



CROWD INSIGHTS NEW DATA SOURCE

Claus Jelle

Business Developer Data Insights, Denmark
Telia Division X



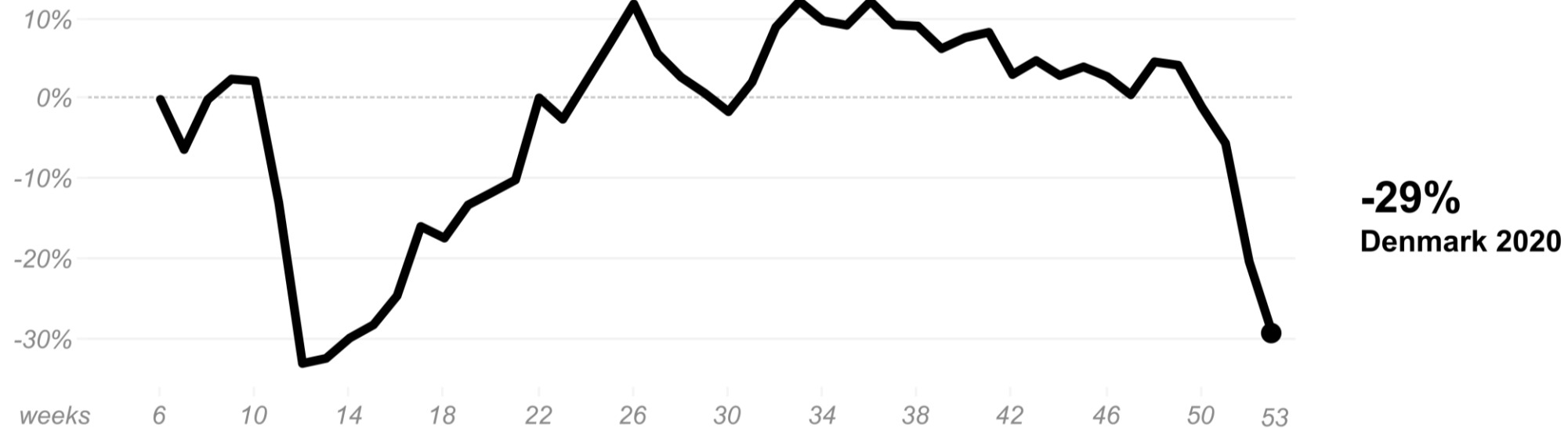
TRIPS IN DENMARK

Daily average trips during week 53 2020 (30 December - 3 January)

