



ESCORT

TRAJECTORY ANALYSIS FOR TRAFFIC PATTERNS

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WE AIM TO ACHIEVE SOLUTIONS FOR PLACING
BILLBOARD ADVERTISEMENT IN RECOMMENDED
LOCATIONS FROM OUR SYSTEM.



DATASET

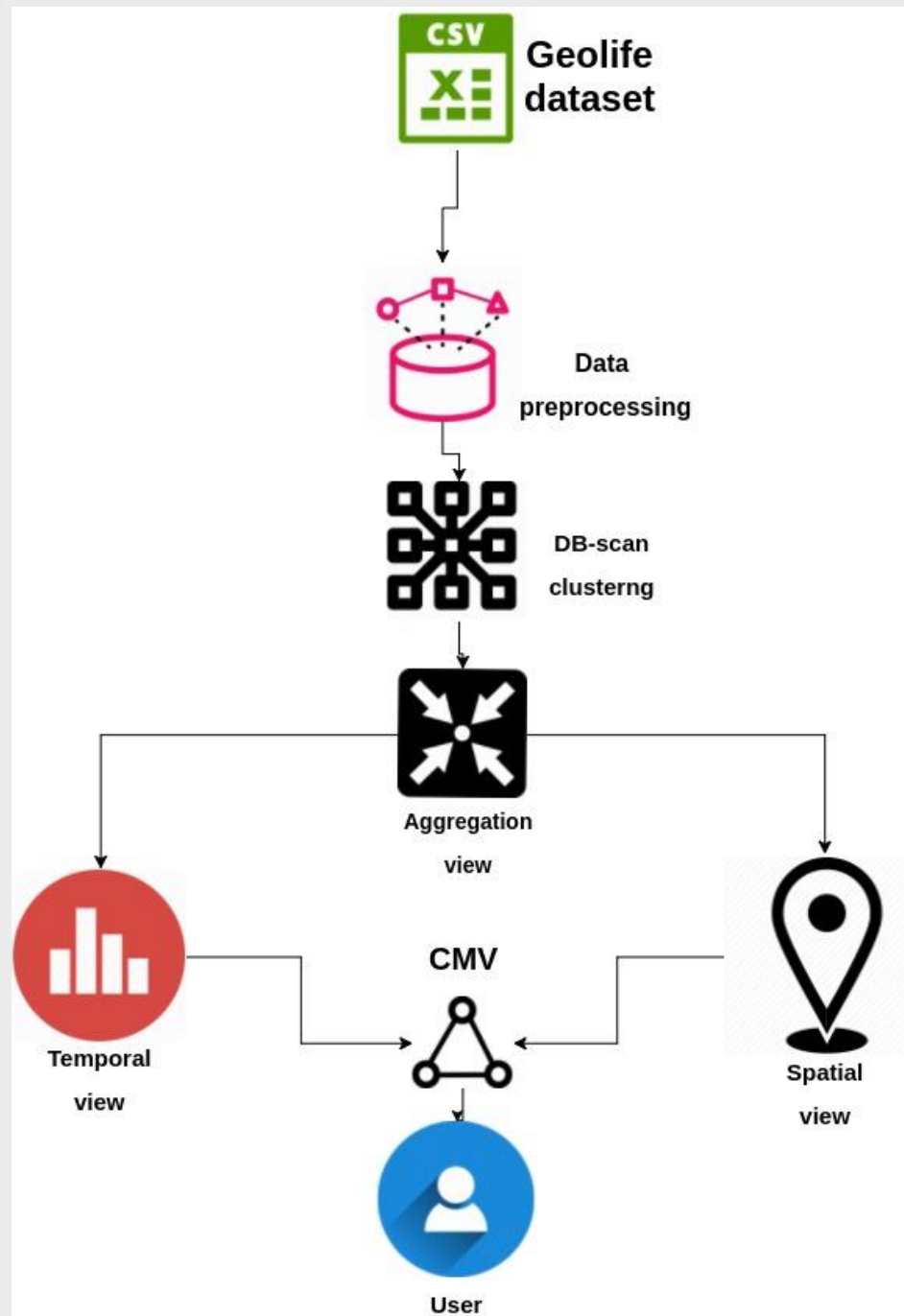


lat	lng	date	time
39.9748	116.313	2007-04-12	14:30:45
39.9747	116.312	2007-04-12	14:31:09

Fig.(1): GPS Finger Print

(1) This GPS trajectory dataset was collected in (Microsoft Research Asia) Geolife by 178 users in a period of over four years (from April 2007 to August 2012)

