Data insight helping businesses recover for a post-COVID future

Our deep UK population movement and profile data underpins consultancy services to help you understand potential risks and plan your high street recovery

Building the future of the high street

COVID-19 has resulted in the biggest impact on Britain's high streets for a generation. But the issue is, what happens next? Key to recovery is accurate and up-to-date data on how people are using high streets and services – who's going where, when they're going there, how long they're staying, where they're travelling from and to and which economic groups they belong to.

We gather anonymised, data protection-compliant, travel and behaviour data from 25 million O_2 mobile connections around the UK – all day, every day. Our information is aggregated to give an accurate portrayal of population movements and is further segmented by age, gender, residence, employment and leisure habits as well as journeys people make by day, hour and journey purpose.

From high streets to highways and virtually anywhere in-between, our data can be combined with additional data sets from public transport, surveys and more to help you to gain insights of population behaviour in specific locations around the UK.

" *Our accurate, timely travel data is an essential tool to helping consultancies deliver insight and planning for their clients.* **"**

Andrew Gillham, Business Development Director, O_2

Case study – Teneo

Combining detailed data with inspired consultancy services to deliver deep insight

Teneo, the global CEO advisory firm, provides analysis and understanding of high-quality data for business, particularly in the retail, healthcare, hospitality, transport and services sectors. Teneo works with multiple partners to garner the raw data it needs to analyse trends and make predictions for industry and customer behaviour.

O_2 Motion tracks users' travels throughout the day. Historical and daily updates of the data are provided to Teneo, enabling comparative analysis before, during and after lockdown periods.

Teneo combines our mobile network data with a variety of socioeconomic data sets to deliver a detailed and unique understanding of existing behaviour and to forecast future behaviour for its clients. Our high-quality, timely and reliable data, combined with Teneo's consulting expertise, is helping some of the country's most popular retailers and hospitality names build forecasting models to plan for a more efficient and productive post-COVID future.

❚❚ *Through access to O_2's historical and near real-time data sets, Teneo has developed the capability to measure and forecast UK population movement at a highly granular level.* **❚❚**

Gee Lefevre, Director, Head of Transport, Hospitality and Consumer Behaviour, Teneo

⊕ Benefits

Travel data combined with additional data sets leads to informed analysis and consultancy services

Establish the likely pattern of the consumer's return to high streets and other locations

Consider the future location of branches, stores and centres

Near real-time, low-latency data

Historical context data to compare recovery behaviour before, during and after lockdown periods

Create profiles of visitor types and frequency

Fully anonymised, data protection-compliant data

6-12 billion

Our huge number of network events each day offers an unprecedented scale of insight into population movement and behaviour.

Accurate reporting

O_2 deliver daily, near-real-time reports to Teneo to understand on-going trends.

25 million

Our extensive number of UK mobile connections allows our data to be fully representative of the population as a whole.

" By combining O_2's population behaviour data with a variety of other data sets we can make informed predictions and build models for how high streets can recover and build the post-COVID future. "

Gee Lefevre, Director, Head of Transport, Hospitality and Consumer Behaviour, Teneo

Deep insight

Benchmark data to provide pre, during and recovery period context.