

# Network-based Mobility Analytics

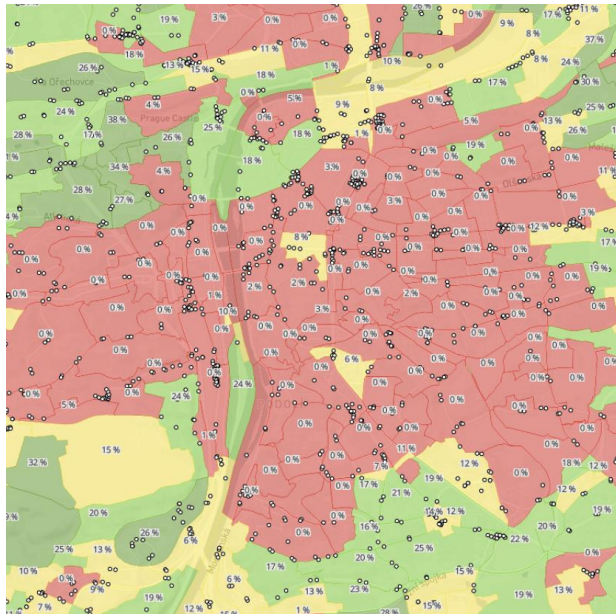
Michal Jakob  
Founder & CEO



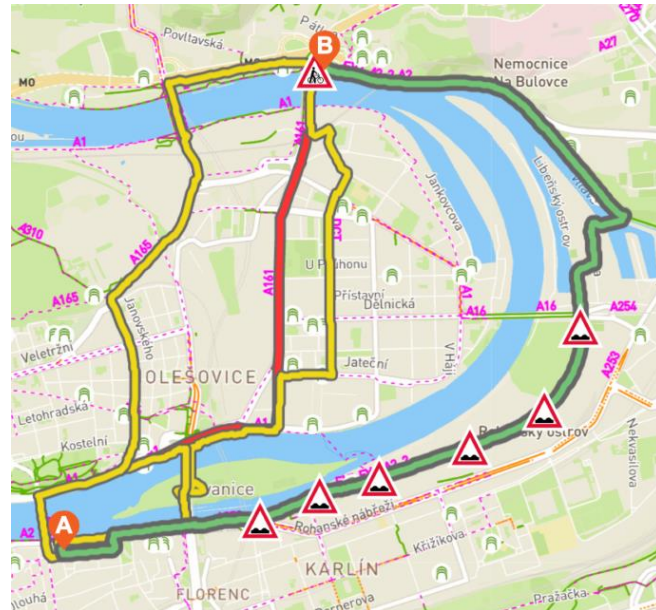
# About Umotional

Technology company developing **AI-based solutions** for **sustainable mobility**

## Data Analytics & Optimization



## Routing & Navigation



## Apps & Tools

doprava i výlety na kole

tipy a rady jak na kole po Praze

počítá najeté kilometry

ZDARMA ke stažení

nejlepší trasy s více variantami

GET IT ON Google Play

Download on the App Store

Also available in English as "Prague on Bike".

**NA KOLE PRAHOU**

Zaznamenáváním jízd pomáháte zlepšovat cyklistickou infrastrukturu.

[www.nakoleprahou.cz](http://www.nakoleprahou.cz)