SYSTEM OVERVIEW

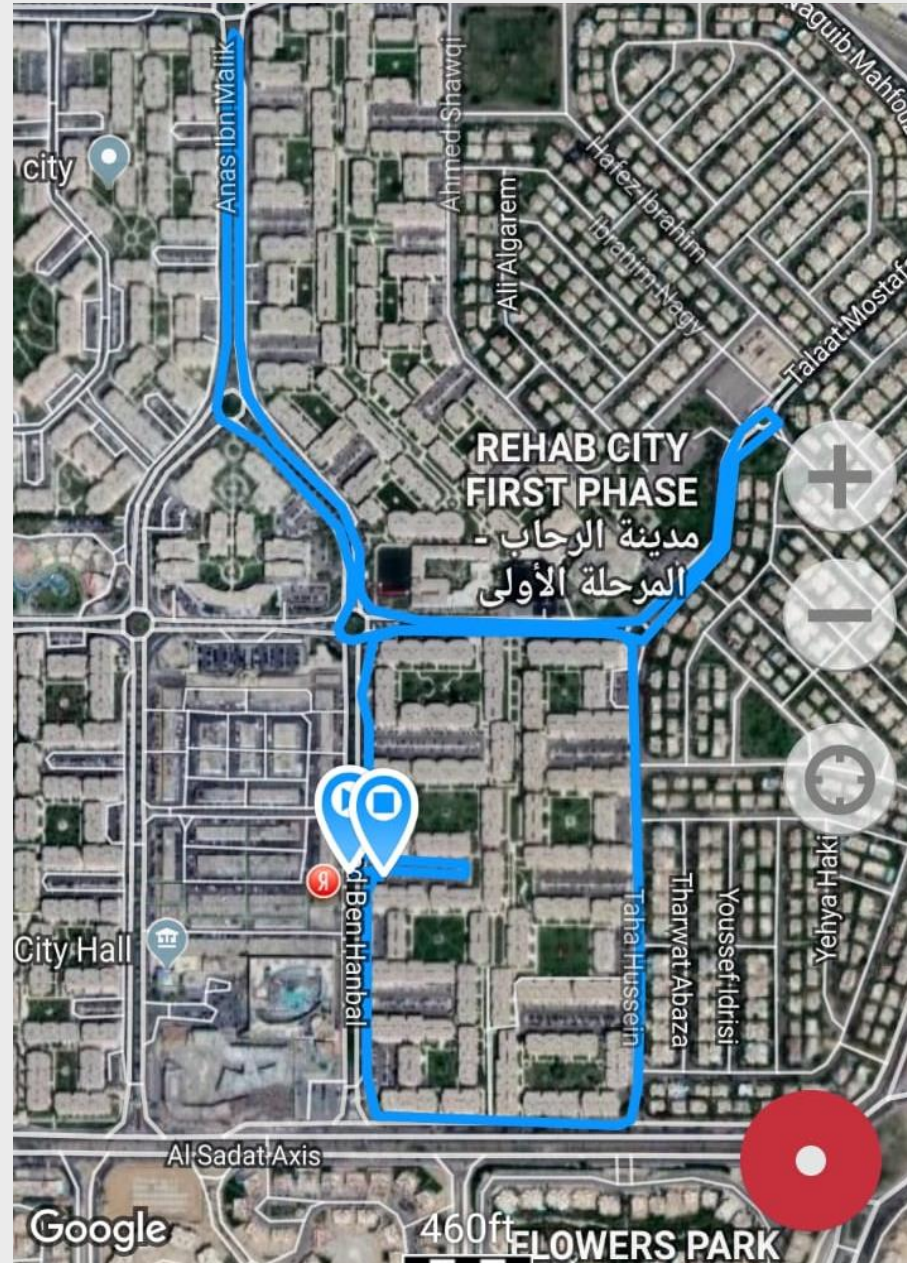


TOOLS AND ALGORITHM USED



ADDITIONAL TESTING DATA

- We tried developing GPS trajectories of our own by recording our GPS track while cruising in new Cairo, but it wasn't enough to develop clusters.



EVALUATION: EXPERIMENT 2/2

DOMAIN EXPERTS TRYING THE SYSTEM

Goals

In this experiment we want to know whether the system is suitable for the market, also whether it will be a useful asset for the market and whether it is a user friendly or not, so we picked two domain experts to test the system and give us their feedback.

Domain experts are:

- Mr. Tamer Adel Osman (Advertisement agency CEO)
- Mr. George M. Hanna (Managing Director of Squares Smart Solutions)

COMPETITIONS

Advances in Data Analysis and Classification Journal



Evaluation: Experiment 2/2

Domain experts trying the system

Result

- Develop Mobile Application.
- Don't forget Government Restriction.

SYSTEM PRICE



CloudDigitalSales@us.ibm.com
Toll Free: +1 (866) 403-7638
Local: +1 (214) 442-0603
Fax: + 1(214) 442-0601

Estimate generated on IBM Cloud
Calculator tool:

<http://ibm.biz/pricing-calculator>

Estimate Summary

Description	Quantity	Price (USD)
Virtual Server	1	\$380.25
Estimated Total:		\$380.25

DEMO

ANY QUESTIONS ??

