

DATA INSIGHTS : THE NEW OIL

TOM HENRIKSEN





DESIGN



DESIRE







[Company Name]

How Are We Doing?

We are committed to providing you with the best dining experience possible, so we welcome your comments. Please fill out this questionnaire and place it in the box in our lobby. Thank you.

Please rate the quality of the service you received from your host.

Disappointing 1 2 3 4 5 Exceptional

Please rate the quality of the service you received from your server.

Disappointing 1 2 3 4 5 Exceptional

Was your server...
Courteous?
Informative?
Prompt and efficient?

Disappointing 1 2 3 4 5 Exceptional

Yes | No
 Yes | No
 Yes | No

Please rate the quality of your entree.

Disappointing 1 2 3 4 5 Exceptional

Please rate the quality of your beverage.

Disappointing 1 2 3 4 5 Exceptional

Was our restaurant clean?

Disappointing 1 2 3 4 5 Exceptional

Please rate your overall dining experience.

Disappointing 1 2 3 4 5 Exceptional

How frequently do you visit our restaurant?
 3-5 times per month
 1-2 times per month
 Other

Please rate the quality of the service you received from your host.

Disappointing 1 2 3 4 5 Exceptional

Please rate the quality of the service you received from your server.

Disappointing 1 2 3 4 5 Exceptional

Was your server...
Courteous?
Informative?
Prompt and efficient?

Disappointing 1 2 3 4 5 Exceptional

Yes | No
 Yes | No
 Yes | No

Please rate the quality of your entree.

Disappointing 1 2 3 4 5 Exceptional

Please rate the quality of your beverage.

Disappointing 1 2 3 4 5 Exceptional

Was our restaurant clean?

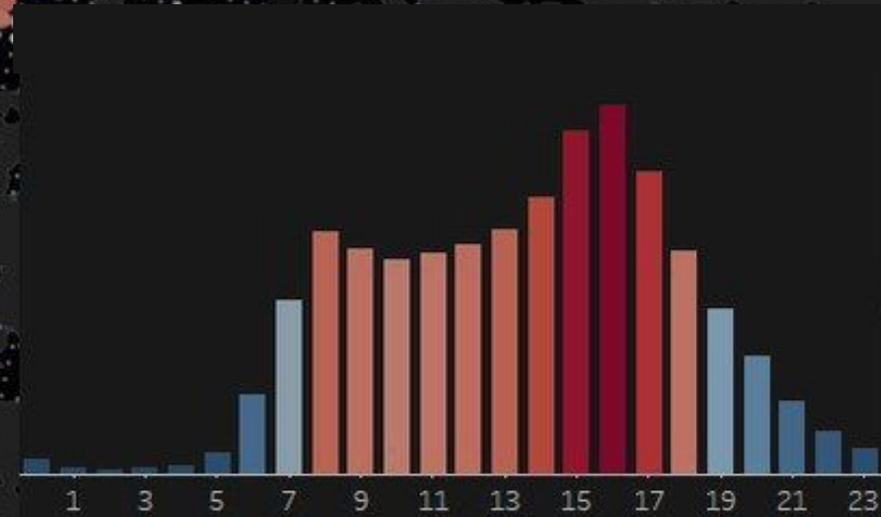
Disappointing 1 2 3 4 5 Exceptional

Please rate your overall dining experience.

Disappointing 1 2 3 4 5 Exceptional

How frequently do you visit our restaurant?
 3-5 times per month
 1-2 times per month
 Other

