



# VISUALCOUNTER TRANSIT.DESK

## PASSENGER FLOW ANALYTICS FOR PUBLIC TRANSPORT



*Software analytics tool for passenger flow management on public transport networks*

### PASSENGER FLOW DATA

Detailed information of traffic and flow of passengers by routes, journeys, stops and doors, in different time intervals

### OPERATIONAL INDICATORS

Analysis of lines load diagrams and average trip per passenger

### VEHICLE OCCUPATION DATA

Real time public transport vehicle occupation monitoring over the journeys for passengers and dedicated spaces (wheelchairs, strollers and bicycles)

### ORIGIN-DESTINATION MATRIX

Analysis of Passenger origin and destination (stops and lines) within the public transport network

### VEHICLE GEOLOCATION

Real time and historical geolocation GPS of vehicles

### OPERATIONAL DATA AGGREGATION

Possibility of aggregating operational data via GFTS or SIRI as well as tickets for fraud estimation

### CENTRALISED MANAGEMENT

Unlimited number of public transport vehicles managed from a single centralized server in the cloud or corporate server on the Internet, with multiplatform and multilanguage access

### CUSTOMIZED USER PROFILES

Different user profiles with access to specific sets of data

### METEOROLOGICAL DATA

Automatic and free aggregation of meteorological data



## OPERATION AND SERVICE OPTIMISATION



Online and historic analytics of passenger flow in different vehicles, routes, stops and doors



Optimal management of the lines, service frequency, number of vehicles and their size by hourly intervals and days of the week



Measurement of fraud by non-payment on board



Analytics of passenger origin-destination and crossing of paths-routes



Measurement of the impact of opening/closing of lines and events (shows, fairs, works)



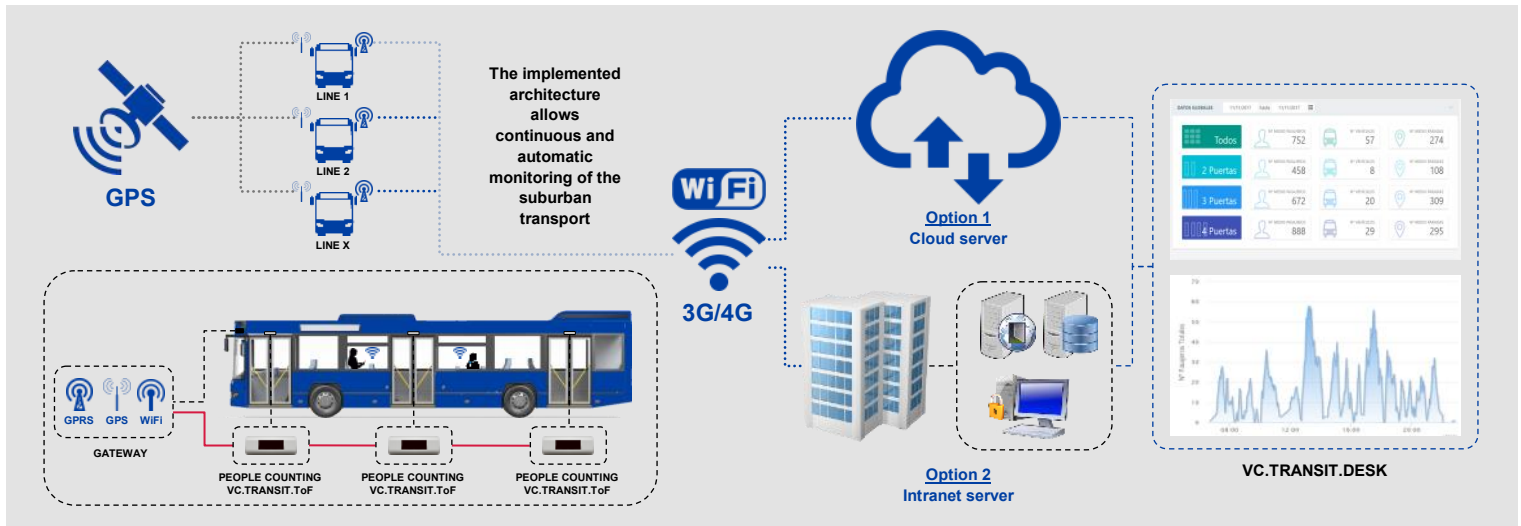
Analytics of vehicle occupation or load by stops at different hourly and daily intervals