APPENDIX

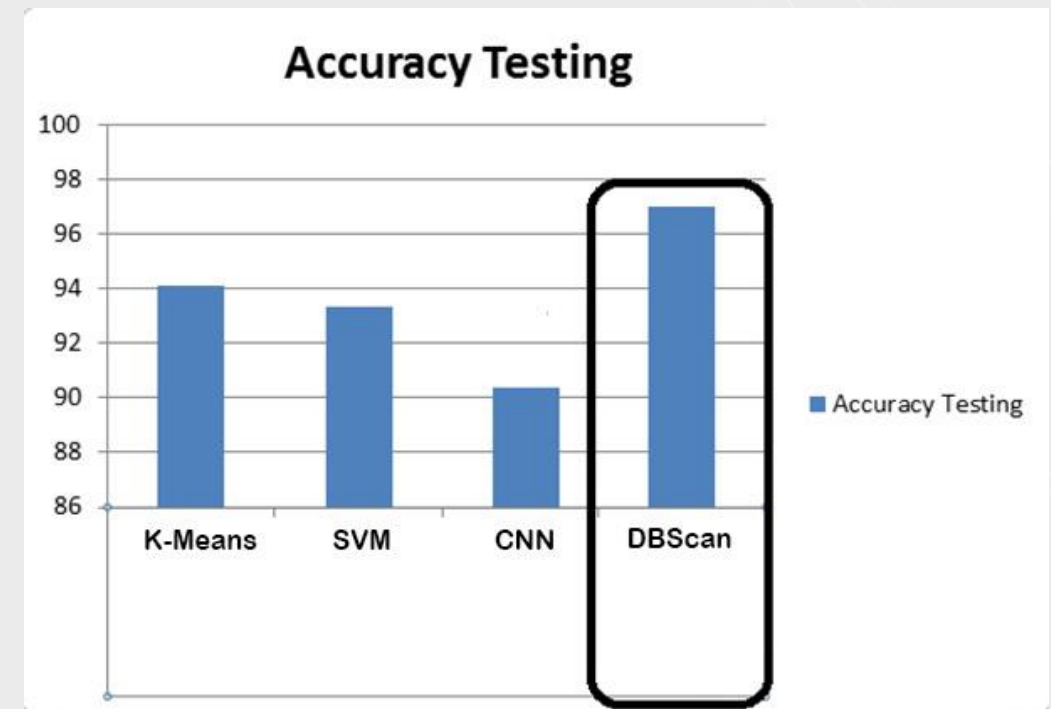
EVALUATION: EXPERIMENT 1/3

- Setup
 - The dataset used in this experiment is an open source data taken from Microsoft Asia recording GPS data in a time span (2007-2011) from 128 users, dataset contains 17,621 trajectories with a total distance of 1,251,654 kilometers and a total duration of 48,203 hours.
- We used four main algorithms in this experiment, all in machine learning
 - DB-scan.
 - KNN.
 - SVM.
 - CNN.

Evaluation: Experiment 1/3

RESULTS:

DB-scan algorithm have the best results in case of (Accuracy-Time complexity), because It is a density-based clustering algorithm: it groups together points that are closely packed together (points with many nearby neighbors), marking as outliers points that lie alone in low-density regions (whose nearest neighbors are too far away). so it best suits geographic dataset.



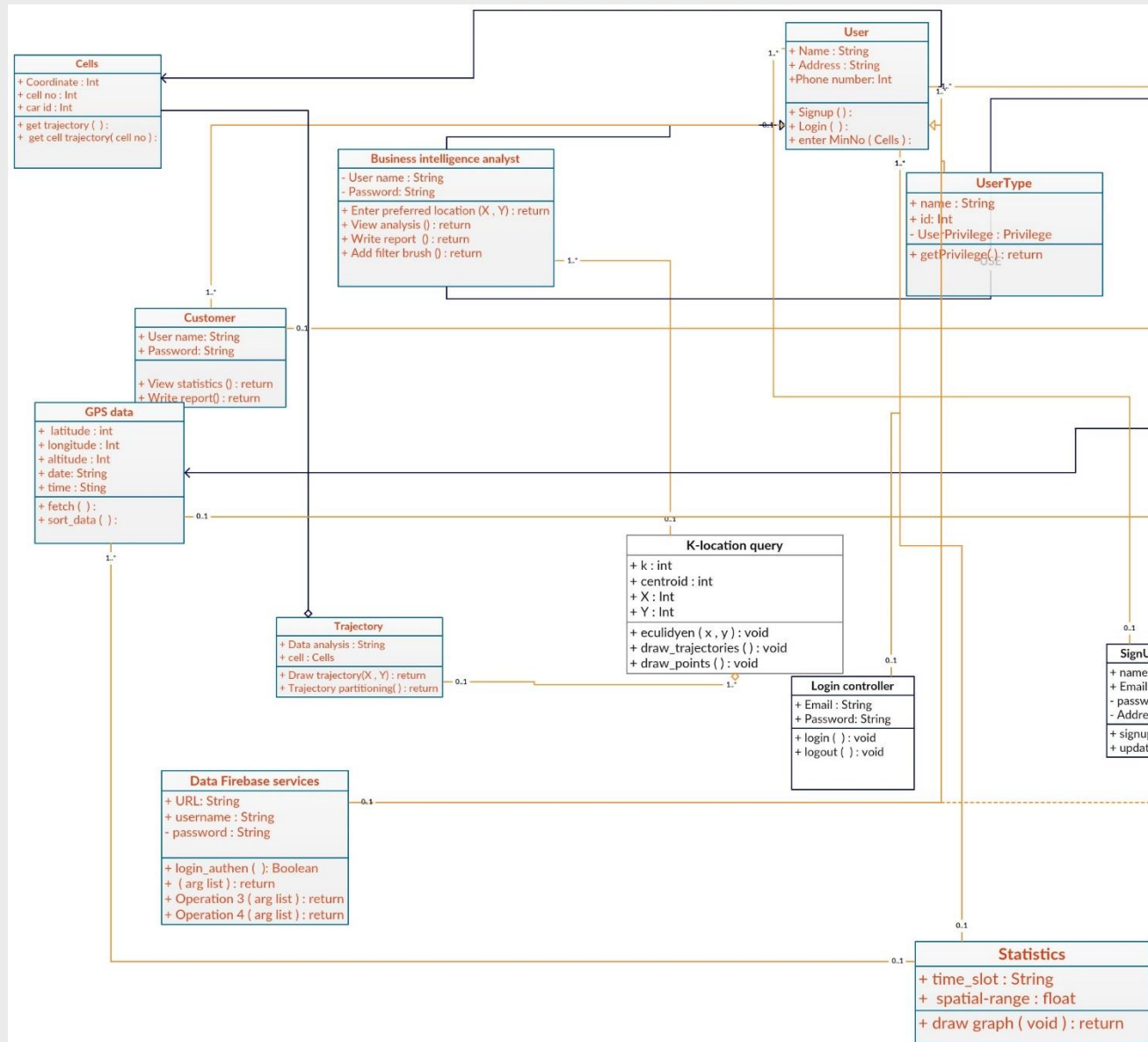
DBSCAN ALGORITHM

```
1: DBSCAN(D, epsilon, min_points):
2:   C = 0
3:   for each unvisited point P in dataset
4:     mark P as visited
5:     sphere_points = regionQuery(P, epsilon)
6:     if sizeof(sphere_points) < min_points
7:       ignore P
8:     else
9:       C = next cluster
10:      expandCluster(P, sphere_points, C
                    , epsilon, min_points)
11: expandCluster(P, sphere_points, C
               , epsilon, min_points):
12:   add P to cluster C
13:   for each point P' in sphere_points
```