TELIA CROWD INSIGHTS



**WE CAN UNDERSTAND
WHERE CROWDS FORM...**

18-29

30-39

40-49

50-59

60-69

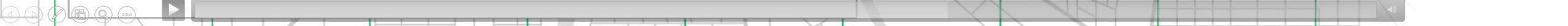
A

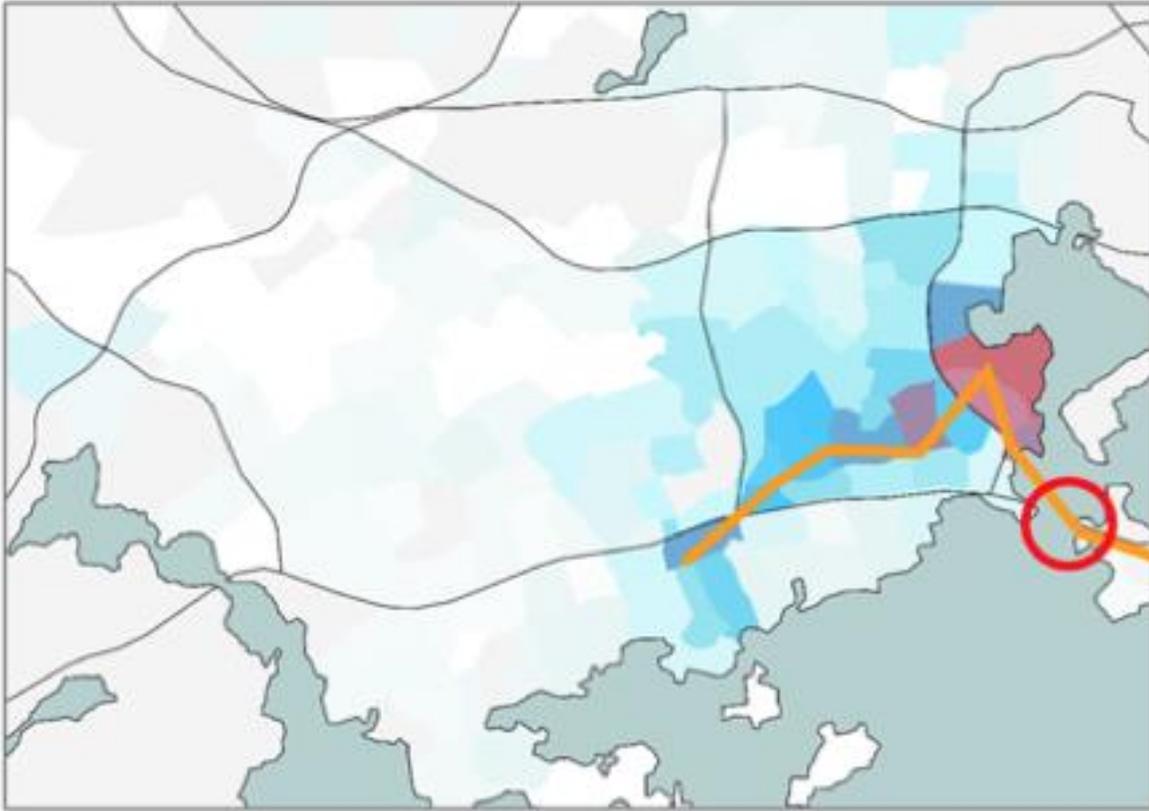
B

C

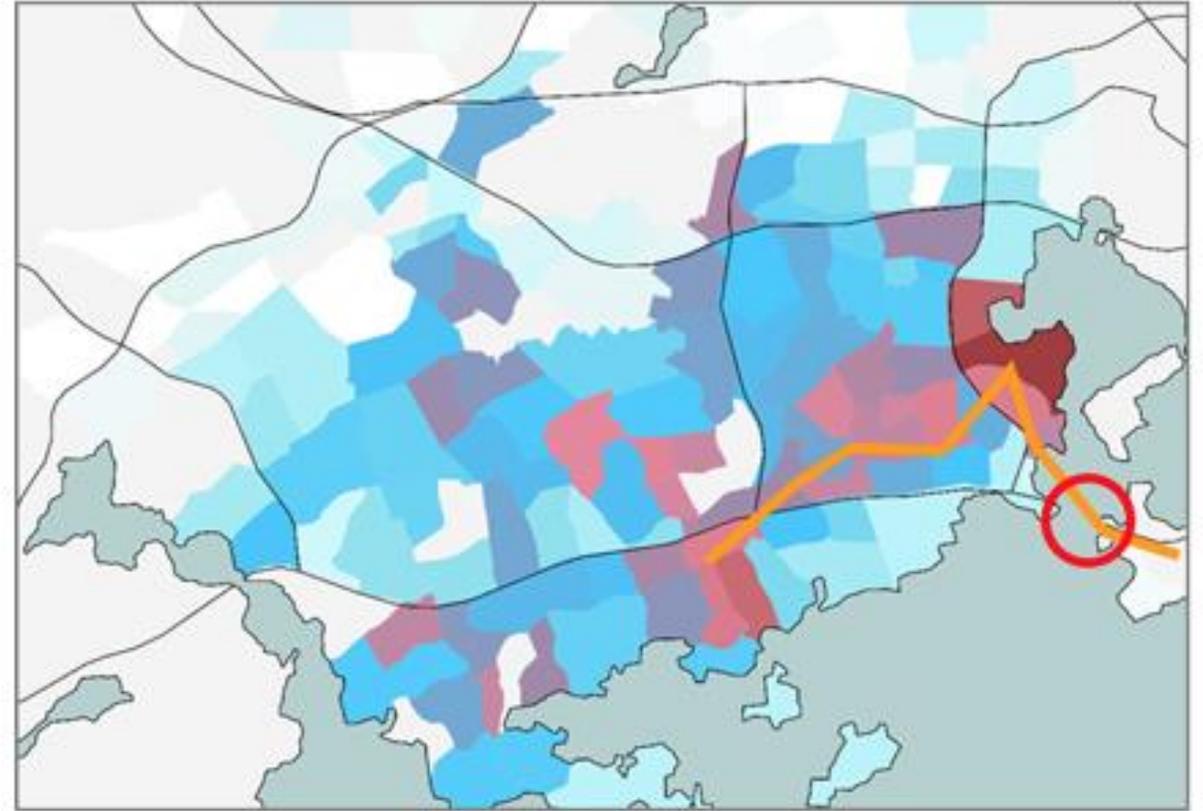
D

E





DECEMBER 2017
Subway opened



JANUARY 2018
Feeder lines added



UNPARALLELED CROWD MOVEMENT INSIGHTS



ANONYMIZATION

+



AGGREGATION

+



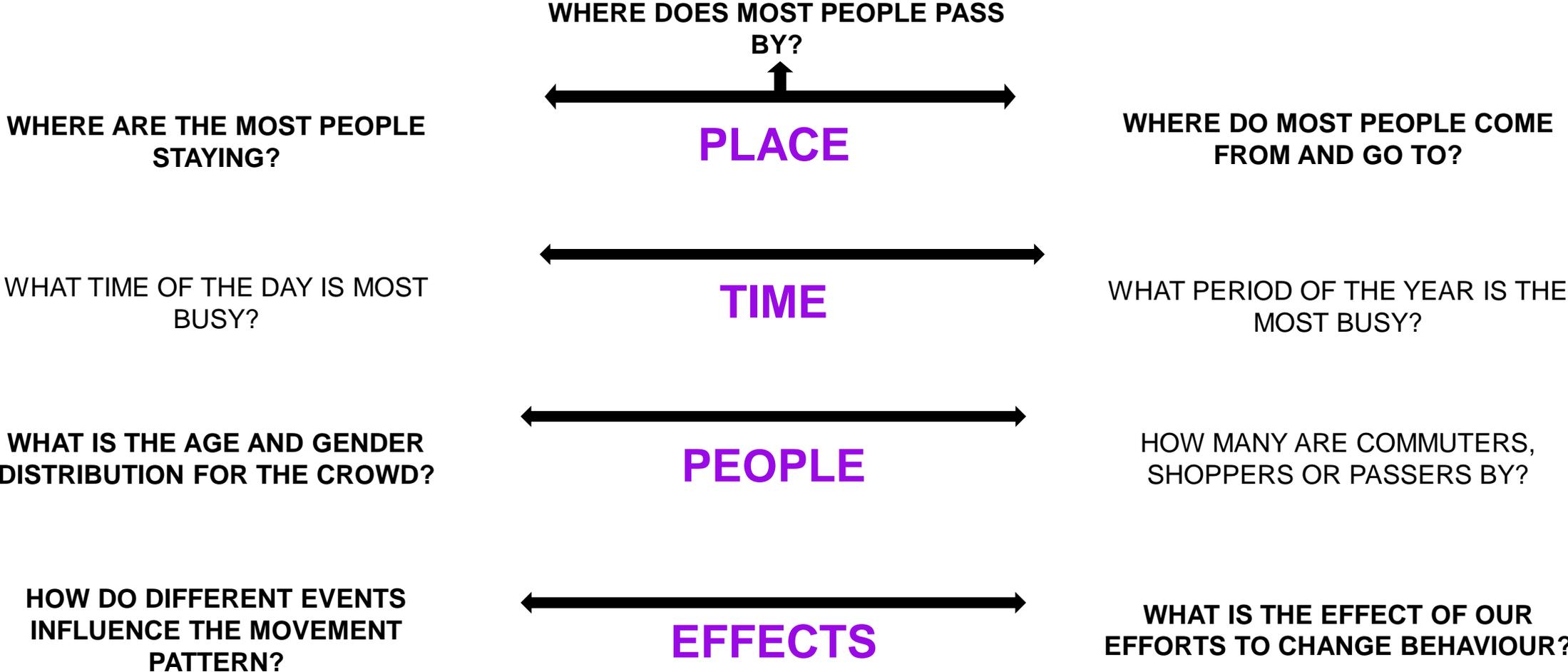
24H



PRIVACY



WITH CROWD INSIGHTS A WIDE ARRAY OF QUESTIONS CAN BE ANSWERED