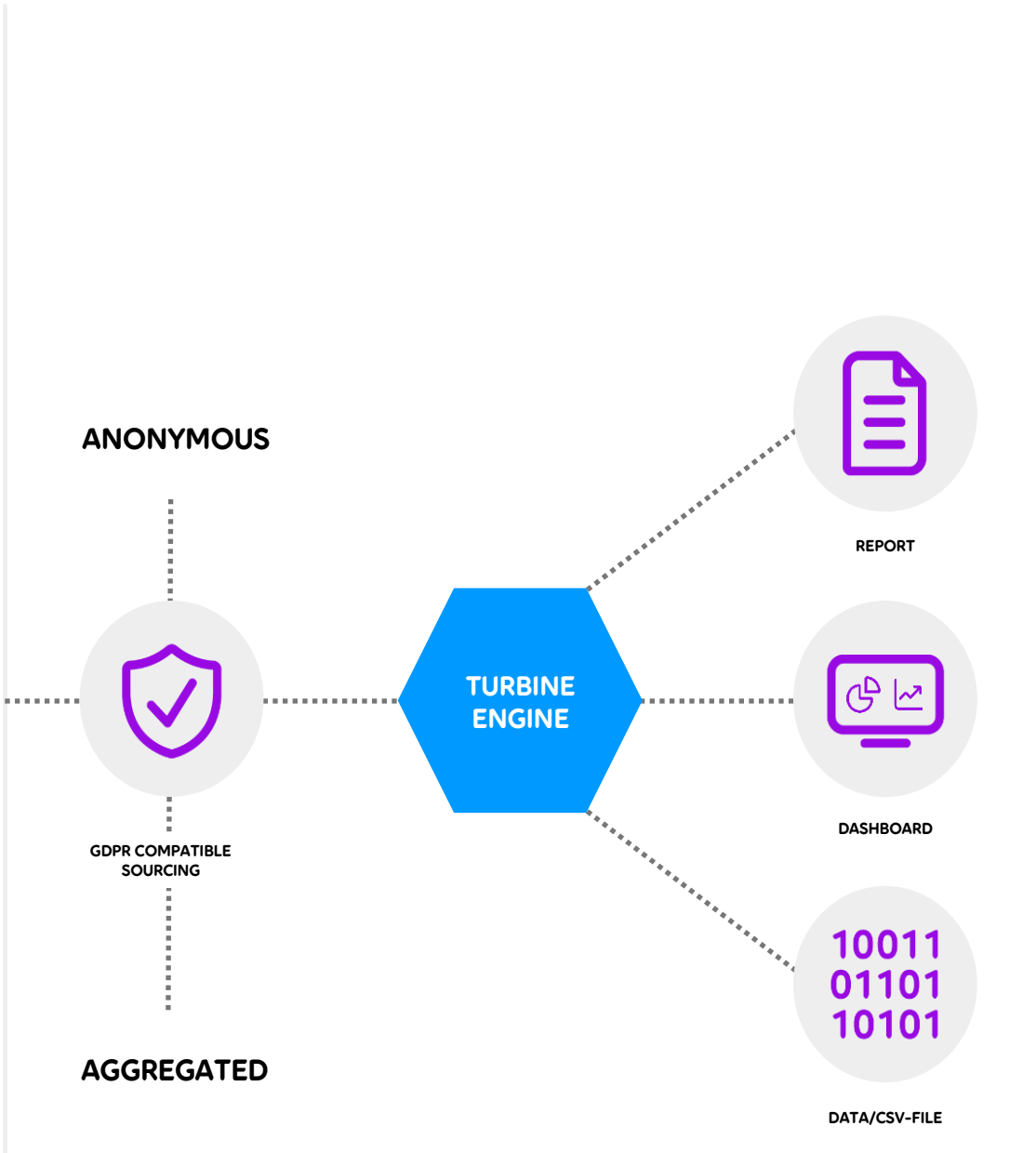
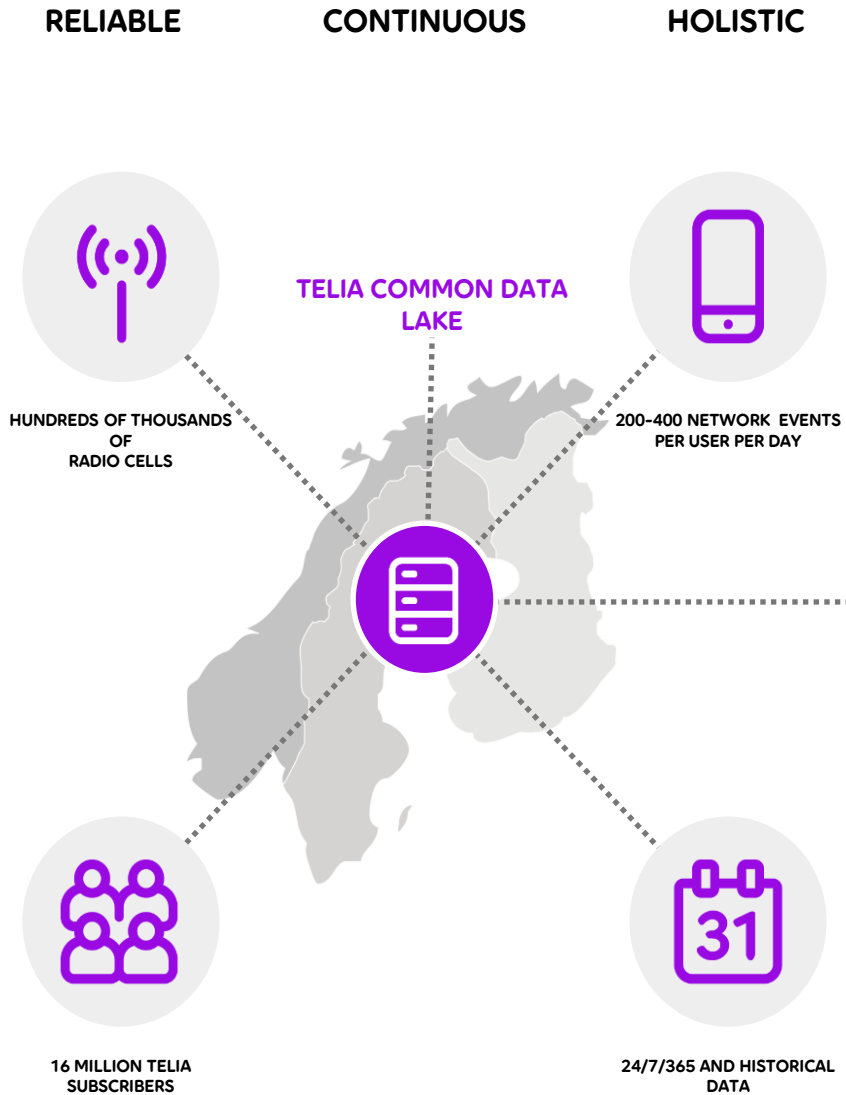


