**PUBLIC TRANSPORT OPTIMIZATION**

It is expected that in the next decade, the majority of the world’s population will be living in cities. Satisfying the demands for mobility through public services and infrastructures in the city is a significant challenge. The use of technology such as the Internet of Things (IoT) can make data collecting and analysis easier. This paper presents the design and development of a smart public transport management system (TMS) to increase system capacity and enhance passenger safety and comfort while lowering costs and risks. The proposed system is an electronic device that is placed in a public bus. This device can acquire data from sensors and send it to a cloud server in real-time. The data available on the cloud can be fetched allowing the management to monitor the status of the buses. It will also help commuters plan their trips in an efficient way by tracking the location of the bus. The data can also be analyzed using different analysis and visualization tools. The resultant information can be used to enhance and optimize the services offered by the company. The entire system has been tested thoroughly in real-time and it has proven to function successfully.