CROWD INSIGHTS CAN BE DELIVERED IN MULTIPLE WAYS

CONTINUOUS DATA STREAMS

Regular deliveries of data using FTP or API

ONE TIME DATA TRANSFER

A one time delivery of data for a specific issue in e.g. CSV format.

ONLINE DASHBOARD

An online Tableau dashboard with interactive functionality.



TRAVEL ANALYSIS

Travel volumes to or from specific destinations

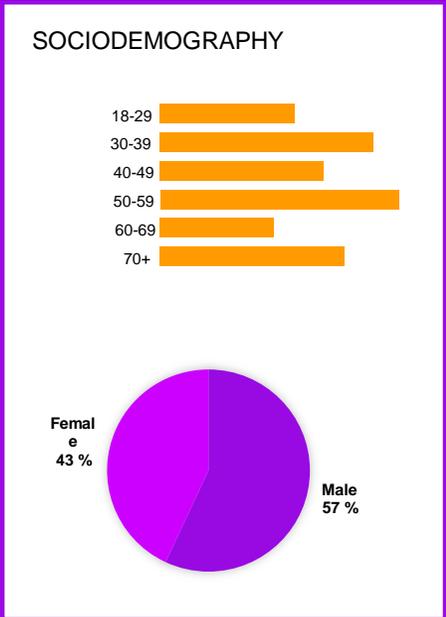
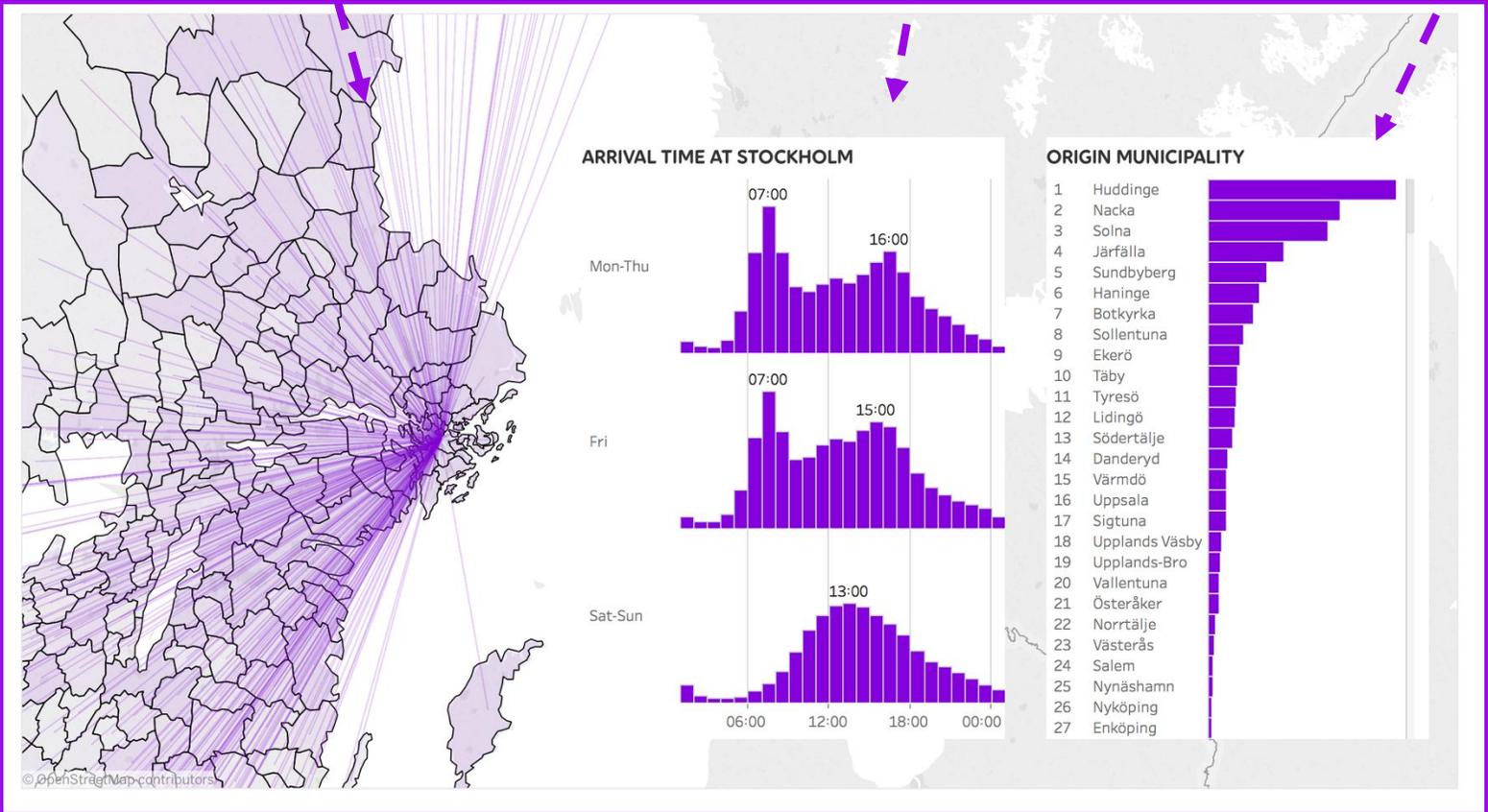
Distribution of travel over the hours of the day

