# FootTraffic

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- Location searches exist, but there are no tools that directly take into account how crowded / popular places are

- Services like Foursquare and Twitter have large amounts of data on **when** and **where** people are

- **"**This restaurant has a ridiculous waiting time and I'm hungry. Find me similar (and good) restaurants that are less crowded nearby!**"**

RAW SOCIAL DATA

Wal-Mart Traffic Patterns

Hour
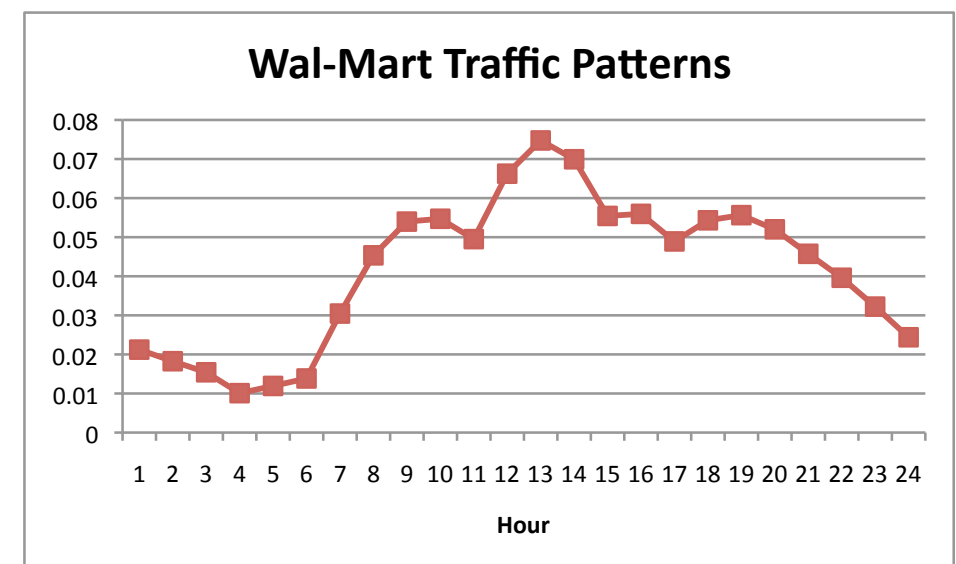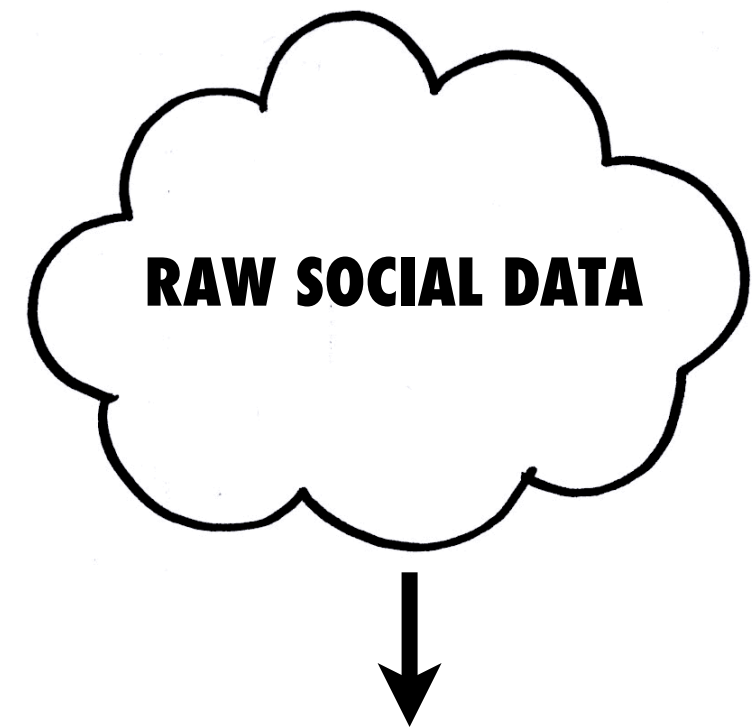
Results

Approach

- Services like Foursquare and Twitter have large amounts of data on **when** and **where** people are

- Aggregate "checkins" from multiple sources to create daily, weekly, and annual **traffic patterns** for points of interest

- Users search for places by name, category, etc. and have the option of filtering to find ones that are popular or less crowded

Twitter Streaming API

OBSCENE AMOUNTS OF DATA

Tweet Collector

Location Data Updater

Distributed across multiple machines

Worker   Worker

Data Sources
(Google, Yelp, etc)

Locations Database

Query

Solr
(indexing / search)

Stems, indexes, and ranks all locations within radius of user's location