#ContextualAnalytics

Connecting the dots

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Location data | where it all started

Daily appr. 2 billion records with approximate location

Data captured 24/7

Privacy by design
Anonymised, aggregated & self contained

Automated reporting
Manual reporting
Visitor analytics | a first use case

Number of Unique Visitors by Place of Origin

Where do the visitors come from?

Have an overview of all visitors in the sunburst chart to discover more unique count details:

- **Local**: Visitors reside within a specified zip/postal code area.
- **Regional**: Visitors reside within a specified region.
- **National**: Visitors reside within the nation.
- **International**: Visitors reside outside the nation.

Sort by:
- Size
- Name

3 day period – Brussels Grand Place
Visitor analytics - a first use case

A Closer Look at Visitors over Time
The number of unique visitors by place of origin over time

3 day period – Brussels Grand Place
Visitor analytics – a first use case

102,000 unique visitors in your selection

How can visitors be classified in different categories?

Day Visitor
93,000 Total unique day visitors

Overnight Visitor
8,900 Total unique overnight visitors

90,000 Total

Transit
A visitor who was seen for less than 3 hours in the selected area.
75,400 Unique Visitors

Occasional
A visitor who was seen for more than 1 hour.
20,250 Unique Visitors

Frequent
A visitor who is classified as transit for 6 times or more and one time as a day visitor during the period of the report.
9,550 Unique Visitors

Arrive
A visitor who arrived at the area and stayed for a longer period of time.
6,060 Unique Visitors

Stay
A visitor who stayed at the area for a longer period of time.
1,950 Unique Visitors

Leave
A visitor who stayed at the area for a longer period of time and left.
7,050 Unique Visitors

3 day period – Brussels Grand Place
Visitor insights I adding value to visitor analytics
Near real time analytics | a giant leap forward
Near real time analytics  |  a real-life example

March for climate, Brussels – 12 Feb ‘19
Near real time analytics | a real-life example
Near real time analytics & anomaly detection

Learn

Predict & measure
Near real time analytics 1 a mobility use case
Near real time analytics: a mobility use case

@ Home

On the fast move

On a visit

On the move (slow)
Combining ‘in time & space’ I an example

Static: pollution @ home

Dynamic: pollution taking into account real location

Higher = more pollution
What use cases do you have in mind?
#ContextualAnalytics

Thank you

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