Histograms of the most popular origins points

SUBSCRIBE



The sociodemographic distribution of the journeys



POINT OF INTEREST ANALYSIS

Number of visits for a specific and delimited location

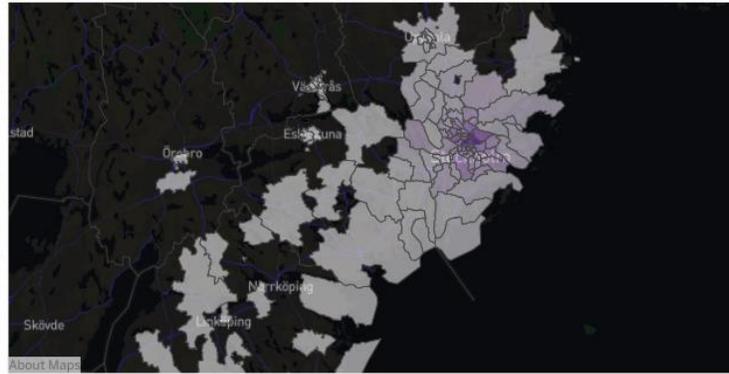
Visitors ' Residence

Visitor area of residence

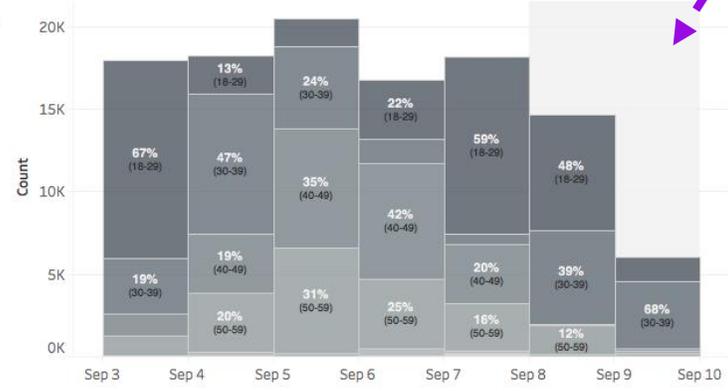
LOCATION



VISITOR BREAKDOWN BY LOCATION (ORIGIN OF ALL MALL VI)



