

CARTO ●

Unlock the power of spatial analytics for... IoT, Smart Cities and Citizen Services

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**The difference between
knowing where and
knowing why**



Where?

Where I am selling more of a particular product?

You're likely **using a BI platform**



Why?

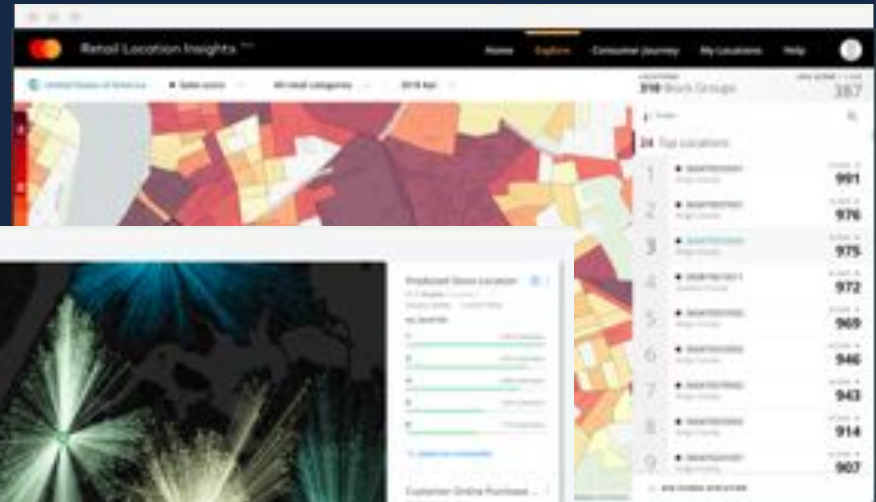
Can we model the characteristics of places that are more susceptible to buy my product?

You need to **use an LI Platform**

CART

CARTO

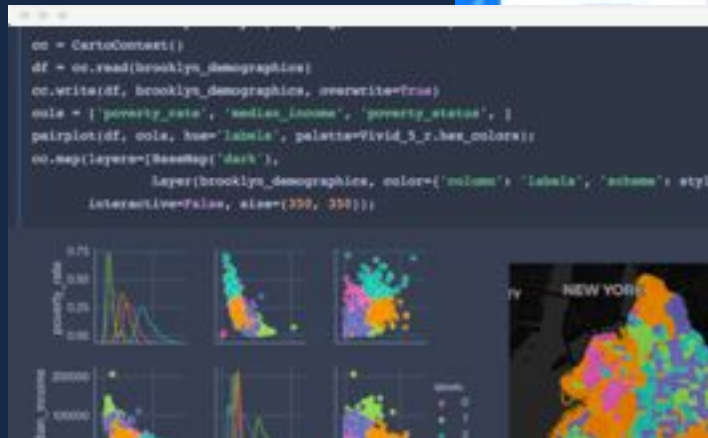
An integrated platform for Location Intelligence



Developers



Data Analyst

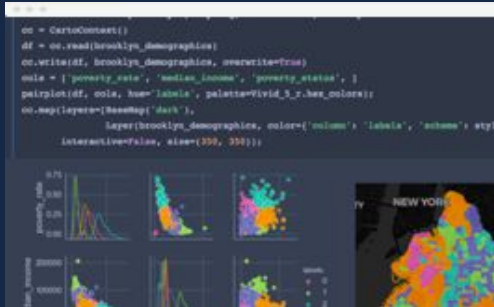


Data Scientists

CARTO

Software/Data/Services for Data Scientists/Analysts/Developers

CARTOframes



CARTO Builder



CARTO Engine



CARTO Data Observatory

 Road Traffic	 Financial	 Human Mobility	 Demographics	 Housing	 Points of Interest	 Environmental		
								



1,200

Customers

300K

End-users

150+

Team members

Accel

EARLYBIRD

salesforce

Our typical users

Data Scientist inside a utility company selling solar panels. Creating models to predict the buying potential of a customer based on their location.



Making models in CARTO

T
a
r
g
e
t

Your data

Your customers and what are you trying to predict

3rd party data we give you

Demographics, financial data to enrich and provide context

Spatial Features

Calculation through spatial engine

Modelling/Training

Prediction and Projection

It is time to move from
visualizing data on maps to
analyzing data using maps

CARTO

TRANSPARENT

Understanding Short Term Rental & Tourism Trends through Geospatial Data

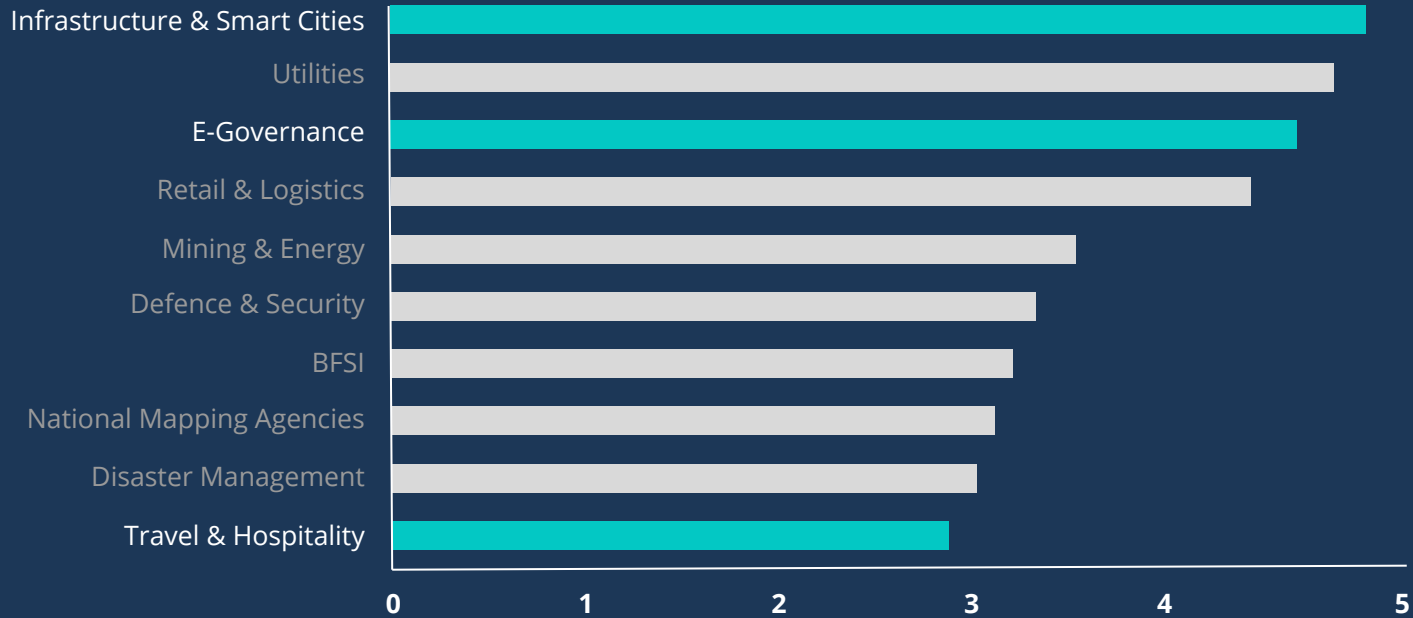
This webinar is about to start at 10 am EDT

