

From-the-Source
Deep Dive:
**What Is
Geolocation
(and What It's Not)**

SPEAKER:



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Solutions, Near



How Human Movement Data Is Revolutionizing Tourism



What Is Human Movement Data?



Games



Angry Birds Rio



Cut the Rope



Words w/Friends



Sonic Dash



Ruzzle



Angry Birds



Fruit Ninja



Draw Something



Angry Birds: Space



The Maze Runner



Sonic AllStars Racing



Flow



Songpop



Spades+



Angry Birds: Stella

Music/Entertainment



Pandora



Shazam



Songza



DailyMotion



8Tracks Radio



Slacker Radio



TuneIn Radio



VideoTube



TV Guide



Echofon



UberSocial



Plume



Ask.fm



Tango



Reddit is Fun

Sports



TheScore



Sports Republic



MLB atBat



NBC Sports



CBS Sports



Fox Sports



FanSided



WeatherBug



Accuweather



The Weather Channel



WeatherUnderground



Pinger



TextNow



Fox News

News



ABC News



NBC News



CBS News



CNN

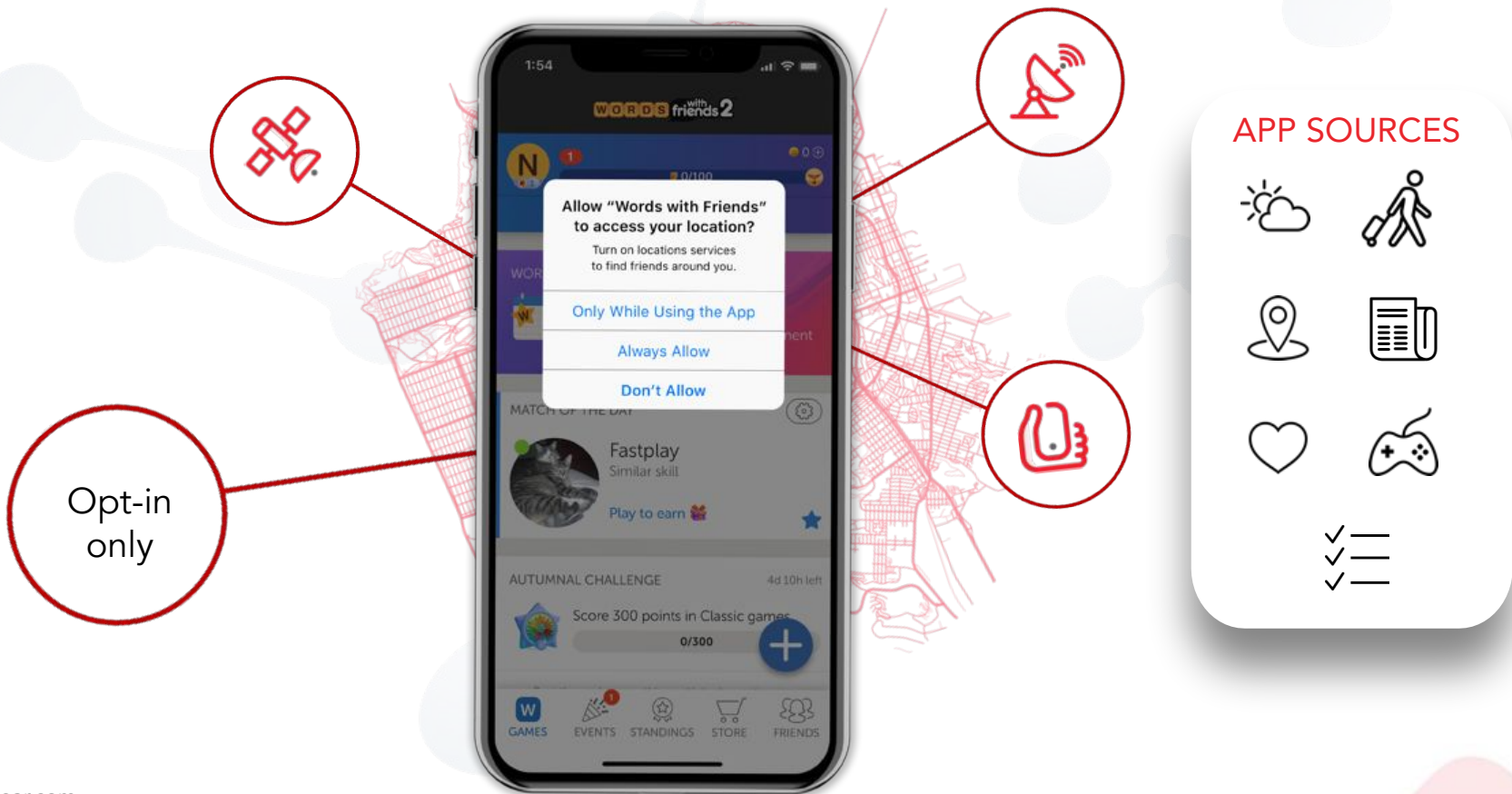


MSNBC

Weather

Social/Messaging

How Is This Data Collected?



Privacy Is Pivotal to Working with Human Movement Data

There are many groups & government entities setting up privacy standards



...and more being discussed including the Online Privacy Act.



Accessing data on...

20 Trillion

TOTAL LOCATION OBSERVATIONS



1 Billion

MONTHLY GLOBAL DEVICES



300 Million

MONTHLY AMERICAN DEVICES



Multiple Years

OF HISTORIC DATA



>250,000 APPS

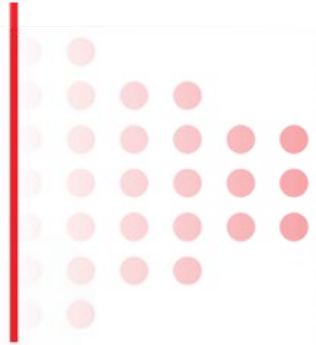
Quality of the Data Is Crucial

Powerful mobile location data on people and places to understand visitation patterns, visitor origin, visitor profiles and more

Multiple Sources of Raw Mobile Data



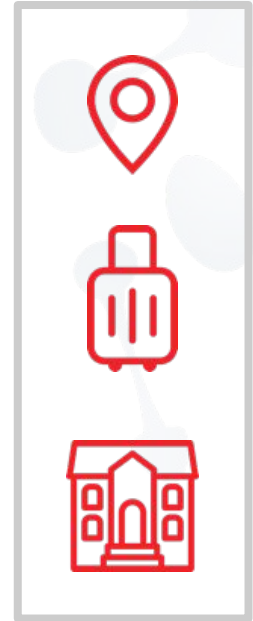
Processing and Contextualization



Refined Mobile Data Supply



Useable Human Movement Data



Ruthless Focus on Quality
Near discards as much as 75% of the data entering our doors



What the Data Looks Like

Device IDs – Where they are From

| | A | B | C | D | E | F | G | H |