Change in the number of daily trips within Denmark

Compared to week 6 (3 February - 9 February)



How it works





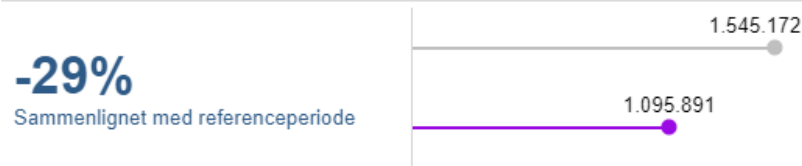
TELIA
CROWD
INSIGHTS

Aktiviteter i København

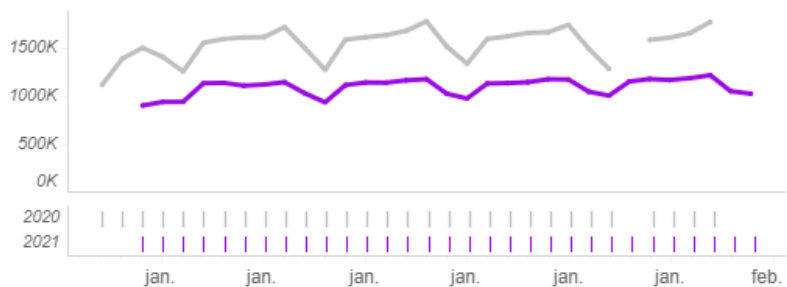
Vælg referenceperiode

Fra	Til	Fra	Til
01/01/2020	31/01/2020	01/01/2021	31/01/2021

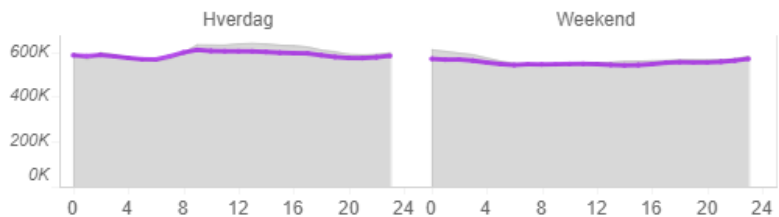
Vælg periode



Aktiviteter per dag



Aktiviteter per time



TILBAGE

OPSUMMERING

AKTIVITETER

PER TIME

EVENT

BESØG

TURE

Det er 1 dage med lav datakvalitet i dit valg (1 dage er ekskluderet, 0 har advarsler).

Hold markøren over for at se flere detaljer.



