

LUCA

Transit_

Designed to optimize the planning of infrastructure and transport

It offers detailed information about travelers and **allows our clients to optimize the planning of transport infrastructure** and systems in order to tailor them to the real needs of those traveling, with the maximum budget control.

We obtain detailed, reliable and secure information that **allows us to identify opportunities and issues of transport in defined zones.**

Why Telefónica?

Telefónica is one of the largest telecommunications companies with a significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world.

We offer best-in-class mobile, fixed and broadband networks, and an innovative portfolio of digital solutions.

Telefónica DATA UNIT

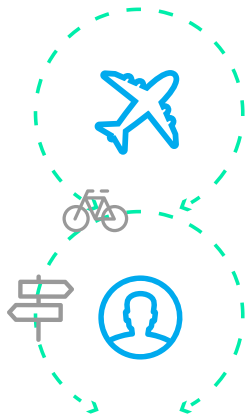
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Benefits for your business

- **Detection of specific business needs:** thanks to analysis of travelers' behavior, we can identify potential business opportunities.
- **Personalized offering:** products and services adapted to the needs of tourists.
- **Analysis and following:** ability to compare actual results with previous ones in order to identify points of improvement and define plans of action.
- **Maximum budget control:** as a result of optimizing the infrastructures with data.

Benefits of the tool itself

- **Real Data:** through the extraction and anonymization of data from the Movistar mobile network.
- **Analysis and aggregation:** by applying mathematical models, [you can obtain profiles and behavioral patterns of the travelers.](#)
- **Results reports:** we create a report with agreed upon data, for example: [travels between geographic locations, passenger volumes, segmentation, mode of transport and frequency, among others.](#)
- **Personalized analysis:** our team of data scientists [carry out specific analysis based on the needs of the clients.](#)



Get in touch

To find out more about LUCA Transit
speak to your LUCA account manager.