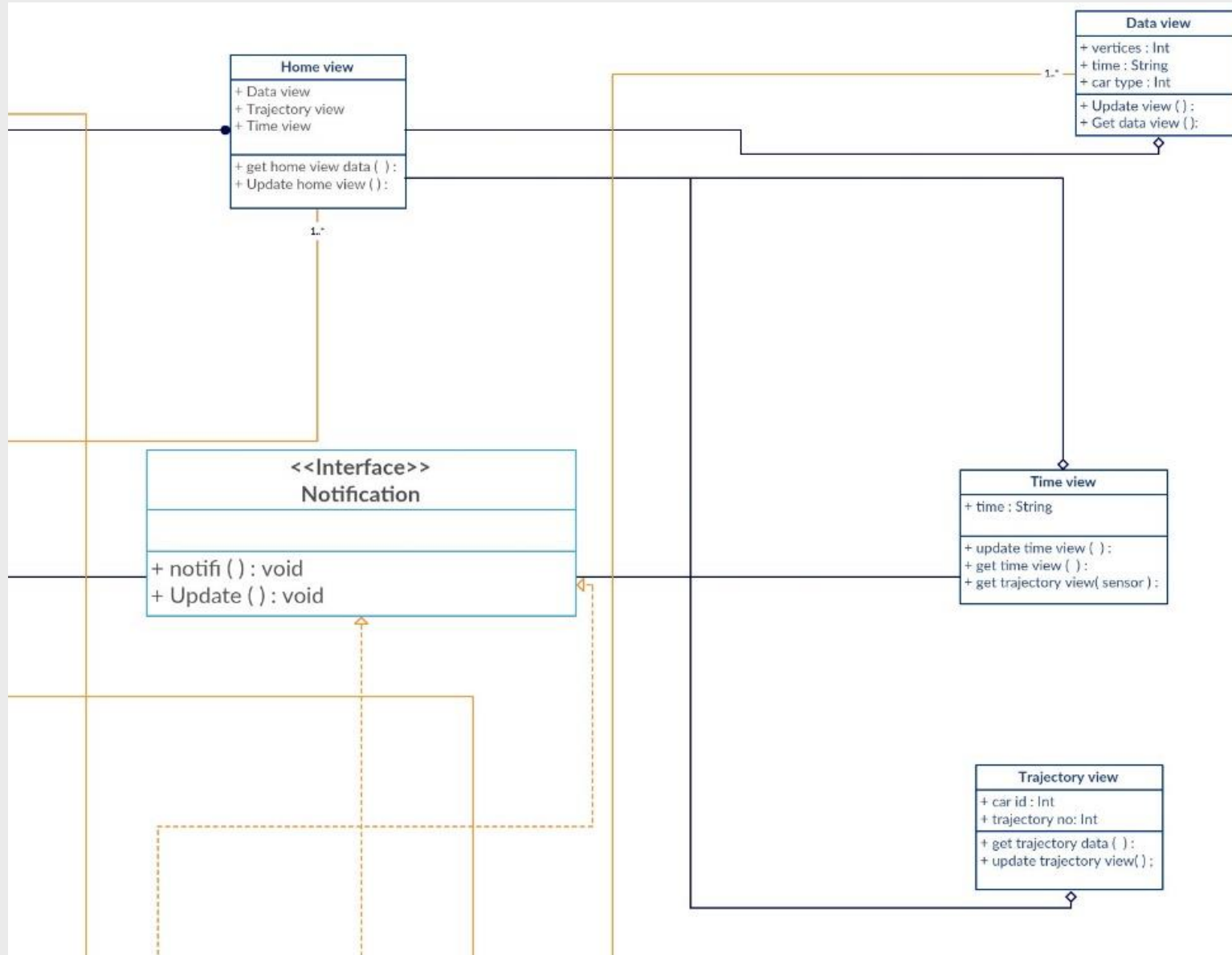
```
14:     if P' is not visited
15:       mark P' as visited
16:       sphere_points' = regionQuery(P', epsilon)
17:       if sizeof(sphere_points') >= min_points
18:         sphere_points = sphere_points joined
19:         with sphere_points'
20:       if P' is not yet member of any cluster
21:         add P' to cluster C
20: regionQuery(P, epsilon):
21:   return all points within the n-dimensional
       sphere centered at P with radius
       epsilon (including P)
```