Use the Chat Panel in GoToWebinar for questions, comments or feedback

Recording will be emailed within 1-3 business days after the webinar

Follow [@CARTO](#) or [@Transparent_VR](#) on Twitter!

Top 10 sectors driving Spatial Analytics Growth by 2020



Source: Geospatial Media Analysis



SHORT TERM RENTAL DATA

**How is it being used in
spatial models?**



CPG

Where should we find new POS for categories that perform well with the tourist segment?



CITIES & GOVT

How can we measure and monitor the impact of short term rentals on tourism in our city?



TRANSPORT

How should we plan key services (e.g. public transport) in line with demand from tourists?



NUMBER OF VISITORS DICIEMBRE ENERO

9.216.892 +8,3% | 8.450.058

MAP LEGEND

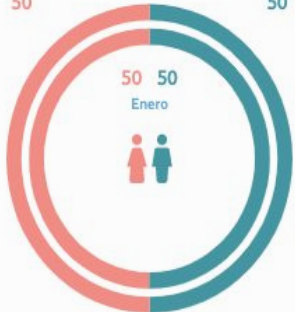
Delta of visitors



A visitor will be considered someone whose presence has been detected in a neighbourhood which is not his/her residence.

GENDER DISTRIBUTION (%)

% Woman Diciembre % Man



POPULATION DISTRIBUTION (%)