Datatilgængelighed

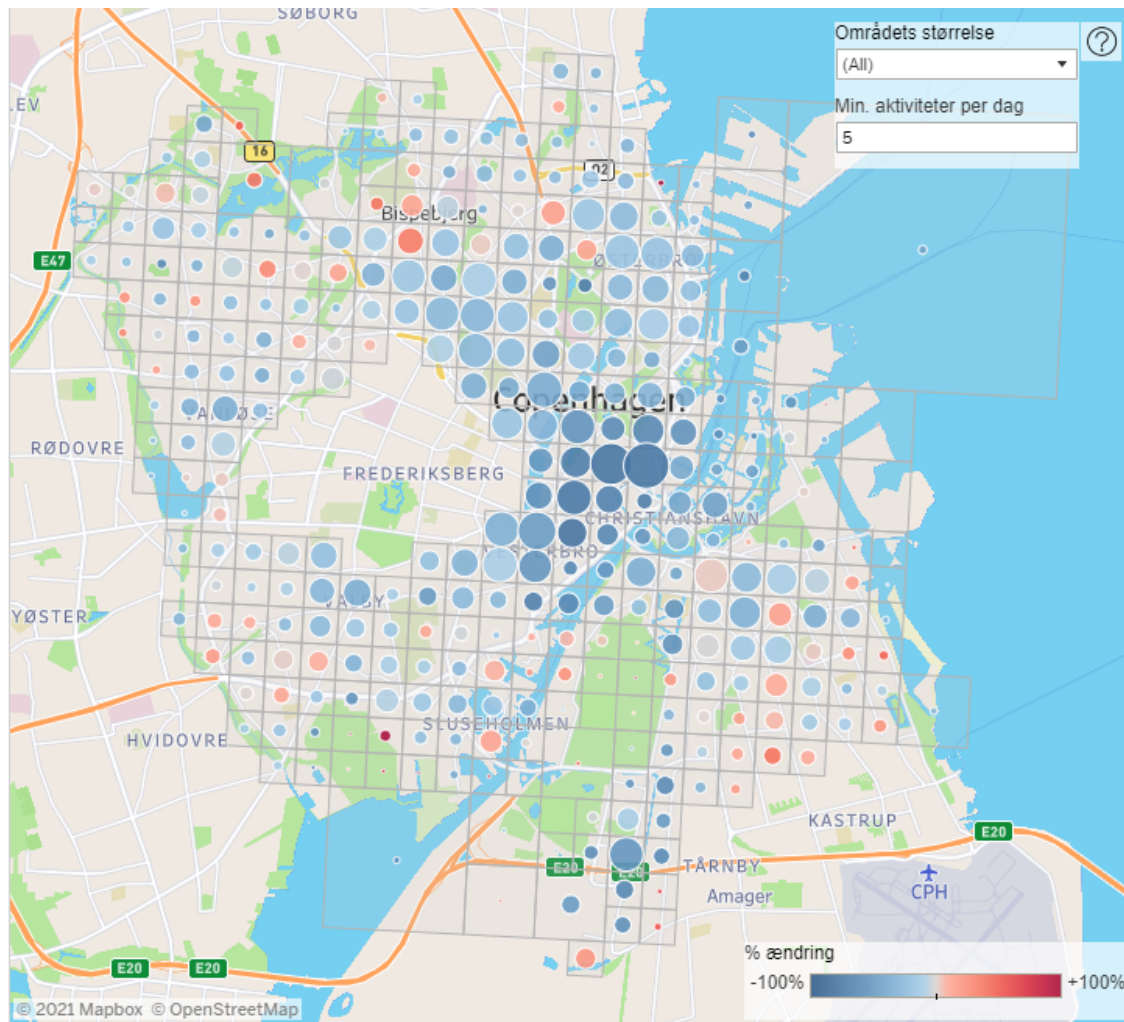


Dataeksport

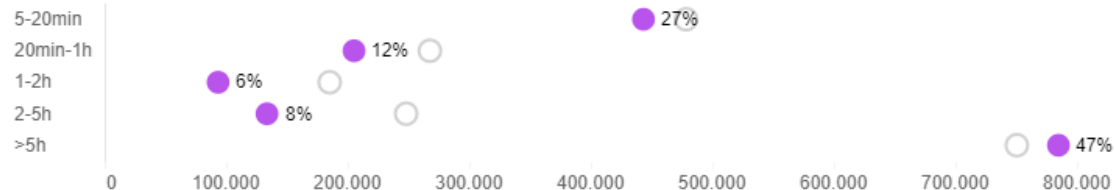


Brugermanual

København



Besøgets varighed





Aktiviteter i København

Kongens Nytorv

Vælg referenceperiode

Vælg periode

Fra	Til	Fra	Til
01/01/2020	31/01/2020	01/01/2021	31/01/2021

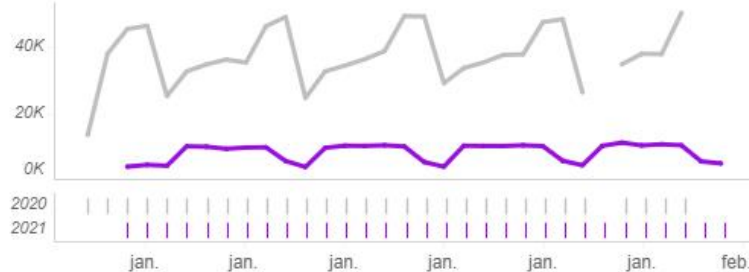