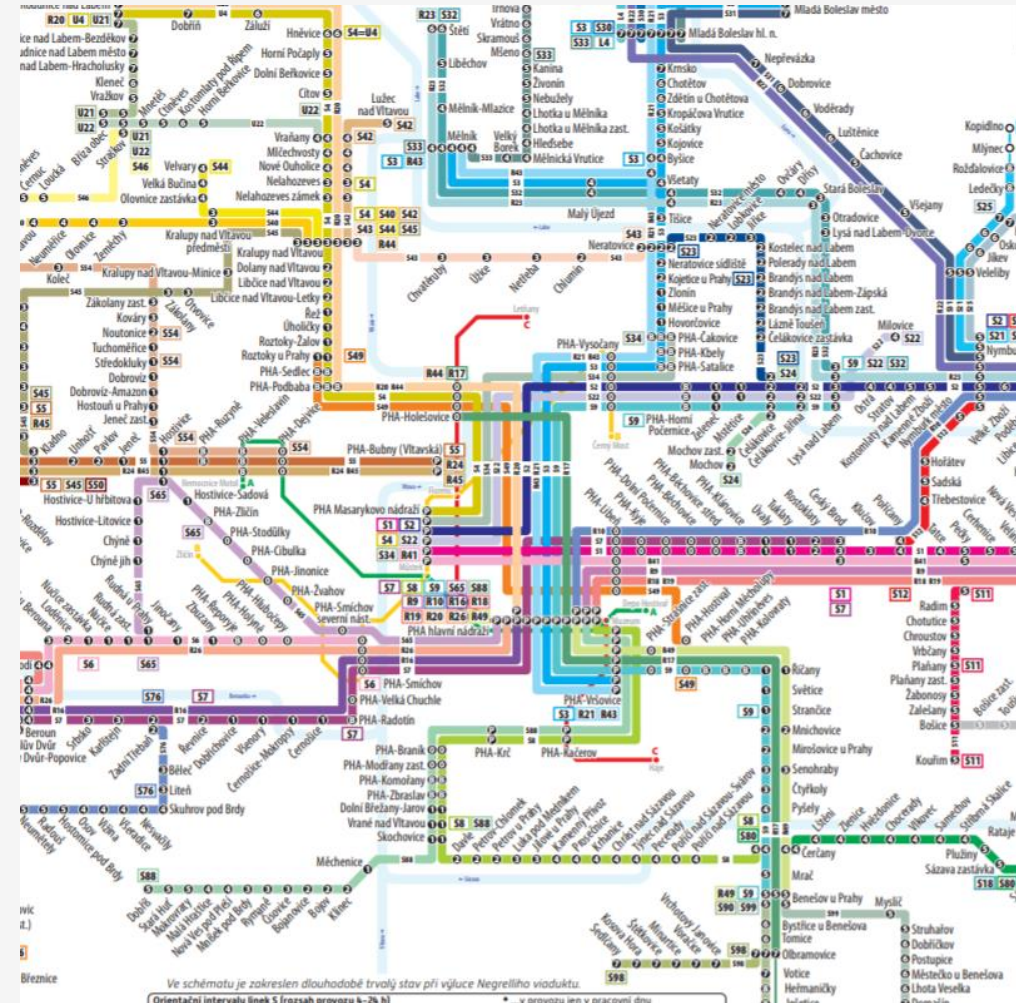
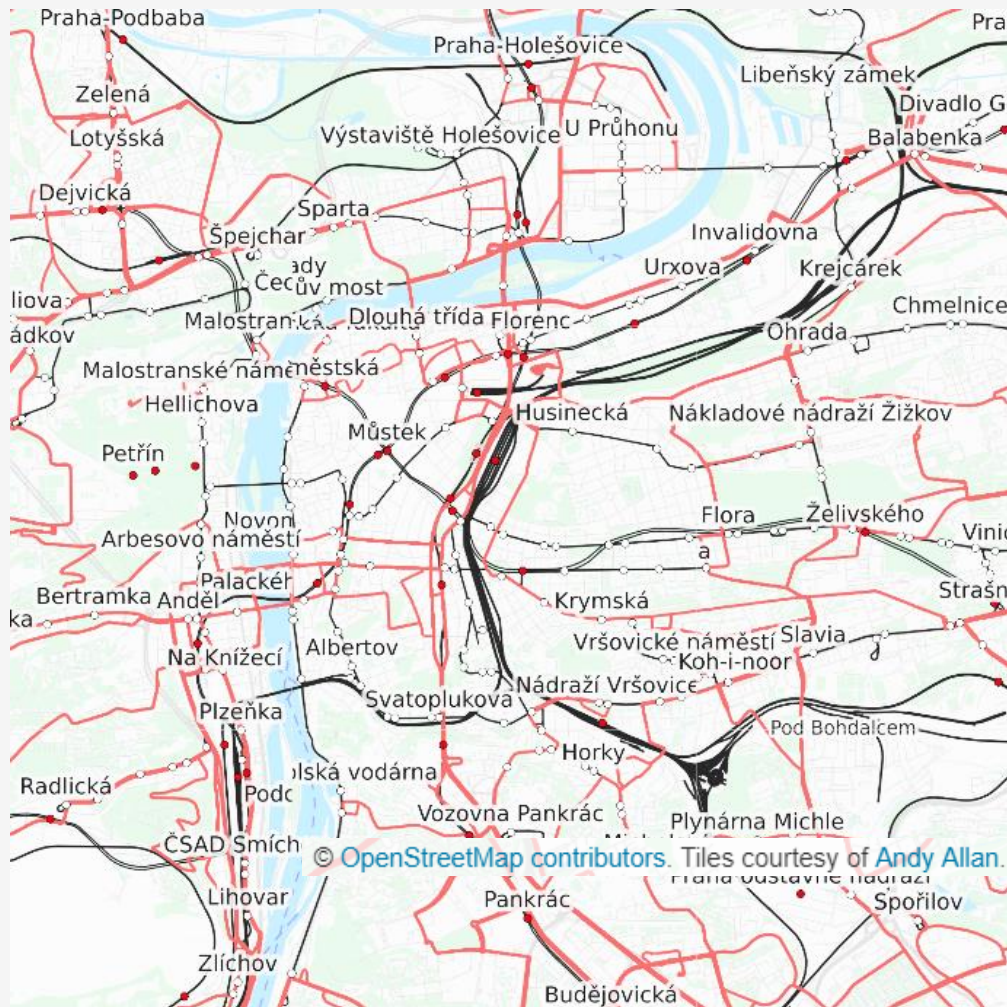
ČISTOU STOPOU PRAHOU

