Disclaimer

- This is proof of concept, not MVP or prototype;
- Due to time constraints and the inability to negotiate deals with data sources, all presented data are randomly generated for presentation purposes;

Idea

The core problem:

- Find places with lots of people (**Hot Zones**);
- Find places without people (**Cold Zones**);

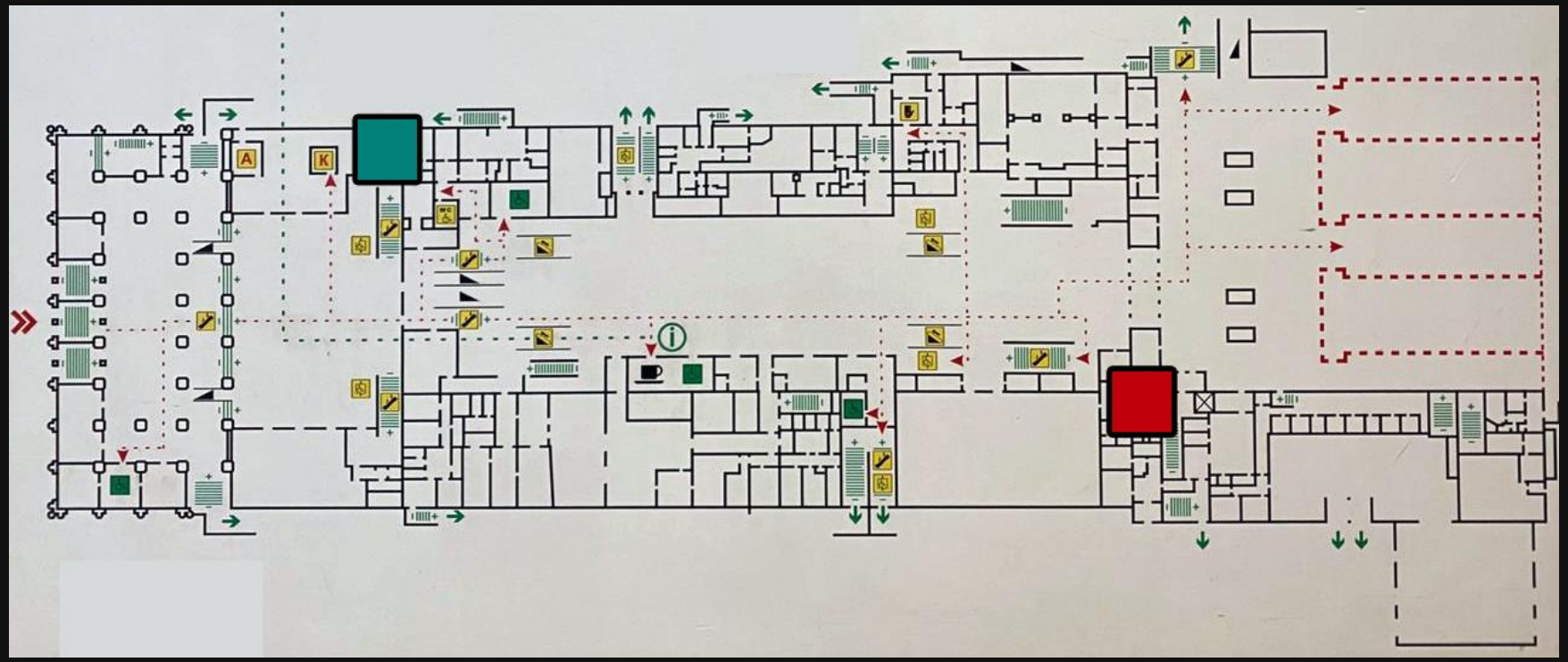
After that we can:

- Improve Hot Zones;
- Investigate why Cold Zones are so unpopular;

To illustrate…

“Two toilets problem”

Extremely unpopular toilet (cold zone);



Extremely popular Toilet (Hot Zone);