AGE DISTRIBUTION



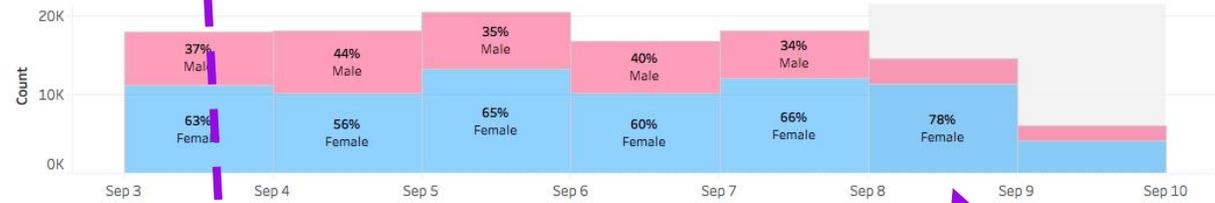
SUBSCRIBE



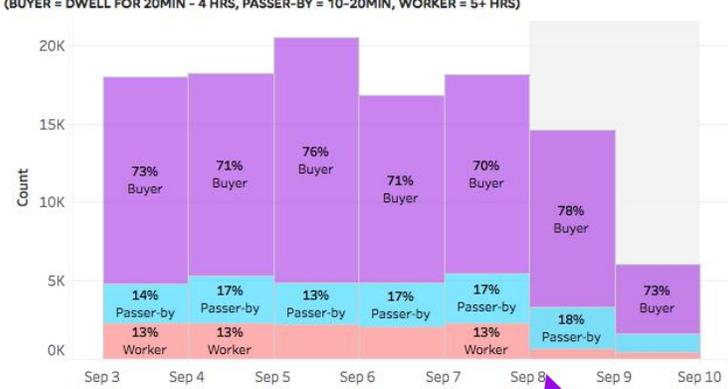
NUMBER OF UNIQUE VISITORS



GENDER DISTRIBUTION



VISITOR CATEGORY (BUYER = DWELL FOR 20MIN - 4 HRS, PASSER-BY = 10-20MIN, WORKER = 5+ HRS)