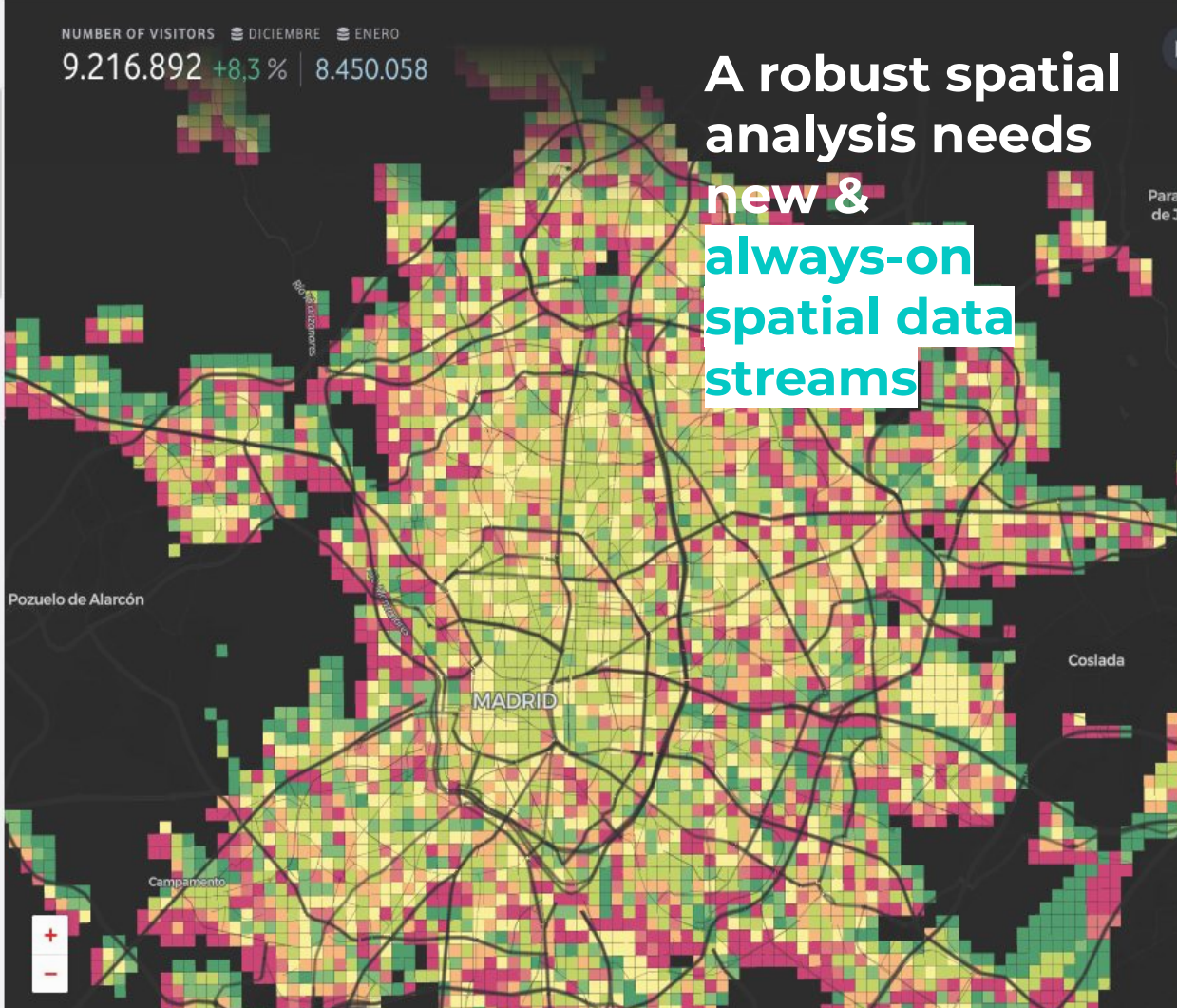
Diciembre Enero

14,6 65 - 100 16,1

15,6 55 - 64 16,5

21,3 45 - 54 21,0

A robust spatial analysis needs new & always-on spatial data streams



DELIVERIES

« Diciembre Enero x

FILTERS

- DAYS
- All Week
- Weekday
- Weekend

- HOURS
- All Day
- Morning
- Afternoon
- Evening
- Night

TARGET

Entire population

The entire population will be considered all residents, commuters or tourists, and without making any distinction between gender or age. If you want to refine your query by these basic targets, uncheck this option.



