O₂ Motion – Travel Insights

See what's happening on rail routes to optimise services,
reduce disruption and improve passenger communications

O₂ business

What we do

O2 Motion uses aggregated, anonymised data on movement, profiles and preferences generated by 35% of the UK's population from billions of daily network events.

Our Travel Insights solution, provides insight into how rail travellers in the UK move across the rail network by stations used, date of travel, time of the day, traveller age, traveller gender, and web browsing habits.

We typically supply this insight to relevant train operating companies, out of home media agencies and government bodies looking to understand how people use the UK rail network.

The dataset provides an evidence-based approach to modelling future passenger behaviour over time. Combined with other datasets, it can be used to understand the impact of external factors, like road and rail closures or special events.

What's involved?

Our Travel Insight solution brings together O2's mobile network location data with a number of different data sources, including routing data and census population data.

We use pattern recognition to identify different travel behaviours. The output is a dataset behind interactive dashboard can be interrogated online, before being downloaded.

Outputs from the Travel Insight solution are both GDPR and WebTAG compliant. Every output we supply is extensively validated against a range of industry standard datasets.

By aggregating these multiple sources of data, you can easily see:

• Transport usage by hour and day
• Where customers board and alight
• Whether supply matches demand
• Who uses which routes
• Why people might use competitor services
• How loyal your customers are
• Enable agile timetable planning

The benefits

Fast & Simple
O2 Motion data collected passively from the network, removing the need to set up or install expensive equipment and enabling you to get insights quickly

Far-reaching
O2 Motion data covers the entire UK rail network (including the London Underground)

Fast
O2 Motion data collected passively from the network, removing the need to set up or install expensive equipment and enabling you to get insights within hours with only a 7 day latency

Get in touch

Visit our website or call us on **0800 955 5590**

Telefónica