PRAHA PRAHA PRAHA



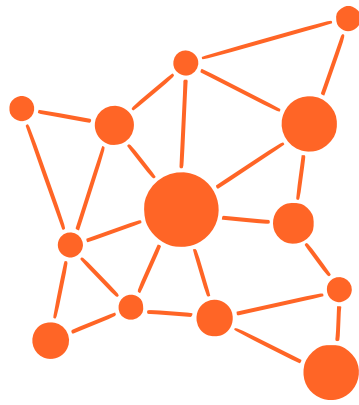
# Let's talk about Networks

# Mobility Happens on Networks



PHYSICAL/INFRASTRUCTURE networks

LOGICAL/SERVICE networks



networks help

1

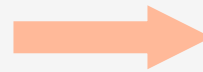
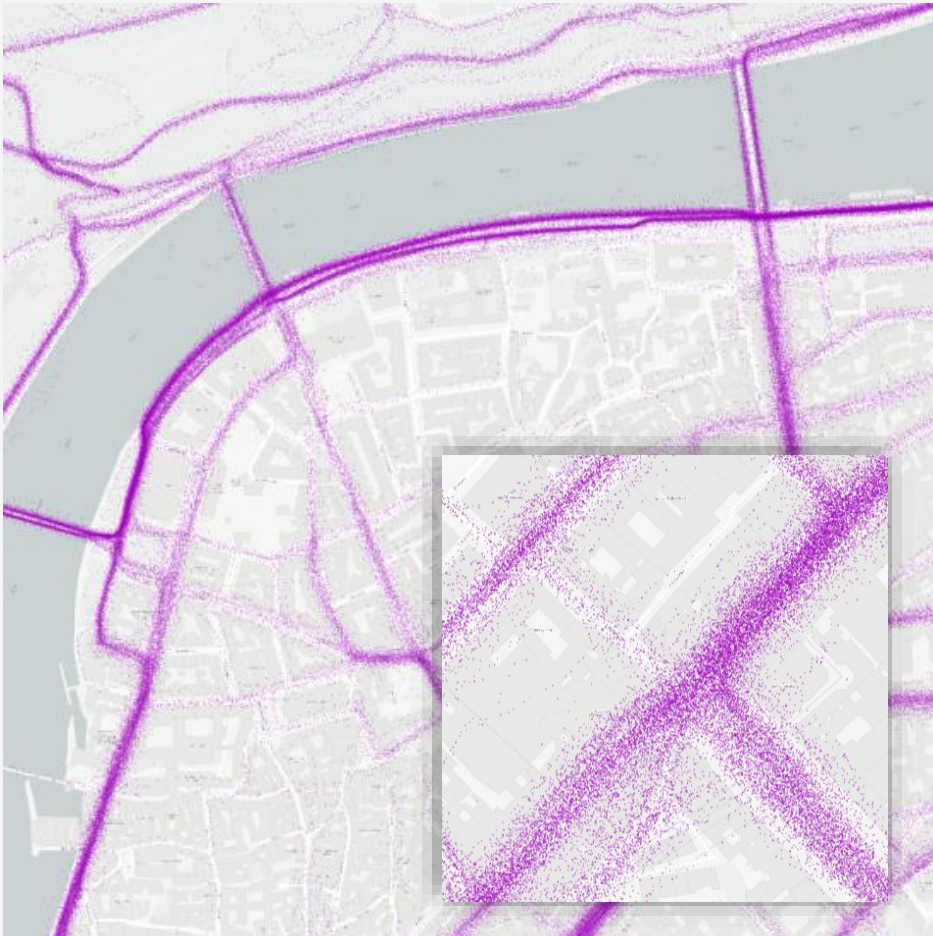
**UNDERSTAND**  
mobility data