United States of America

Transactions score

Small business

2018 May

LOCATIONS
3 Counties

AVG SCORE
988 / 1,000

Order



3 Top Locations

1

Los Angeles
California

SCORE
1000

2

Orange
California

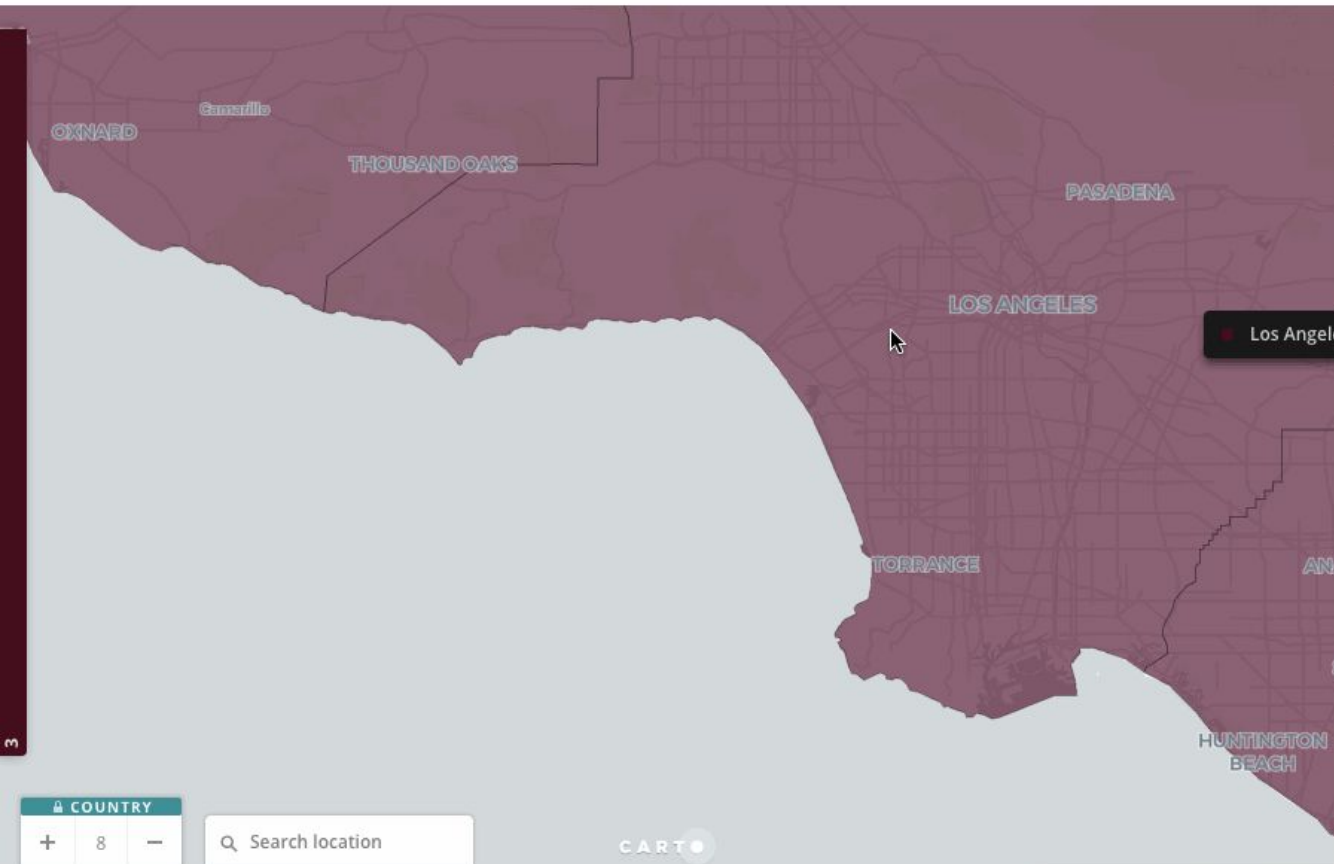
SCORE
998

3

Ventura
California

SCORE
967

Los Angeles 1000



COUNTRY
+ 8 -

Search location



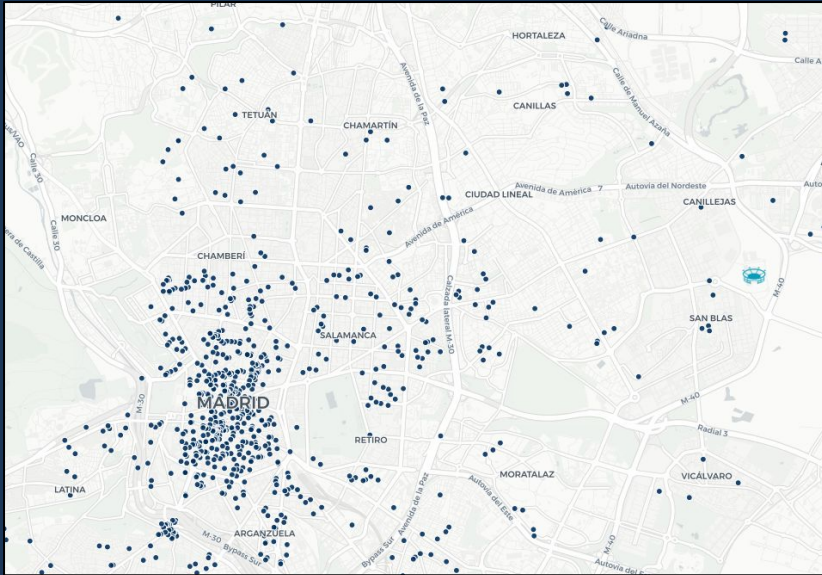
AVG SCORES EVOLUTION



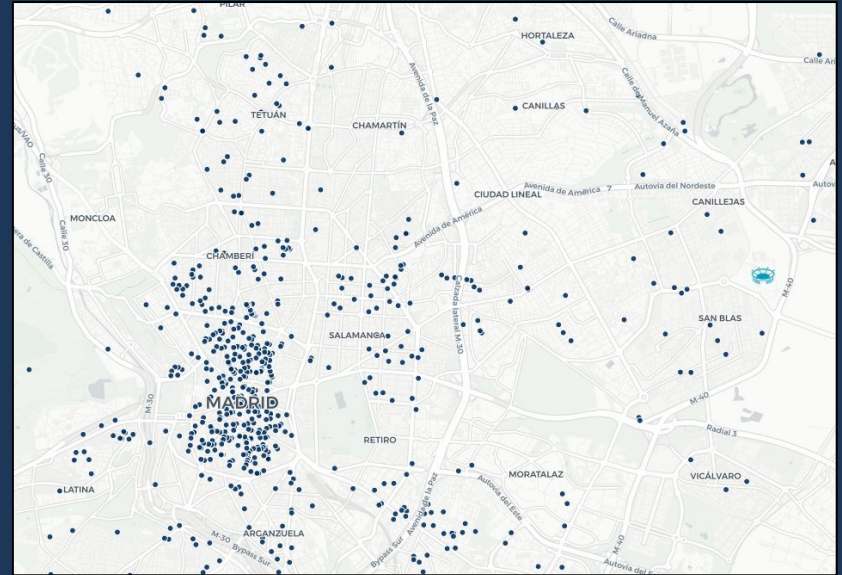