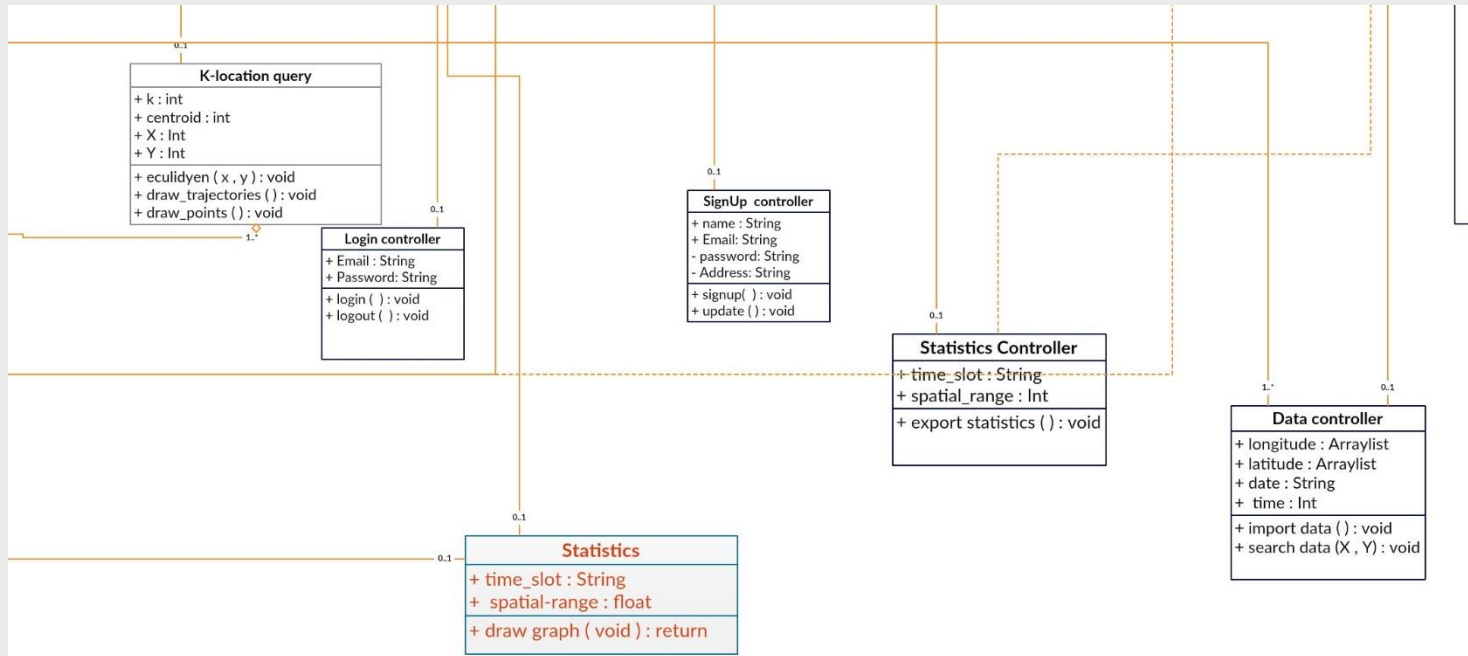
MODEL



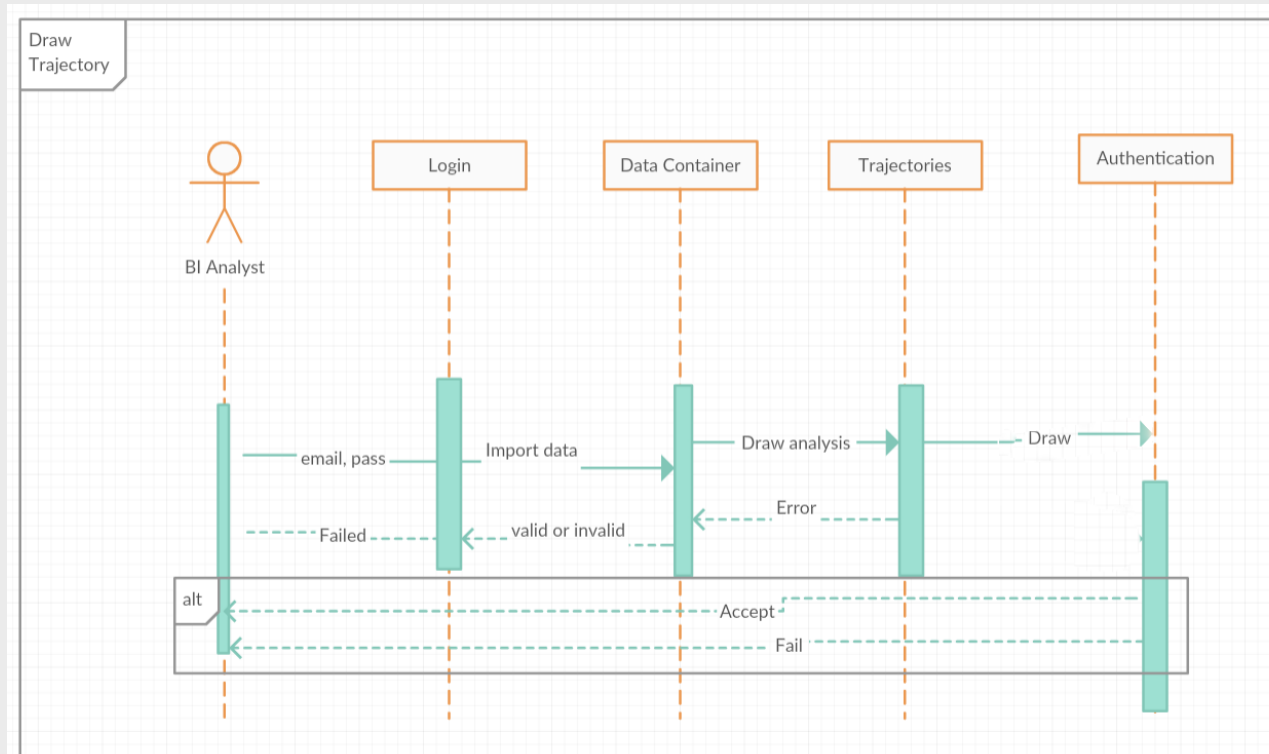
VIEW