-78%

Sammenlignet med referenceperiode

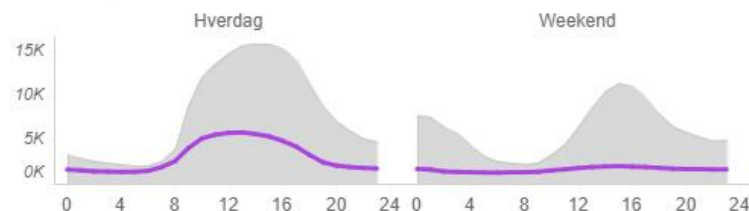
8.368

37.500

Aktiviteter per dag



Aktiviteter per time



TILBAGE

Det er 1 dage med lav datakvalitet i dit valg (1 dage er ekskluderet, 0 har advarsler).

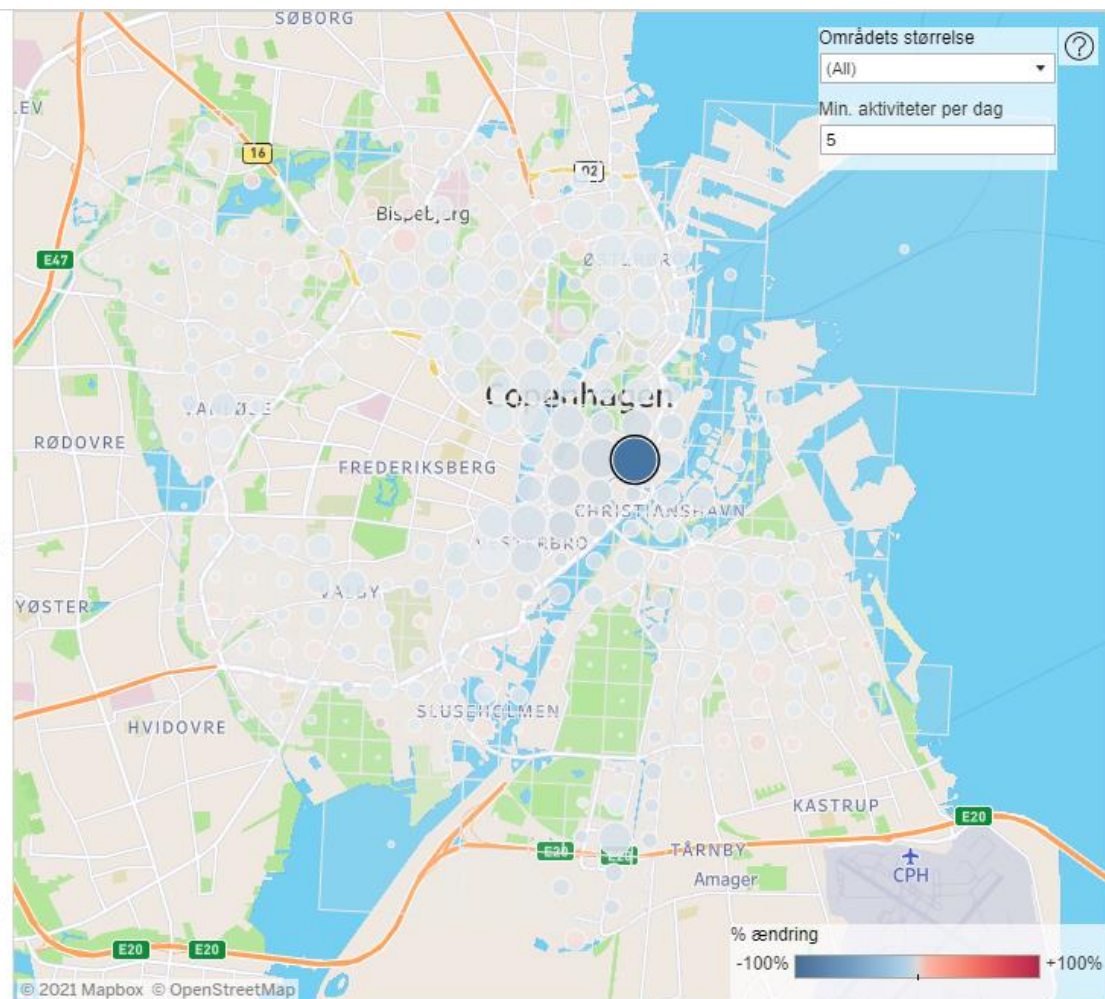
Hold markøren over for at se flere detaljer.