CASE STUDY

Champions League Final 2019

Number of New Properties per Month

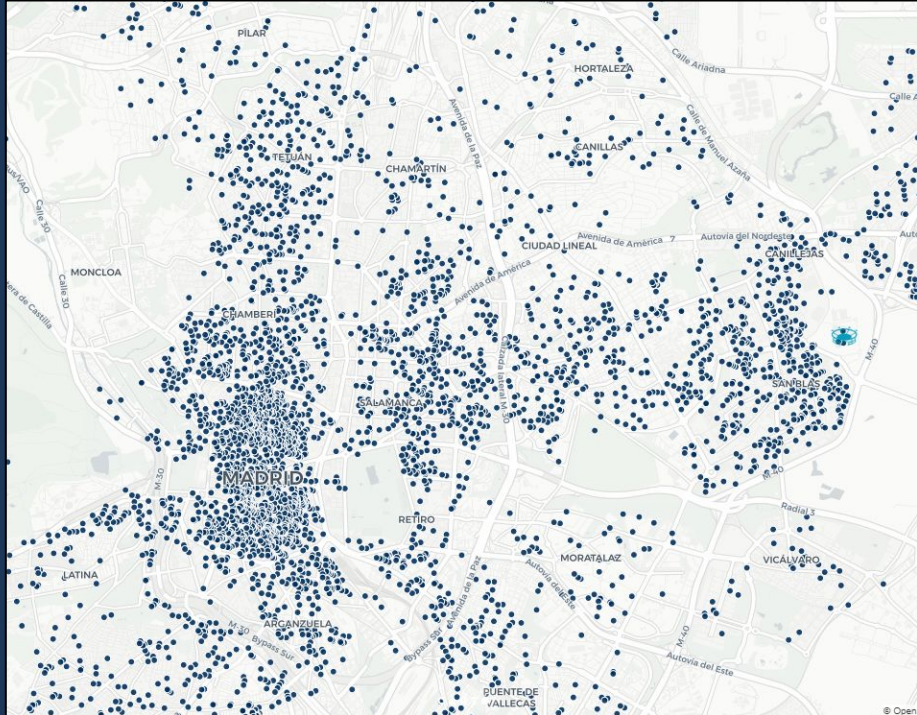


May 2018
882 New Properties



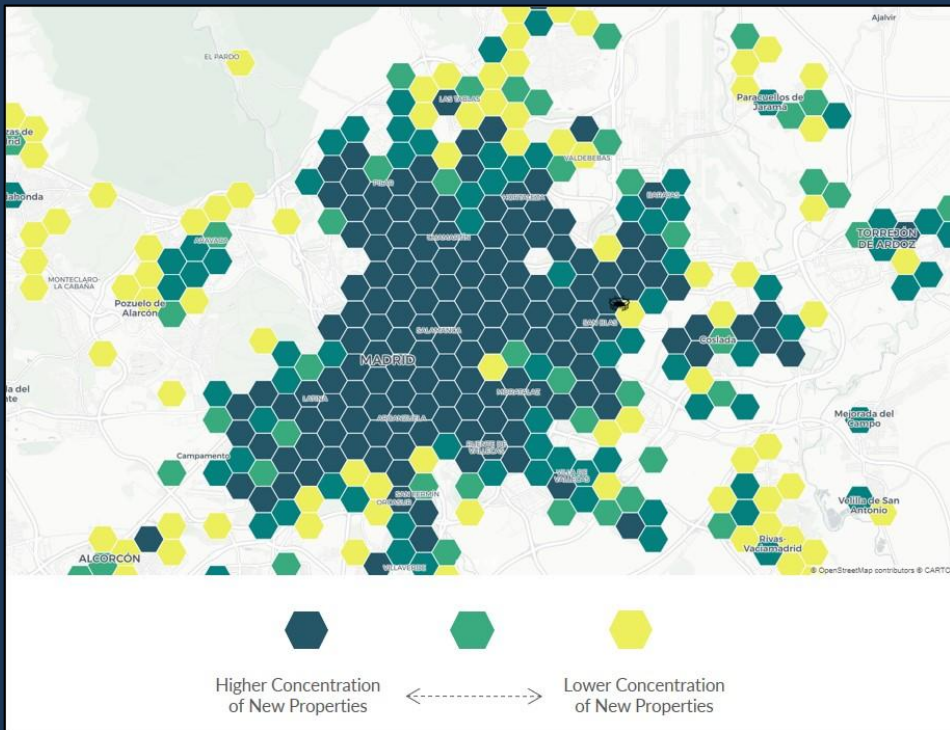
April 2019
696 New Properties

Number of New Properties per Month

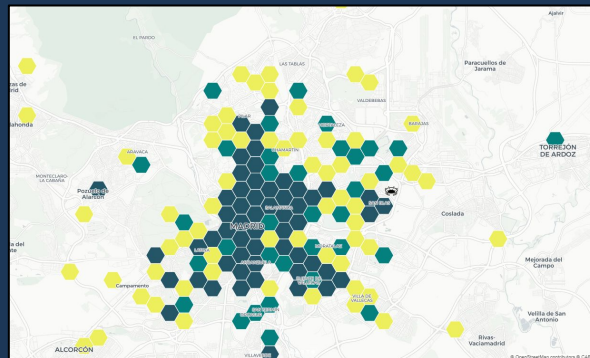


May 2019
4,488 New Properties

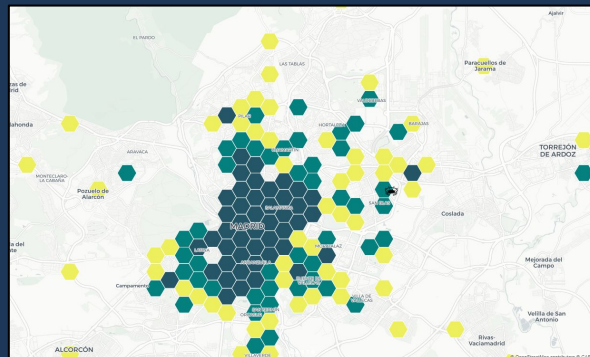
Where have new properties been concentrated?