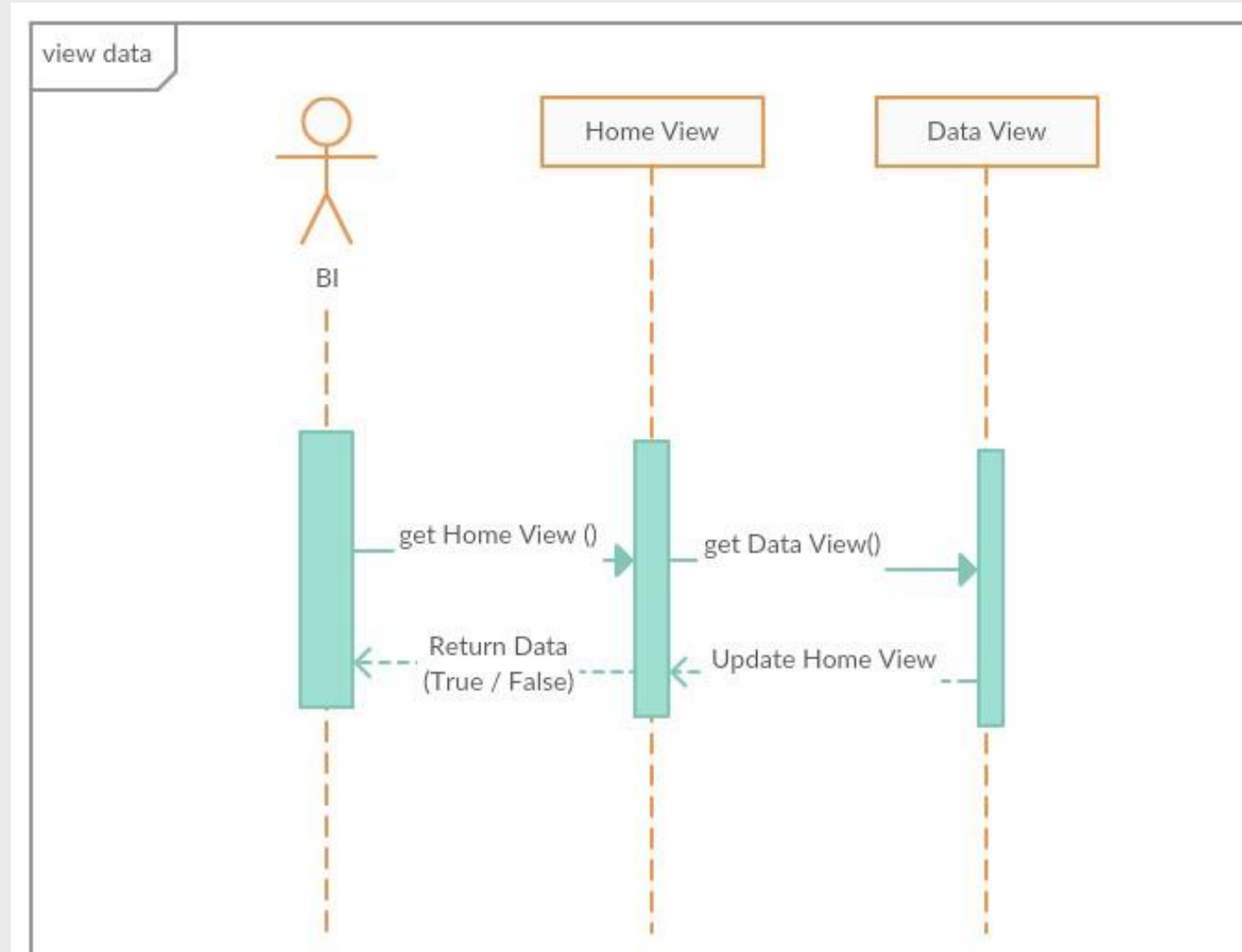
CONTROLLER



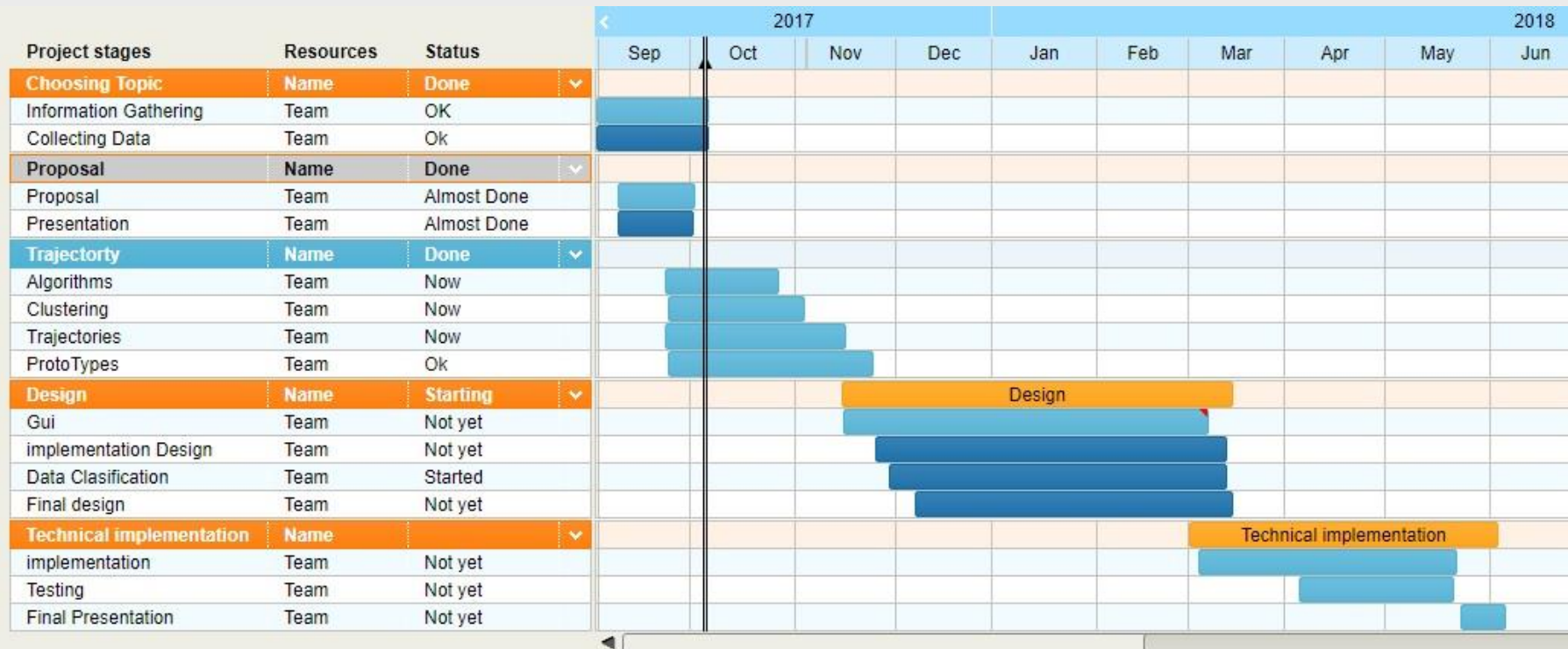
DRAW TRAJECTORY SEQUANCE