The total number of visitors over time of the location

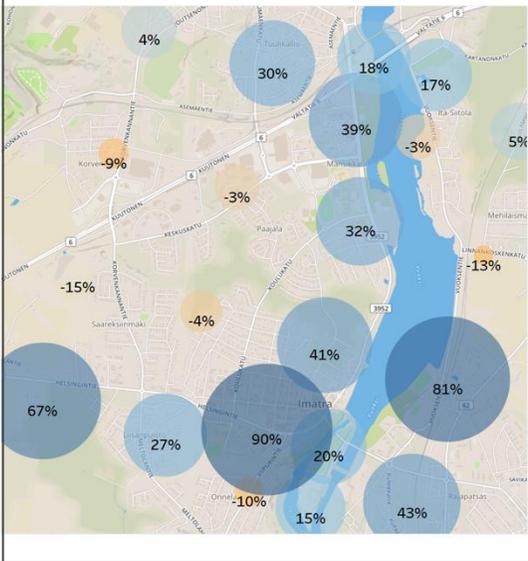
Age distribution over the week

Breakdown of visitors to different visitor categories

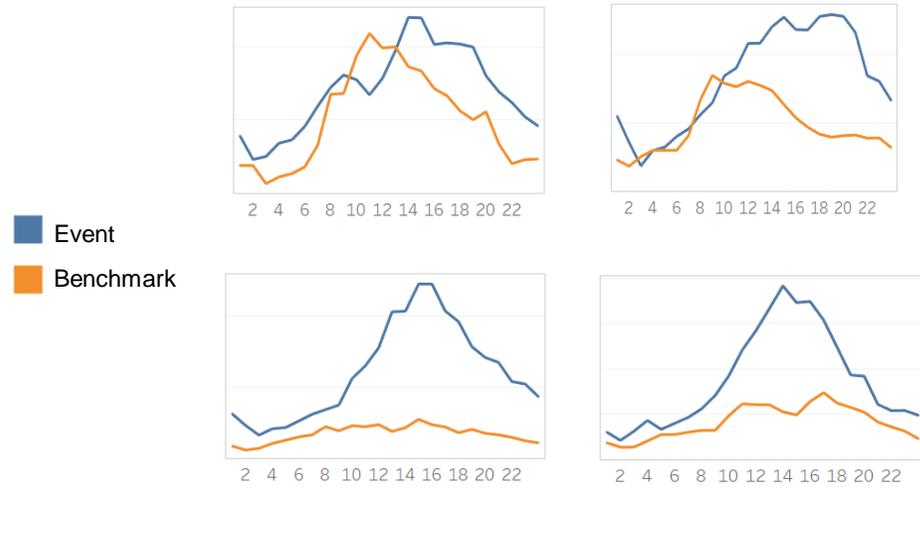


EVENT ANALYSIS

ACTIVITY IMPACT TO THE CITY AREA

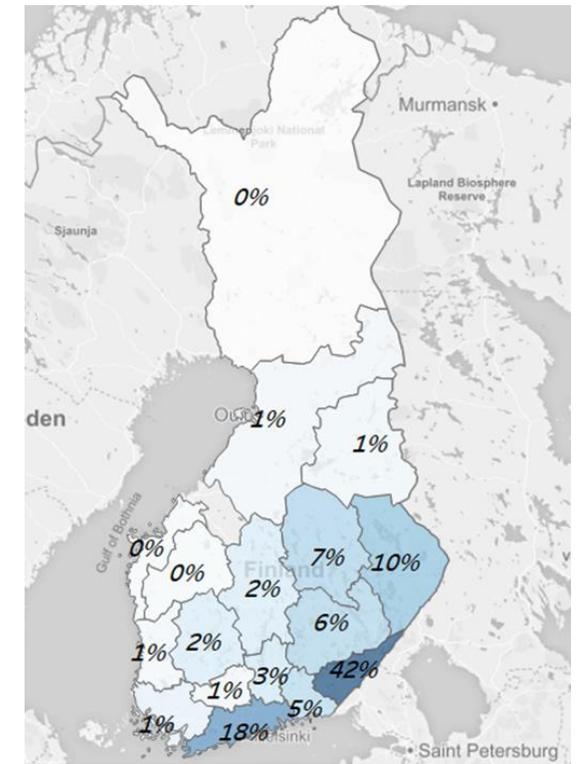


DAILY ACTIVITY PROFILES



CATCHMENT AREA

Event catchment areas – TOP3 Municipalities



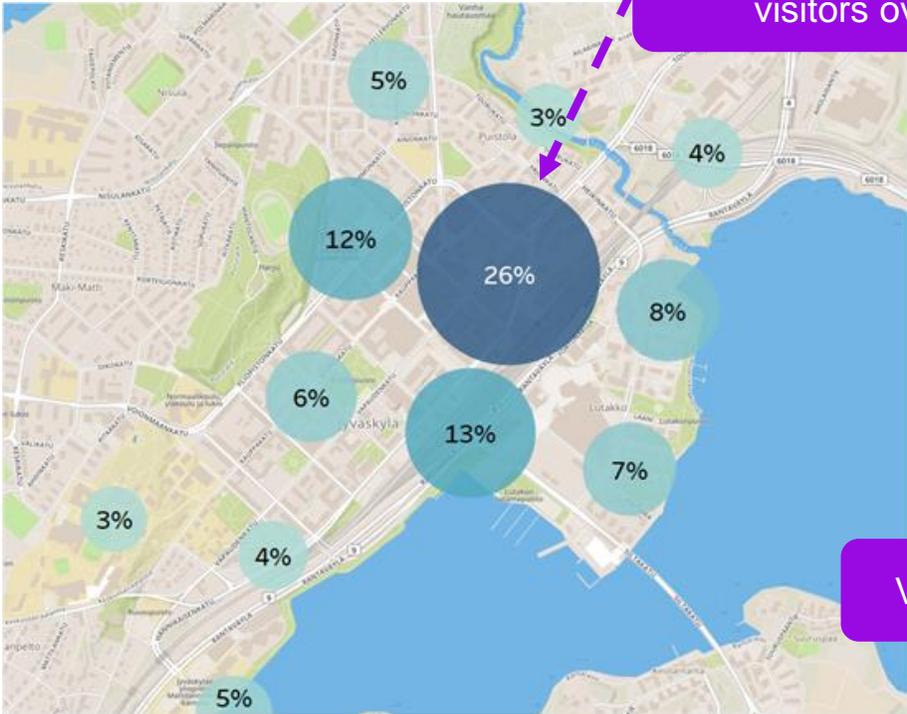
OVERALL EVENT IMPACT

DAY	# VISITORS	% INCREASE	EURO
TUE - THU	4800	22 %	0,4 M €
FRI - SUN	15 200	70 %	3,6 M €
MON - TUE	1600	8 %	0,1 M €
	22 k	100 %	4,1 M €

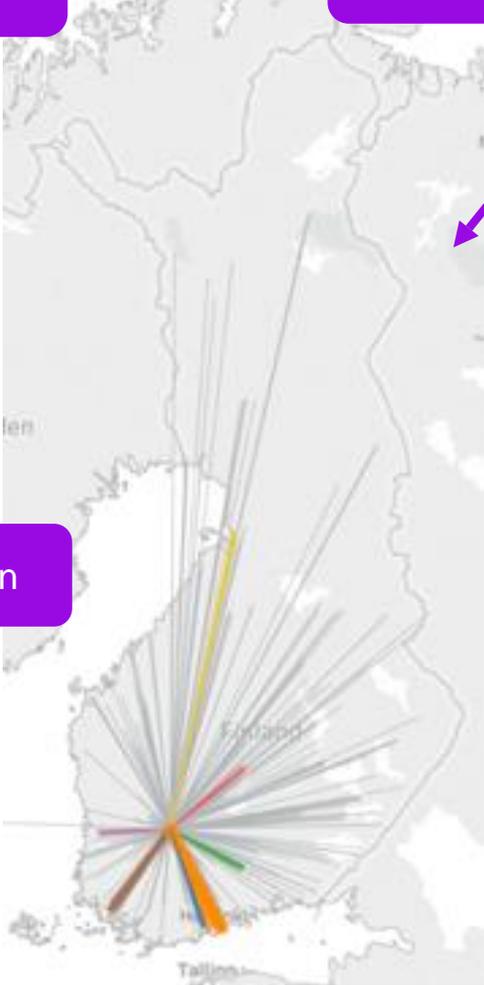


OVERNIGHT STAY ANALYSIS

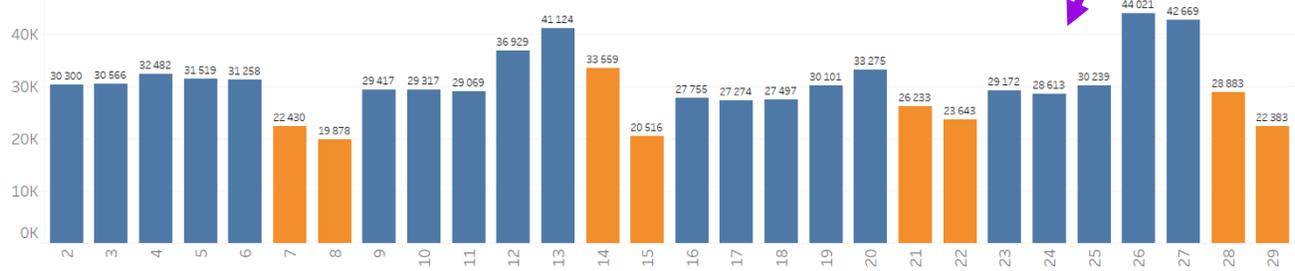
Find variations in specific locations of overnight visitors over a longer period of time