Analytics

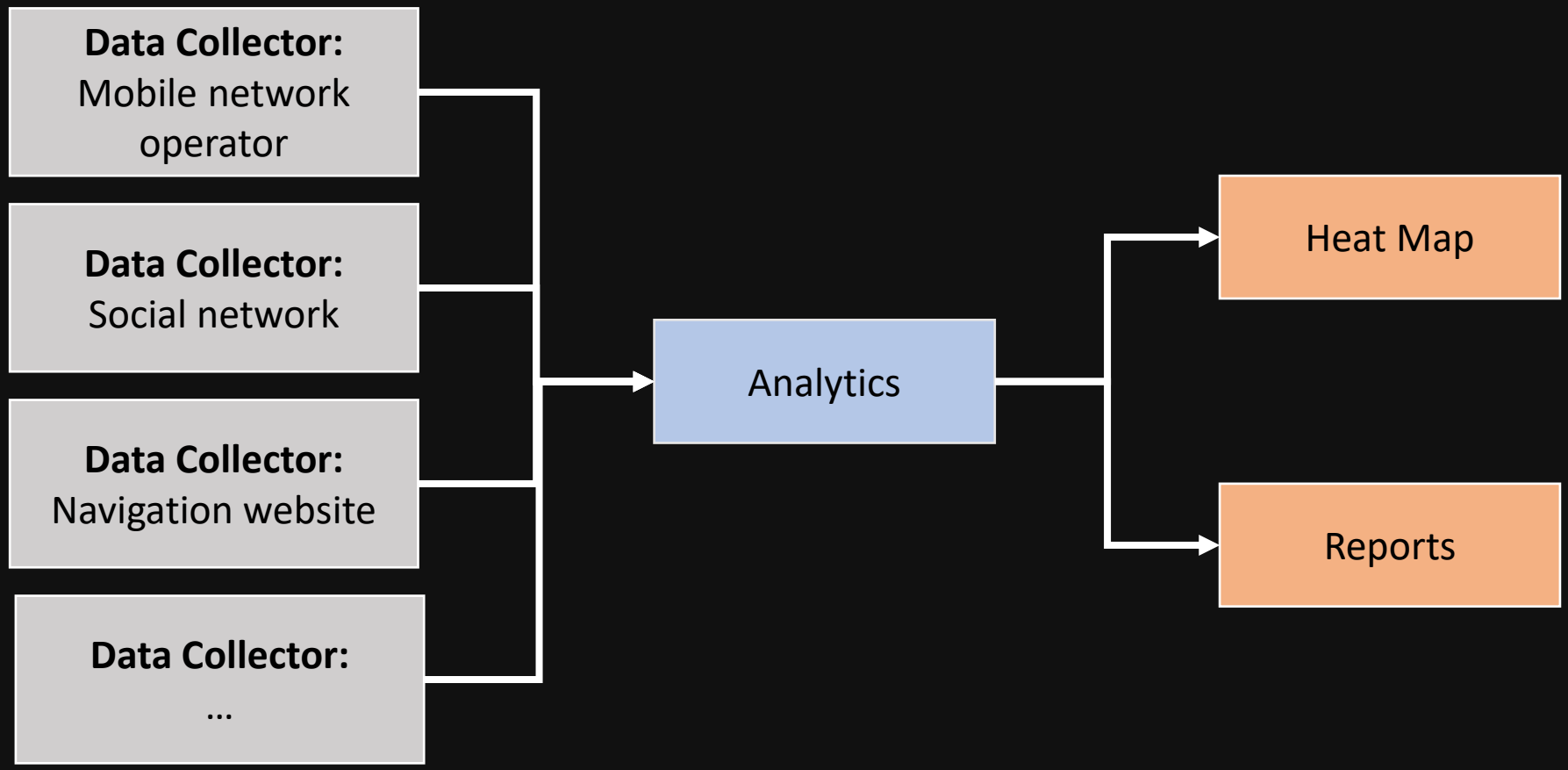
Multi-source tracking system

- Scan social networks (Twitter, Instagram, Facebook, etc);
- Place QR codes at the points of interest;
- Place iBeacons at places of interest;
- Place public WiFi hotspots;
- Place surveillance cameras at the points of interest to analyze video-feed;
- Arrange a contract with mobile operators to receive data about the geo-position of the phones in the area;
- Arrange a contract with hotels to collect information about the number of guests;
- Arrange a contract with a taxi service to place geo-tracking devices into theirs's cars;
- Arrange a contract with a car rental service to place geo-tracking devices into theirs's cars;

Etc.

Analytics

Scheme



Analytics

Why so many data collectors?

1. We can not trust just one source;
2. We can identify popular, but cold spots (*everyone is talking about a place, but nobody is visiting it*);
3. Large volumes of different data from sources will help to make different analyses:
    1. Some people are interested in bars;
    2. Some people are interested in museums;
    3. Some people are interested in hiking;
    4. etc

Analytics

EOF

Switch presentation to the actual web app