May 2019

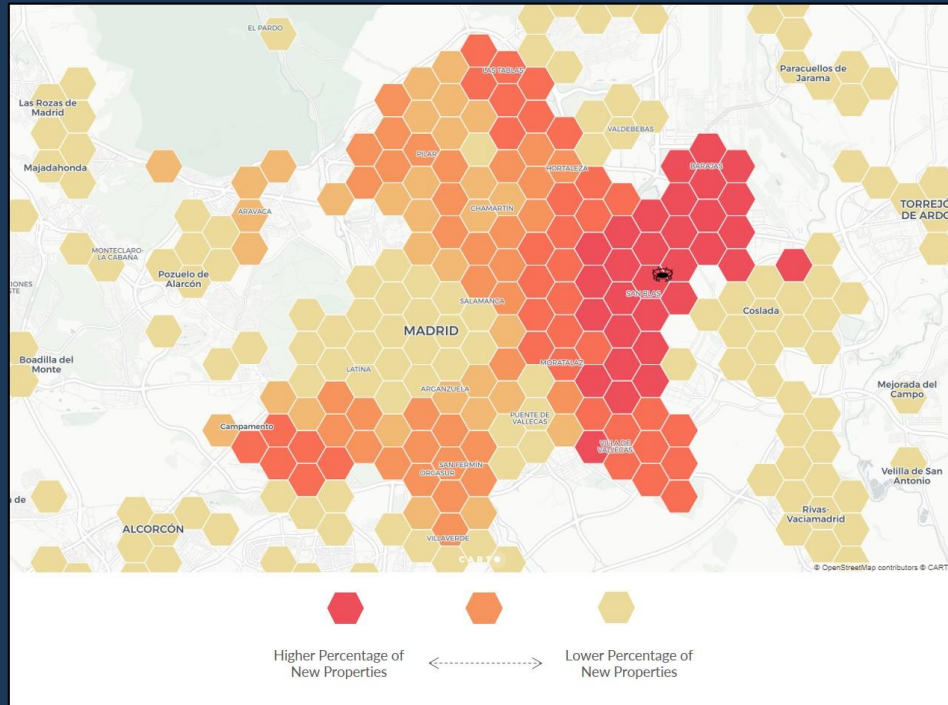


April 2019

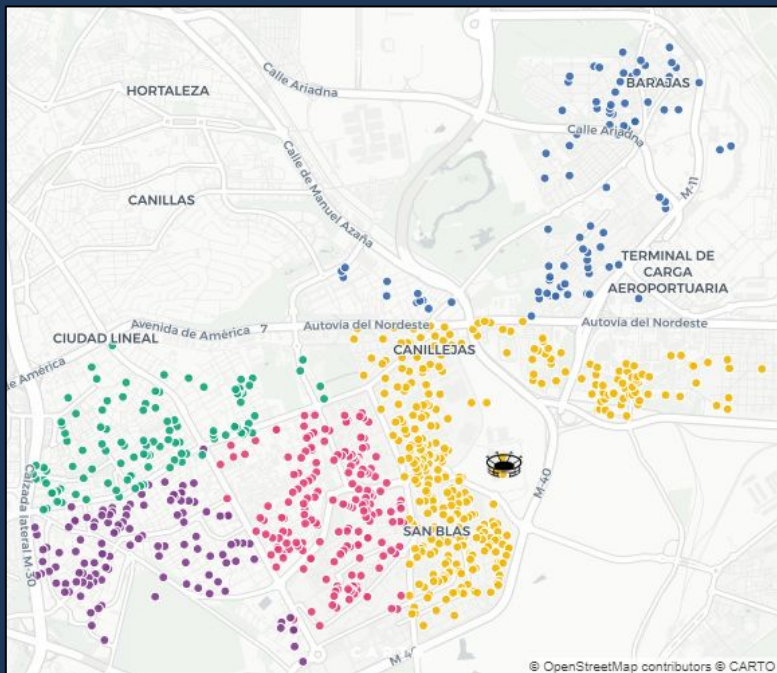


May 2018

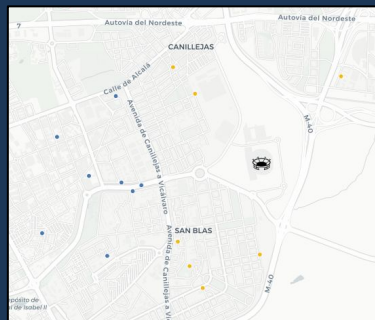
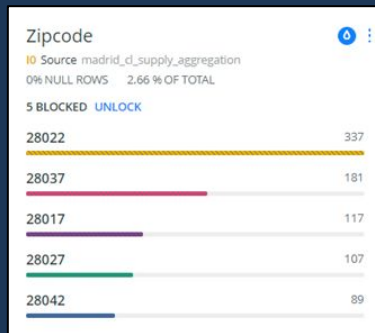
Which areas have experienced the highest percentage of new properties compared to monthly averages?