Catchment area of the selected locations/day



Variation over time per location



SUBSCRIBE

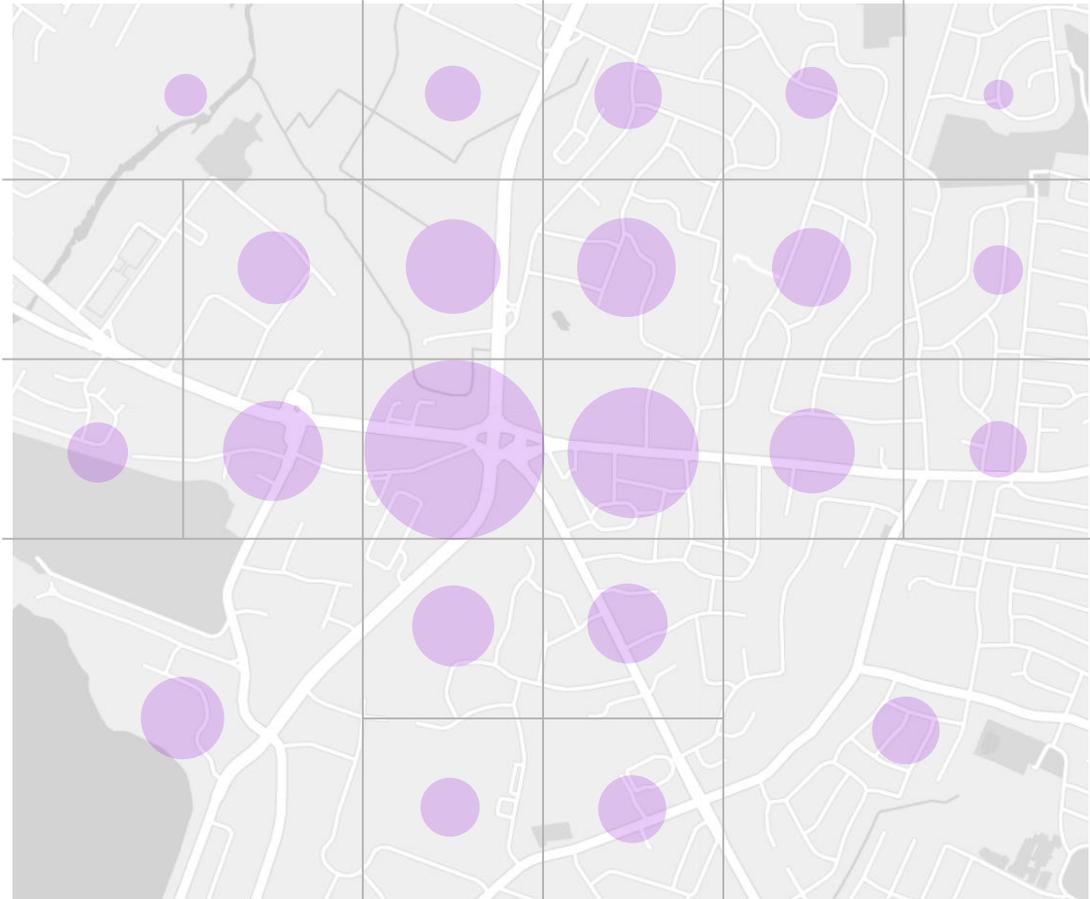




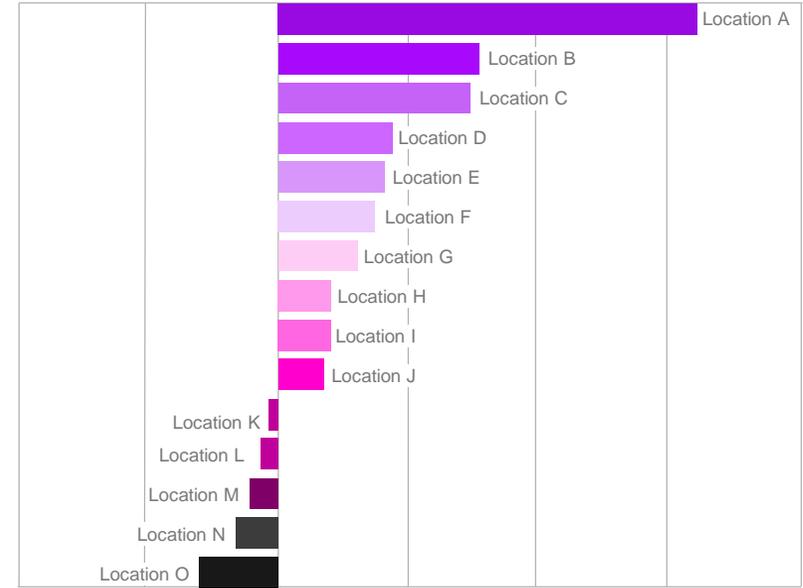
CITY VITALITY INSIGHTS

LAST YEAR: 123%
LAST MONTH: 123%
LAST WEEK: 123%

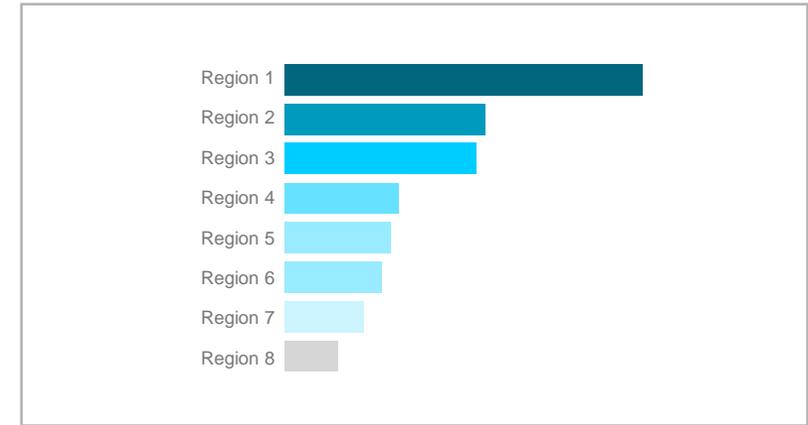
CITY ACTIVITY: MEASURE IMPACT AND PLAN BETTER



TRENDING AREAS: NEEDS & OPPORTUNITIES



VISITOR ORIGIN: EVENT & TOURISM ROI



CITY VITALITY INDEX

Overview of the full all and details of specific parts of the city

Development over time

Visitor area of residence

Breakdown of visitors to different visitor categories



Summary of the city's total volumes and the change over time

Breakdown on weekdays and weekends

Sociodemographic profile of visitors

