Smart steps – Turning a Telco’s Network data into Insights for retailers

Telefonica Dynamic Insights
90% of mobile users keep their mobile <1 metre, 24/7
Privacy is a vital to our approach

- Anonymised
- Aggregated
- Extrapolated
- Dispersed
Metro movement after dark
Where are taxis needed?

TAXIS NEEDED

Name: Residencial Acueducto de Guadalupe
Address: Riscos No. 60
Zip: 7250
Coordinates: -99.147775, 19.522673
Category: Karaoke Bar
Alert: High

Name: Frida Loft
Address: Plaza San Jacinto 1
Zip: 1000
Coordinates: -99.191495, 19.344866
Category: Bar
Alert: High

Name: Comedor Santa Maria AC
Address: Chalco
Zip: 5661
Coordinates: -98.963582, 19.262195
Category: Bar
Alert: Medium
Interaction of socio-economic groups

Mutual time is spent in Mexico City’s central business district... economic activities facilitate social interaction between its diverse income groups.
Unlock the potential of mobile data for real-world insight on a global scale

Welcome to Telefónica Dynamic Insights

Press Release
Telefónica Dynamic Insights today announced the launch of 'Smart Steps' in the UK.
> Read More
Manchester on a Sunday

Manchester on a Monday
Overview of the technical blueprint

• Privacy
  - Identity Protection Module for anonymisation
  - Suppression of low counts to address differential privacy

• Data analysis and exposition
  - Hadoop (with Oozie, protobuf...)
  - Data exploration with HIVE, Pig and Dumbo
  - R + QGIS
  - MongoDB and REST services

• Visualisation
  - Mapping with Open Streent Maps, Google Maps and Google gazetteer
  - HTML5/CSS3 liquid design
  - Highcharts and Raphael for charting
  - MVC javascript backbone
  - JQuery and in-client object caching
Beyond Smart Steps...

Data Types:
- Smartphone data
- Interest and Intent
- Social relationships
- Socio-Demographics
- Geo-location

Industry Verticals:
- Retail

Geographies:
- OMM
- Journey Vision
- FS