LATEST DEVELOPMENTS IN LOCATION INTELLIGENCE

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Tourists from Mexico
MOBILE DATA IS BOOMING...

- **5bn**: More than 5 billion people are calling, texting, tweeting and browsing on mobile phones worldwide.
- **18x**: Mobile data traffic has grown 18-fold over the past 5 years.
- **11.6bn**: There will be 11.6 billion mobile-connected devices by 2021.
- **$2.5T**: Potential economic impact from continued adoption of mobility services by 2025 globally.
LOCATION DATA BRINGS CONTEXT TO MOBILE DATA

Huge opportunity to expand Location Intelligence to new organizations that are now getting ready to be location aware.
ARE CITIES ABLE TO TAKE EFFECTIVE DATA DRIVEN DECISIONS?
TYPICAL CLIENT QUESTIONS

- Which areas of the city have more visitors?
- Where do the visitors to the city come from?
- What are the socio-demographic attributes of those visiting the city?
- Which are the areas of the city with more local or foreign visitors? And youngsters?
- When does our city receive more visitors of a specific profile?
A REAL TIME CENSUS FOR CITIES
Location data allows cities and governments to answer a range of operation-critical questions:

**SMART CITIES & IOT**

How should we optimize our waste disposal operation considering visitor affluency?

**CITIZEN SERVICES**

How should I plan transport routes considering commuters?

**PUBLIC SAFETY**

Where should we locate stations and how should we target policing across the city?

**MOBILITY PLANNING**

How many people were affected by the L train closure?

THANK YOU!!

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