SUBSCRIBE



SOME OF OUR CLIENTS



TRANSPORTATION



SWEDISH
MUNICIPALITY



URBAN PLANNING



TOURISM

GLOBAL
HOTEL CHAIN

SWEDISH
MUNICIPALITY



CITY OF TAMPERE



RETAIL

GLOBAL MALL
OWNER



TELIA CROWD INSIGHTS FOR:

TRANSPORTATION

URBAN PLANNING

TOURISM & EVENTS

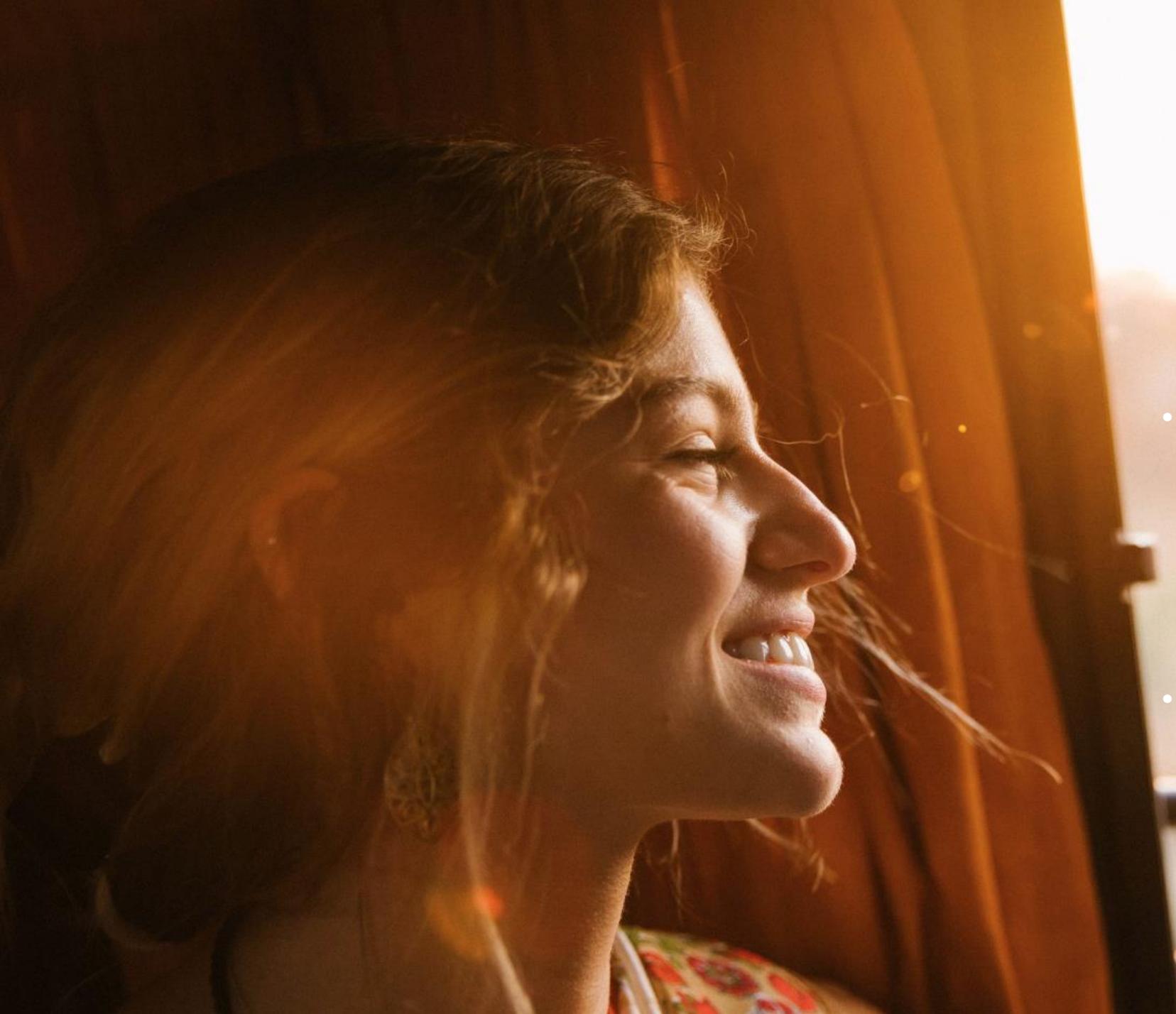
RETAIL

FOOD & BEVERAGES

REAL ESTATE

OUT OF HOME MEDIA





**SUSTAINABILITY
BENEFITS**

**EFFICIENT
GOVERNANCE**

**NEW BUSINESS
OPPORTUNITIES**

**HIGHER
EFFICIENCY**

**PERSONALISED
SERVICE**

ON DEMAND SERVICES

**TRUE UNDERSTANDING OF PEOPLE MOVEMENT
ENABLES POWERFUL DECISIONS.**

WHAT WOULD YOU BE ABLE TO DO WITH IT?



Takk for meg!

Kontaktinformasjon:

Tom Henriksen

tom.henriksen@telia.no

Tlf: 91890064