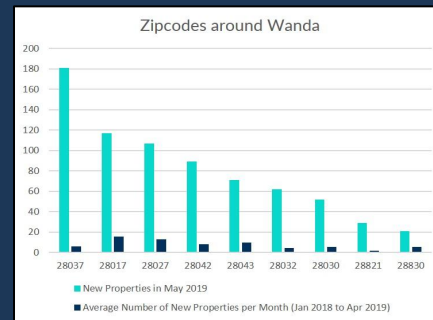
Growth Around Wanda Stadium



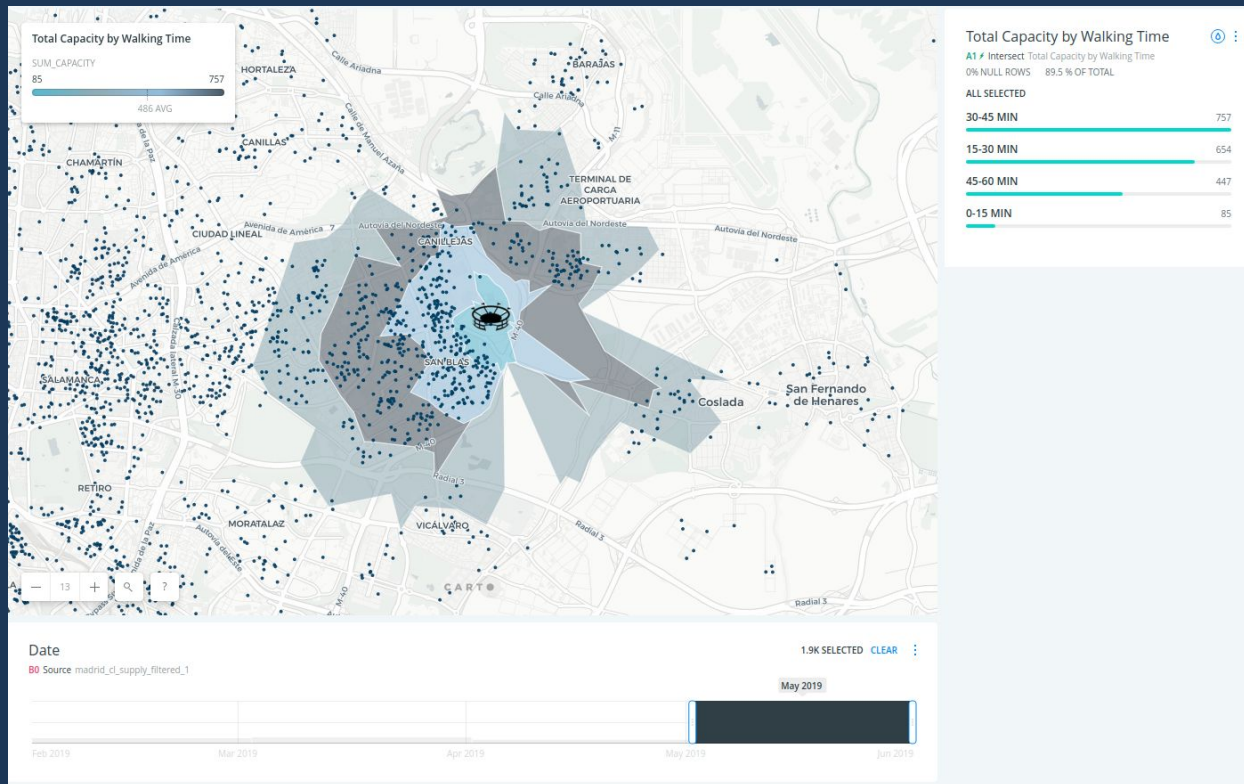
New Properties in May 2019



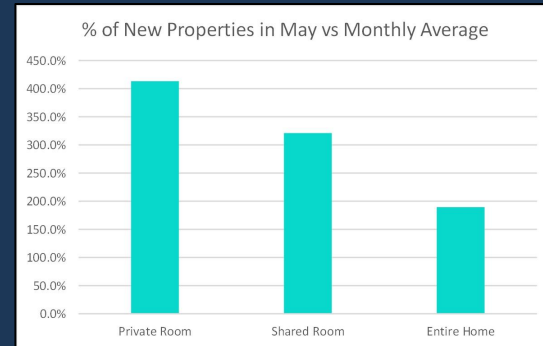
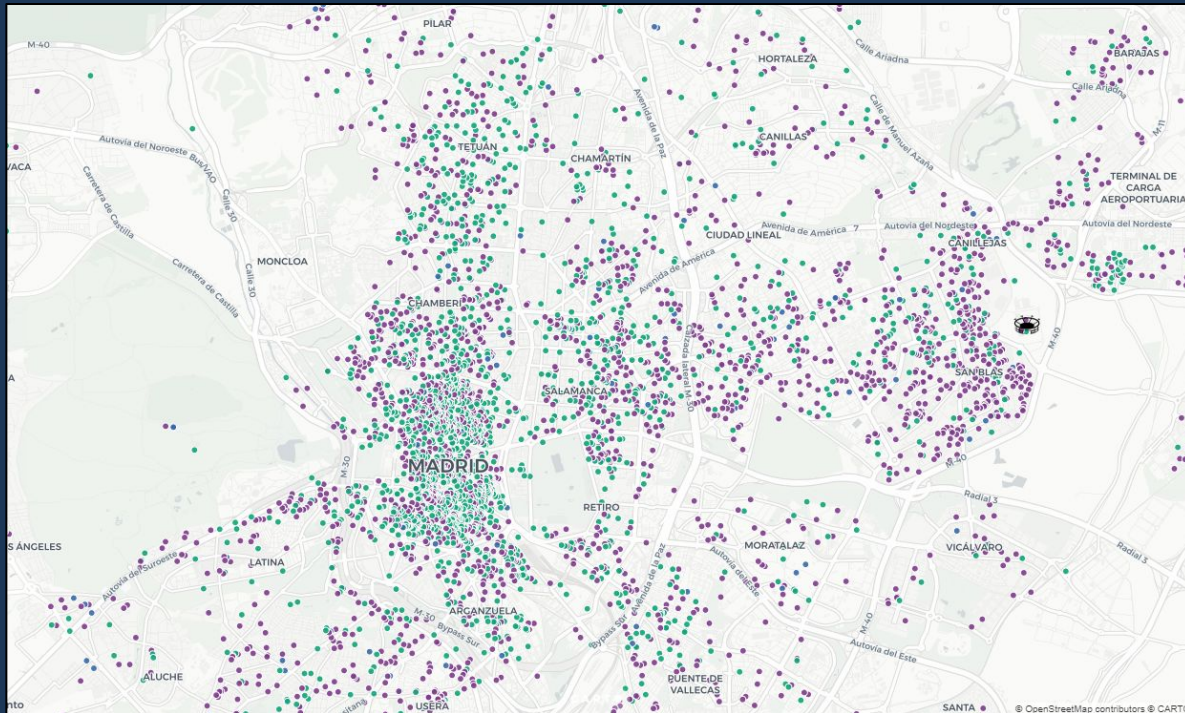
New Properties in April 2019



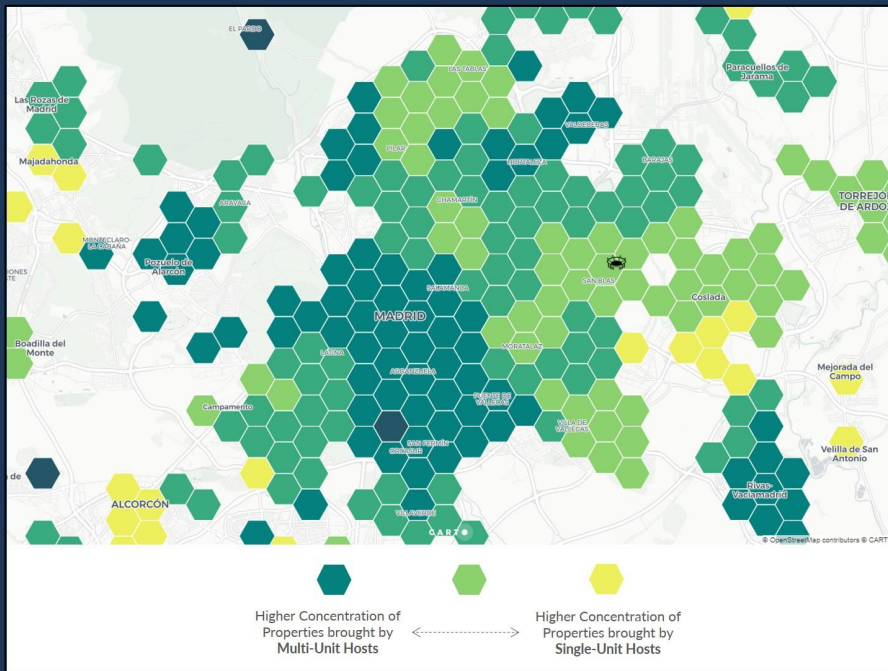
Capacity by Walking Time from Wanda



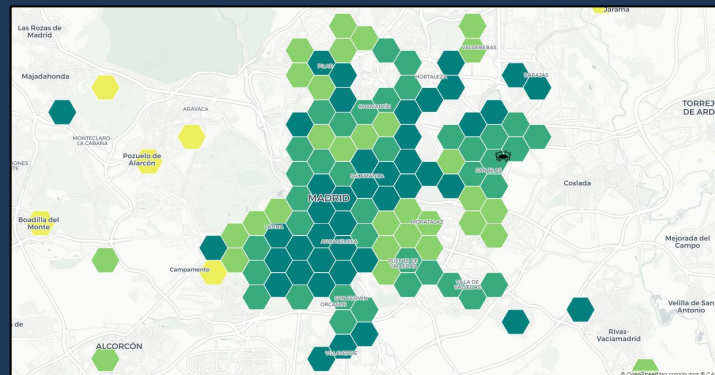
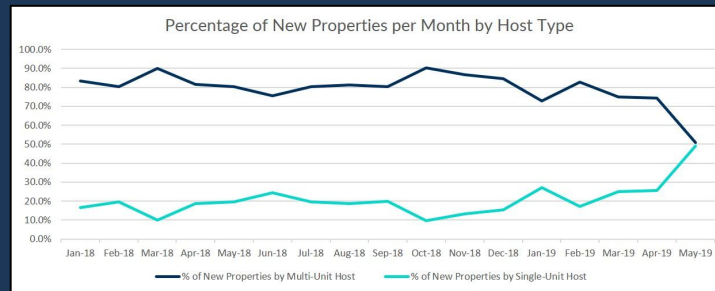
Surge in New Private Rooms Added to the Market