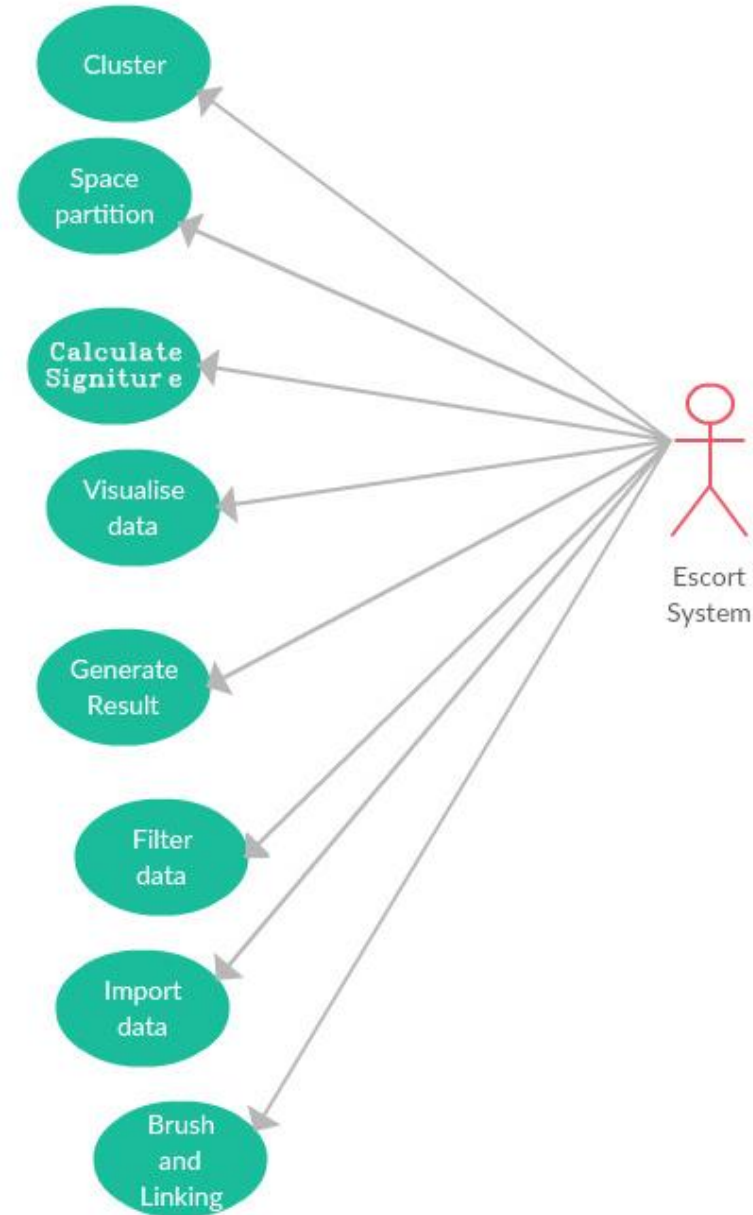


VIEW ALL DATA



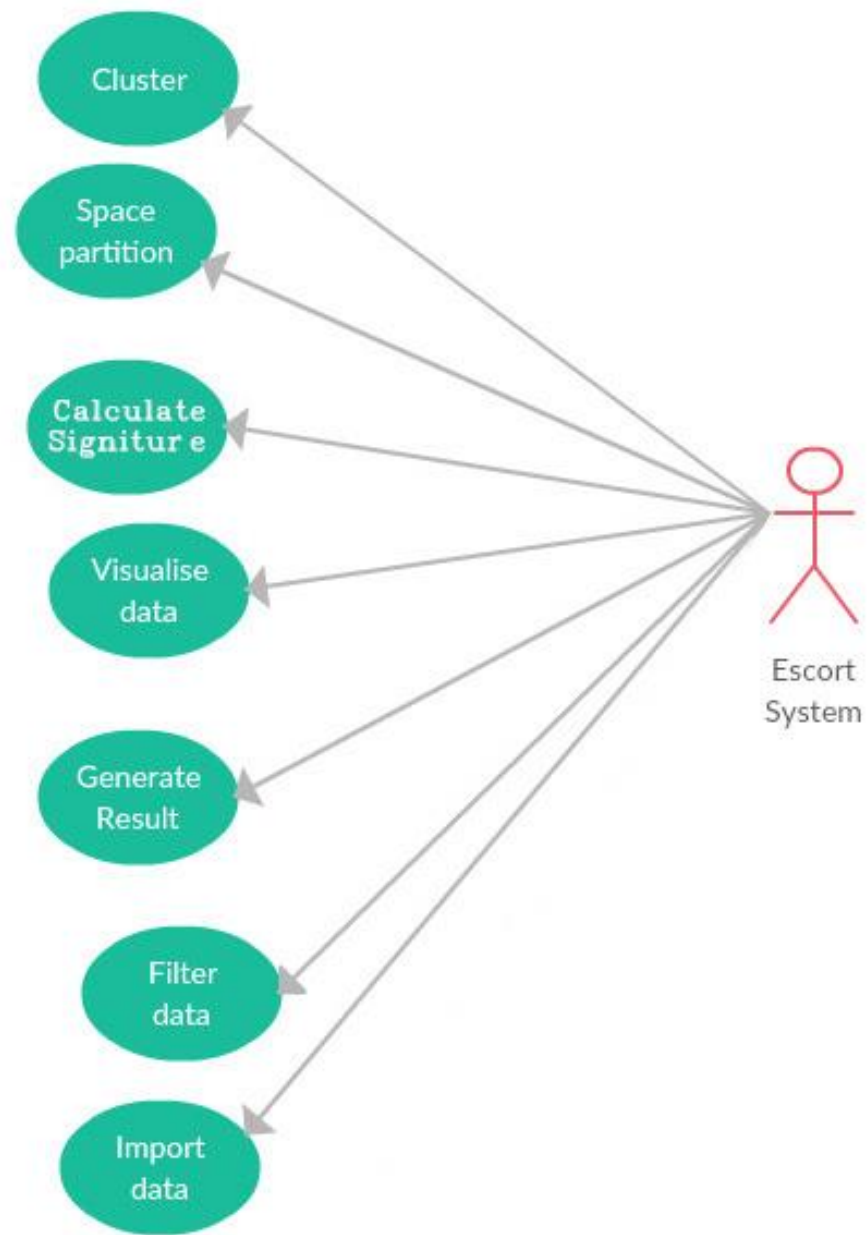
TIME PLAN