|----|--|------------|-------------|----------------|--------------|---------------------|---------------|---------------|
| 1 | Hashed Device Id | Lat | Long | Country | State | Municipality | Postal | Census |
| 2 | 36b38b924100ec81b2bd76b559c408fdf9d74b8d | 39.549519 | -104.8758 | USA | CO | Denver, CO | 80124 | 80350141162 |
| 3 | 3860e99bd63bdb652345b2cc23a8d781f11dced5 | 36.028414 | -115.03324 | USA | NV | Las Vegas, NV | 89012 | 3.2003E+11 |
| 4 | 8890bfd84f2f15b7867fcfb47d506509b90dbe | 39.686667 | -105.10491 | USA | CO | Denver, CO | 80232 | 80590117102 |
| 5 | 15272da0dd3bcf17a63e264089515218047a4f5d | 39.77008 | -104.97391 | USA | CO | Denver, CO | 80205 | 80310016001 |
| 6 | 5303cfb2111ffb5203d27cb82b1559b212de46bd | 41.252373 | -95.995098 | USA | NE | Omaha, NE | 68106 | 3.1055E+11 |
| 7 | c9cf252ff77fc2b60d0b76d7074f02ff84cf2e76 | 40.758741 | -111.88746 | USA | UT | Salt Lake City, UT | 84111 | 4.90351E+11 |
| 8 | 10b613ab145b7facc60ca953c409ae753fe5c727 | 38.790364 | -94.274162 | USA | MO | Kansas City, MO | 64080 | 2.90371E+11 |
| 9 | 1e24042239866c97182a425ccc4a3ce356d1d53e | 39.264517 | -103.69045 | USA | CO | Denver, CO | 80828 | 80739617001 |
| 10 | 43ed7e87f2b776deff5118bf4289f726f4e1c413 | 38.827643 | -104.69834 | USA | CO | Colorado Springs-f | 80916 | 80410040081 |
| 11 | 046bd8371bcf5faa6a8e70c0843f21cf69534d77 | 39.754317 | -105.15984 | USA | CO | Denver, CO | 80401 | 80590098062 |
| 12 | 5539ebcc3d548d1bd79f5bcb80522907bab44700 | 39.723969 | -105.01202 | USA | CO | Denver, CO | 80204 | 80310021003 |
| 13 | 8070dc7860debf4a4018d4a7b2f85d6542b3e3ad | 39.688382 | -104.84137 | USA | CO | Denver, CO | 80012 | 80050807003 |
| 14 | e22c8b0ecb86e94be766765691b6d8af995650d8 | 39.787292 | -105.08473 | USA | CO | Denver, CO | 80002 | 80590104051 |
| 15 | c6d6fc6e1e549d633e8824157d60d067c50b9a1a | 39.197217 | -76.684617 | USA | MD | Baltimore, MD | 21090 | 2.40038E+11 |
| 16 | b008c898aec852db673571a554fcb79f2f870fed | 39.756655 | -104.85601 | USA | CO | Denver, CO | 80238 | 80310041061 |