Optimal management of marketing at each stop and each vehicle

Measurement of the audience of advertising channels and impact of promotions

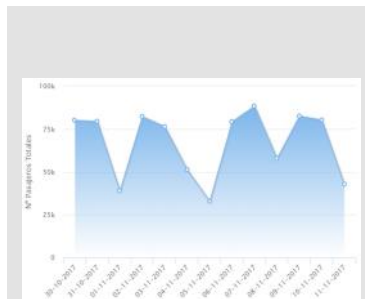
Influence of weather



## MAIN FEATURES

Linea	Dir	Dir	# Puertos	Personas	Autobuses	Paradas	# Puertos	Dir	Dir
1	100	100	1	100	100	100	1	100	100
2	100	100	2	200	200	200	2	100	100
3	100	100	3	300	300	300	3	100	100
4	100	100	4	400	400	400	4	100	100

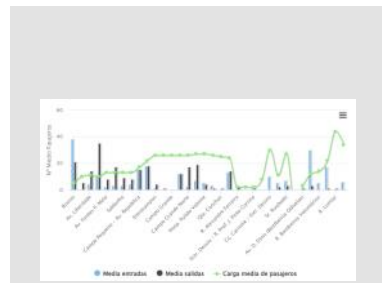
Data analytics of passenger flow correlated with meteo, aggregated by lines/stops/directions/journeys/doors



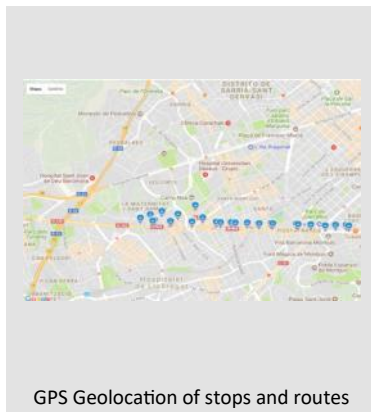
TOP historic line/route analytics

Operación	Personas	Autobuses	Paradas
Todos	752	57	274
2 Puertas	458	8	108
3 Puertas	672	20	309
4 Puertas	888	29	295

Operation KPIs analysis



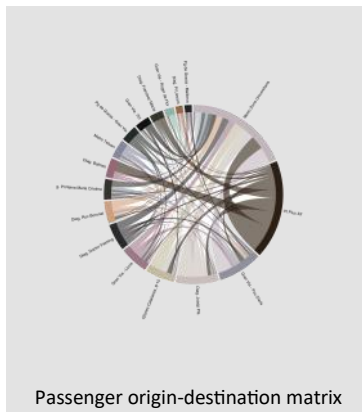
Estimation of passenger load/occupation in vehicles/lines



GPS Geolocation of stops and routes

Linea	Servicio	Horario Línea	Parada	Orden	Valor VPP
100	100	100	100	1	100
200	200	200	200	2	200
300	300	300	300	3	300
400	400	400	400	4	400

Average trip per passenger



Passenger origin-destination matrix

		Puerta #1	Puerta #2	Puerta #3	Puerta #4
Todos	Entrada	88.1%	88.3%	1.2%	8.4%
	Salida	1.6%	98.1%	28.8%	8.8%
2 Puertas	Entrada	98.3%	3.9%		
	Salida	1.7%	96.5%		
3 Puertas	Entrada	97.4%	2.1%	8.8%	
	Salida	2.6%	64.9%	32.2%	
4 Puertas	Entrada	82.0%	15.4%	1.9%	8.8%
	Salida	1.8%	58.7%	31.1%	14.8%

Analytics of passenger behaviour inside the public transport vehicles

## VISUALCOUNTER AROUND THE WORLD

- More than 80.000 counting devices installed
- Present in 80 countries on all five continents
- Reference customers in each market niche
- Solutions tailored to each country and sector
- Developing, manufacturing and marketing own people counting solutions



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