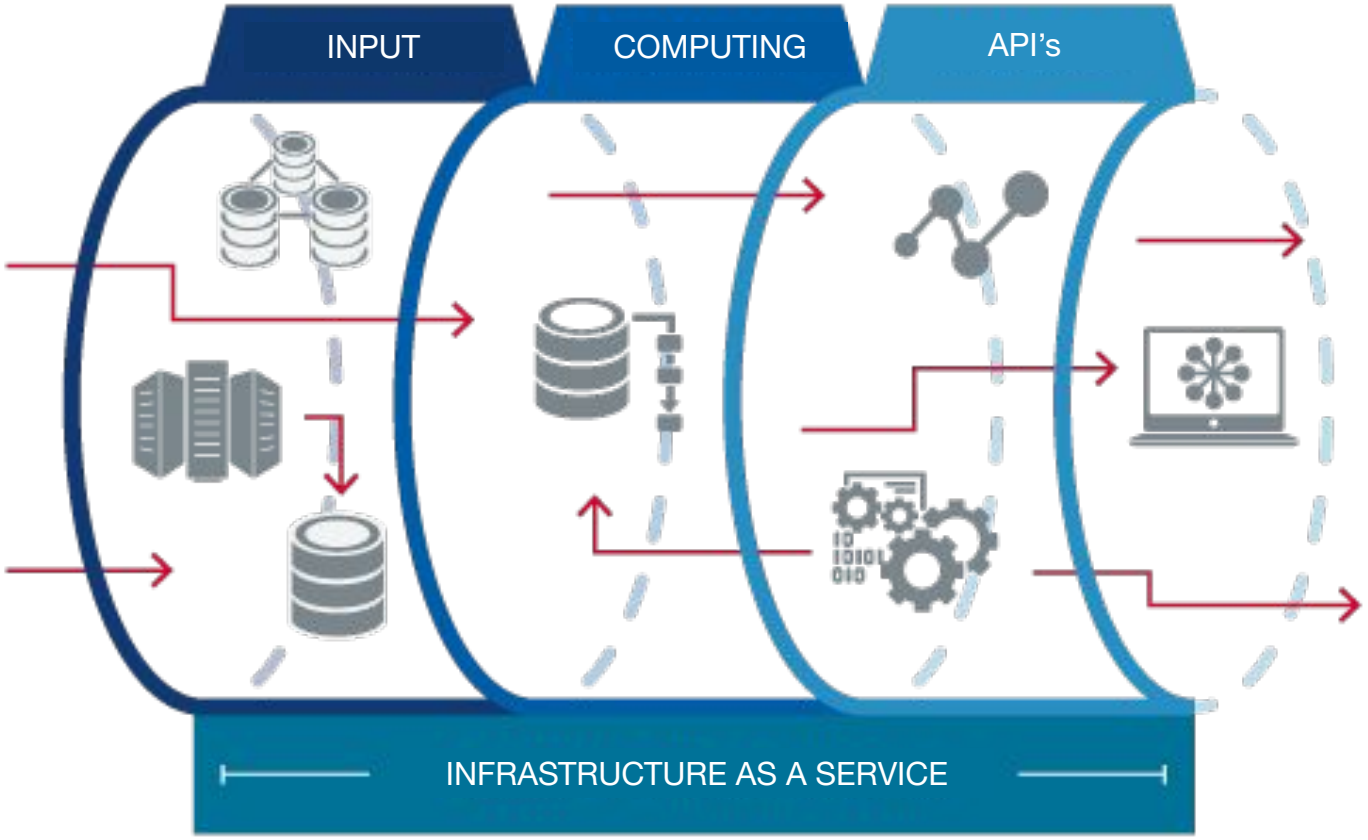
Stop motion method – positions every minute

SCALABLE AND ACCESSIBLE!

Automated data pipeline – scalable, always on, use in any tool

Automated input of:
- Mobile data
- Traffic data
- Map data
- Demographic data

Prepared for automated input of:
- Local traffic data



TOOL OF YOUR CHOICE
- ARC GIS
- Power BI
- Qlik
- Other

What does this mean?

MORE GRANULAR ALWAYS-ON ANALYSIS OF ALL MOVEMENT
Probable continuous motion, instead of positions at different times

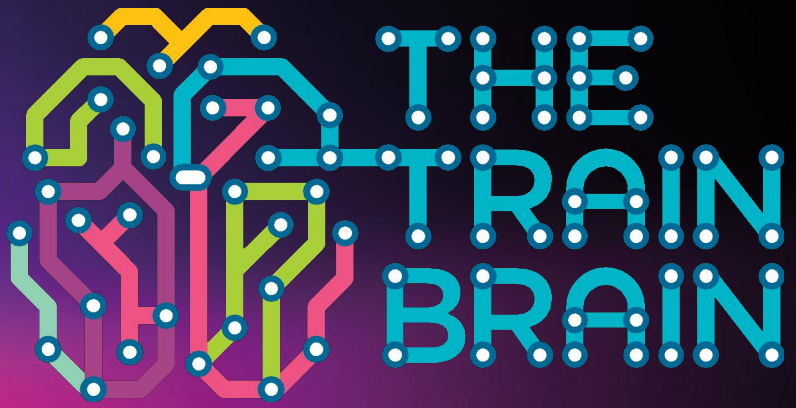
DEFINE YOUR OWN PERIMIETERS
Freely define what location to analyse, instead of fixed definitions

COMBINE ANY GEO DATA OR TRAFFIC DATA WITH MOBILE DATA
If it's not already in the platform it can easily be added

MORE ACCESSIBLE DATA – USE IN ANY TOOL
API's to facilitate integration, instead of data bundled with user interface

EASY TO GET STARTED
Can now be offered as a trial subscription – takes a day or two to set up

Thank you!

ÖstgötaTrafiken

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