Device IDs Contextualized to Hotels

| | A | B | C | D | E |
|----|---|---|-------------|--------------------|--------------------|
| 1 | Polygon ID | Hashed Device ID | Date | Time of Day | Day of Week |
| 2 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | beca0afbddd8961fee26ce6658d94e170fa3c98a7 | 9/27/22 | 20:07:57 | Tue |
| 3 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | 25ecbbca9982dda7758232f4397bceb6a956f096 | 9/27/22 | 20:08:45 | Tue |
| 4 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | ff659249a0054e21bd62f4836cb17a4b8c8b099f | 9/27/22 | 20:21:14 | Tue |
| 5 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | a9c51362e89615d6895b480eaec6d2e313299dd8 | 9/27/22 | 18:39:22 | Tue |
| 6 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | 2252776c948e75600b0b2fc245bbec4b6931130c | 9/27/22 | 18:39:29 | Tue |
| 7 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | 35bf108e01a98a722199c758e6a2586e3e6171ff | 9/27/22 | 17:54:20 | Tue |
| 8 | Le Metropolitan, a Tribute Portfolio Hotel, Paris, France | 87781ccaa3c44b949394f883397c2209d4cbb34c | 9/27/22 | 14:32:09 | Tue |
| 9 | The Westin Paris - Vendeme, Paris, France | dcdf23d51ad4f2e6dfbb5ac627dd48b97dec6bec | 9/27/22 | 12:35:34 | Tue |
| 10 | The Westin Paris - Vendeme, Paris, France | ffe1c93a76eba83da2de7b12ed2ed95275f1e897 | 9/27/22 | 2:26:47 | Tue |
| 11 | The Westin Paris - Vendeme, Paris, France | b3616077113687c796084ba24ec4acbc32997e46 | 9/27/22 | 11:38:17 | Tue |
| 12 | The Westin Paris - Vendeme, Paris, France | 7722e70442f1fef5a38fd36621b2ffbcad7014e8 | 9/27/22 | 18:36:25 | Tue |
| 13 | The Westin Paris - Vendeme, Paris, France | 0bd8ff671c6703b7e62a600d9439a9868610c480 | 9/27/22 | 15:04:32 | Tue |
| 14 | The Westin Paris - Vendeme, Paris, France | ebb891ed302597ae27d0bc32443569a5d1cc25bb | 9/27/22 | 16:05:14 | Tue |
| 15 | The Westin Paris - Vendeme, Paris, France | 872061aec9990b79c742c20933956b33986ba39e | 9/27/22 | 16:44:40 | Tue |



Where are people coming from?

What are they doing?

Who are they?

Why did they choose to visit?





All of this pre-cleaned human movement data is incorporated into the ZDOS platform for Zartico customers to leverage.