Datatilgængelighed

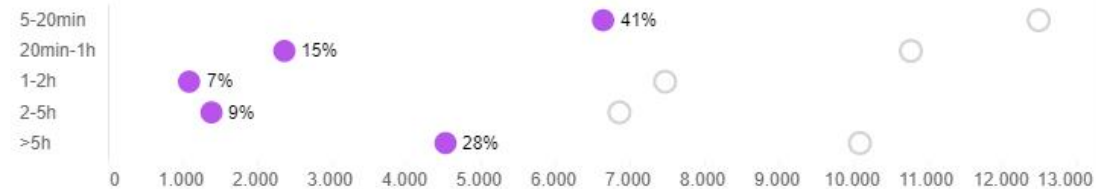
Dataeksport

Brugermanual

København



Besøgets varighed



UNDERSTAND YOUR MUNICIPALITY BETTER

ACTIVITY in the area

- Communicate development
- Identify areas which require actions
- See the impact of development projects
- Identify needs for improving accessibility



**Crowd volume
DEVELOPMENT**

AREA COMPARISONS

Inhabitants vs commuters

Seasonality trends



**IDENTIFYING
EVENTS**

**EVENT VISITOR
VOLUMES**

**EVENT goes origin
destination**



**VISITORS' ORIGIN
destinations**

TOURISM TRENDS

POINTS OF INTEREST

TOURISM DEVELOPMENT

- Profile the tourists and points of interest
- Target the marketing to right groups
- Measure the impact of marketing efforts

EVENT IMPACT

- Identify overall event activity
- Compare event impact
- Choose which event to support to enable optimal event mix

INHABITANTS

TOURISTS



CTR

14.65%

↑ 10.6%



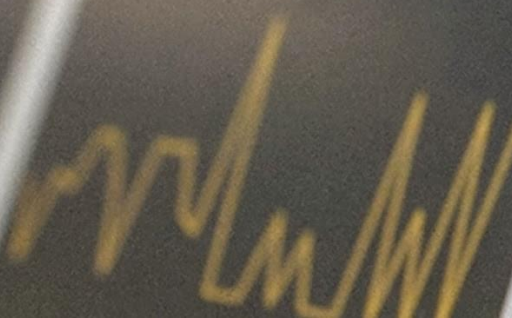
CPA
1.67



Cost per conversion

673.27

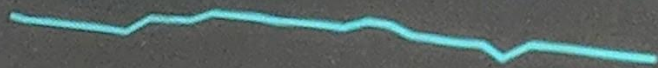
↑ 0.2%



Quality Score

9.38

↓ -0.1%





URBAN PLANNING



- City of Oslo emergency unit
- Local behavior of inhabitants (Aabenraa)
- City centre activity: impact when re-opening society



TRANSPORTATION



- Data to support infrastructure decisions
- Working from home - how will this affect commuter behavior
- Optimizing bus operations



EVENTS & TOURISM



Kalmar
Covid tourism
Marketing ROI





Summary



Privacy by design



Start with
use cases



Know your questions



Easy to use; even if
you're not a data
scientist



Book a demo

LET'S KEEP IN TOUCH



:Claus Jelle



Telia Company