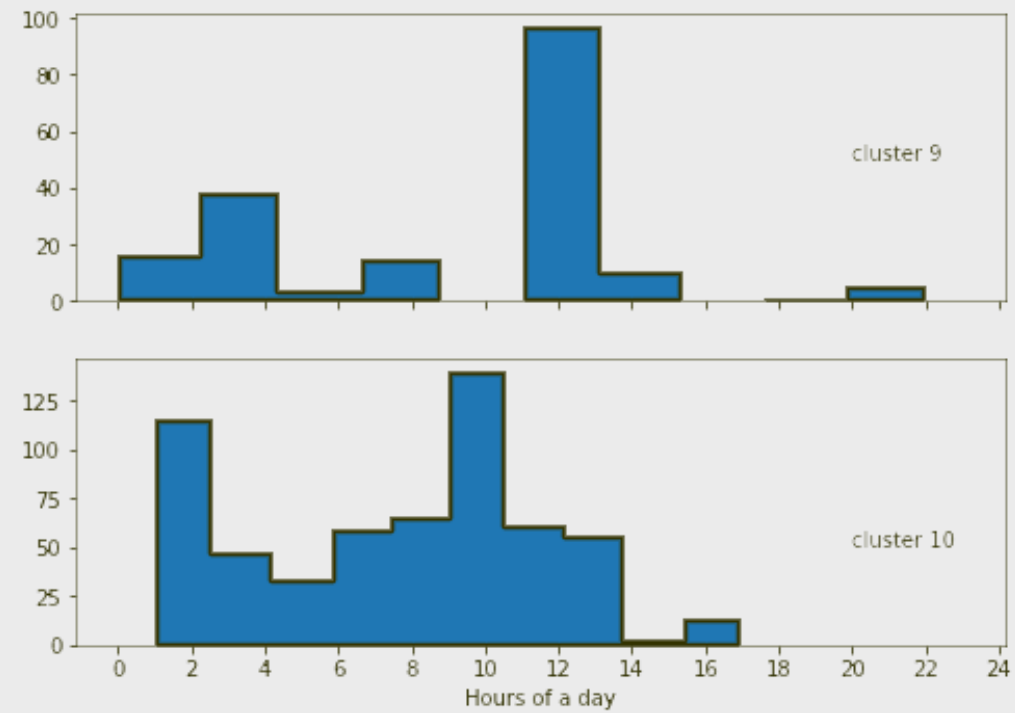


E CASE 1/2

E CASE 2/2



RESULTS OF TEMPORAL VIEW



THANK YOU