Concentration of Single and Multi-unit Host New Properties

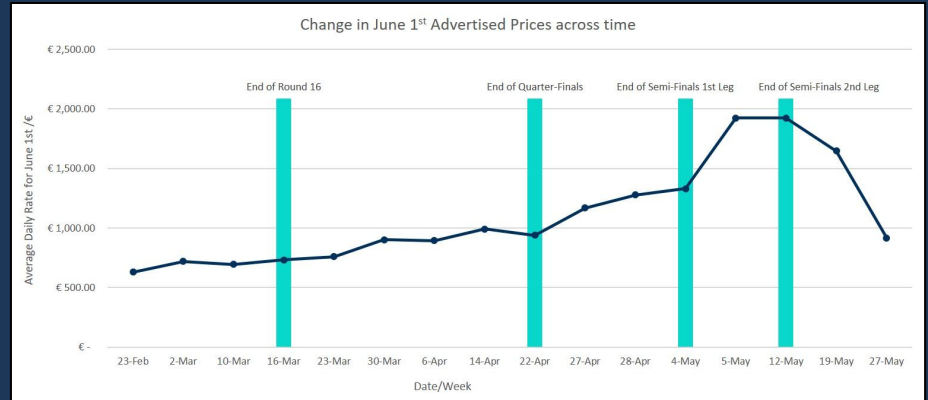
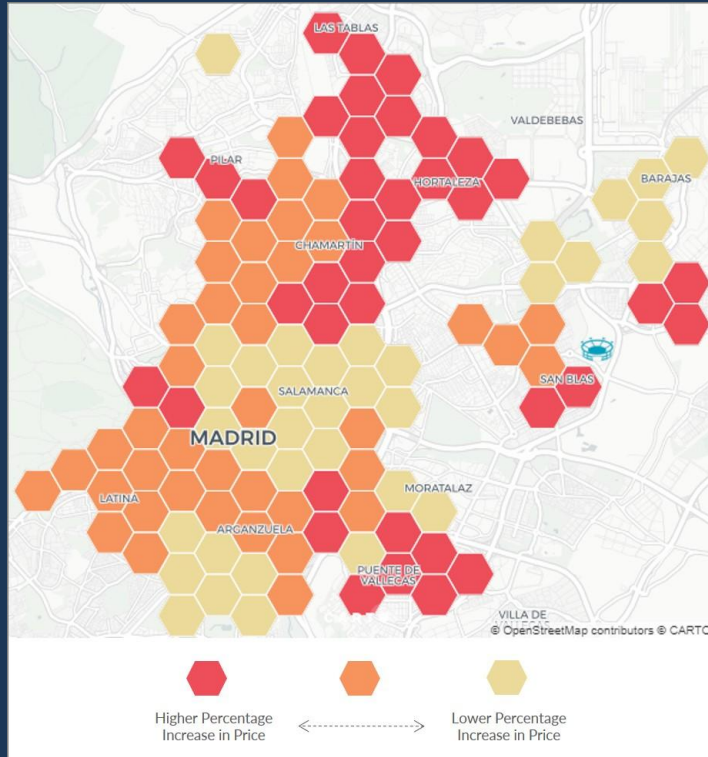


May 2019

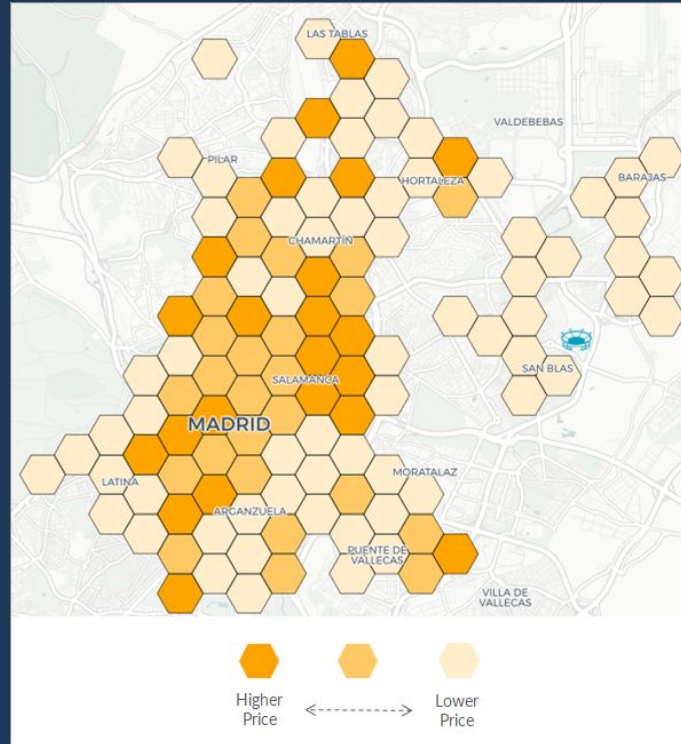


May 2018

Which areas had the highest percentage increase in price?



Which areas had highest prices for the night of the final?



Price vs Occupancy

Higher Occupancy in Areas with Lower Prices

