

LUCA

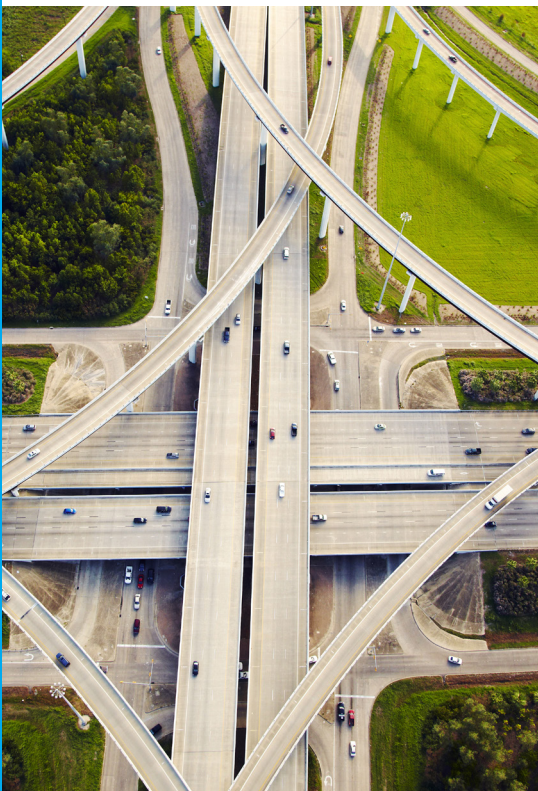
AI Powered Decisions

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 and LUCA?

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.**

LUCA is the data unit of Telefónica and its mission is to help corporations increase their results through a global offer of Big Data and Artificial Intelligence products and services.

Telefónica DATA UNIT

Transit

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.

LUCA

luca-d3.com

Telefonica DATA UNIT