2

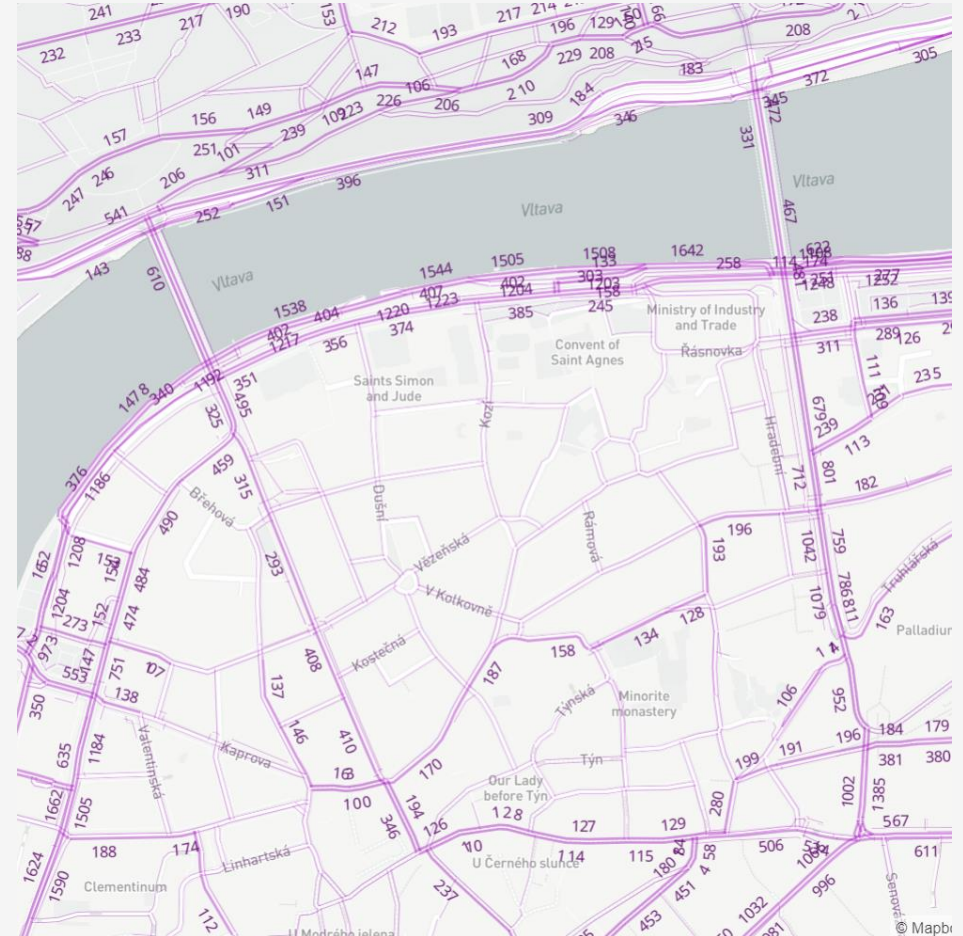
**STRUCTURE**  
mobility data

# Example Network-based Analysis

Noisy GPS points

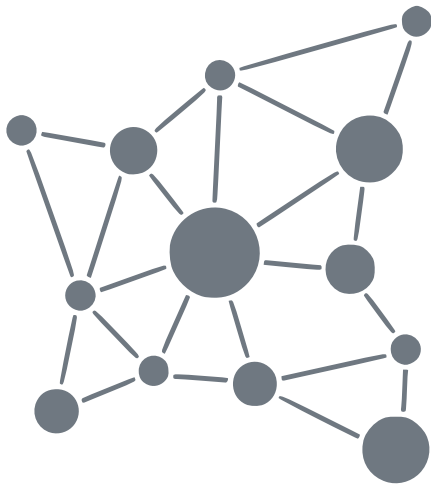


Trips on each street



# Network-based Mobility Analytics

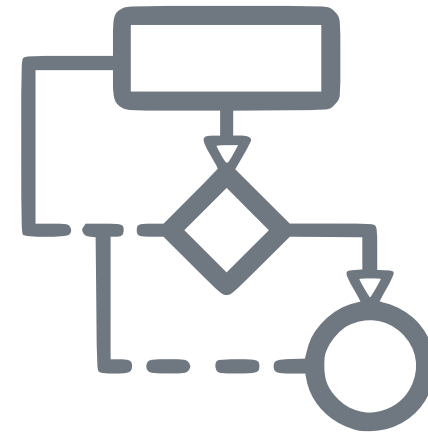
## Digitized transport networks



High-fidelity and computation-efficient



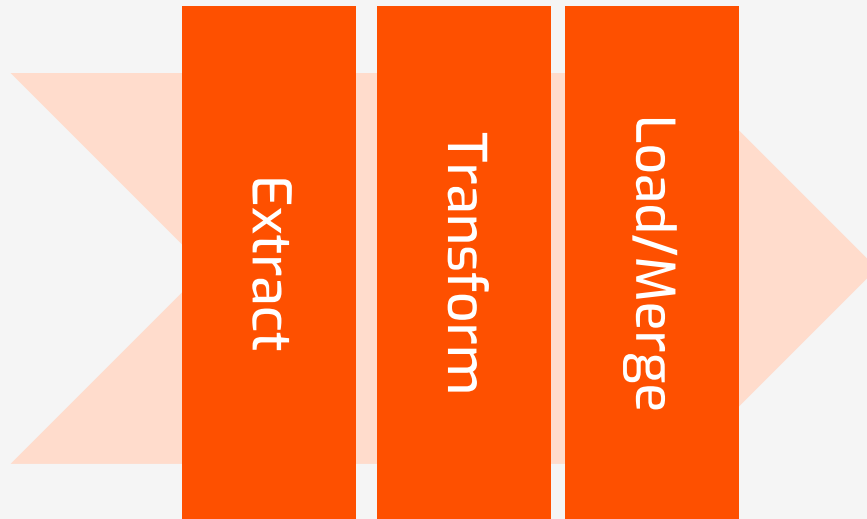
## Network analytics algorithms



Fast and flexible

# Building Digitized Transport Networks

Maps  
Digital elevation  
Speed profiles  
EV charging stations  
Timetables  
Tariff structures  
PT stops  
Bike sharing stations  
...



**1** Data  
(OSM, GTFS, JDF,  
DATEX, SIRI, ...)

**2** Data importers  
(Java, Python, Osmosis, Pandas,  
PostGIS, Hadoop/Spark...)

**3** Computation-efficient  
network data structures  
(Java/JVM, PostGIS, ...)

No end-to-end off-the self tools yet – custom analytics pipeline needed



# Example Transport Networks

OSM

GPX

SRTM

TTF

...

GTFS

JDF

OSM

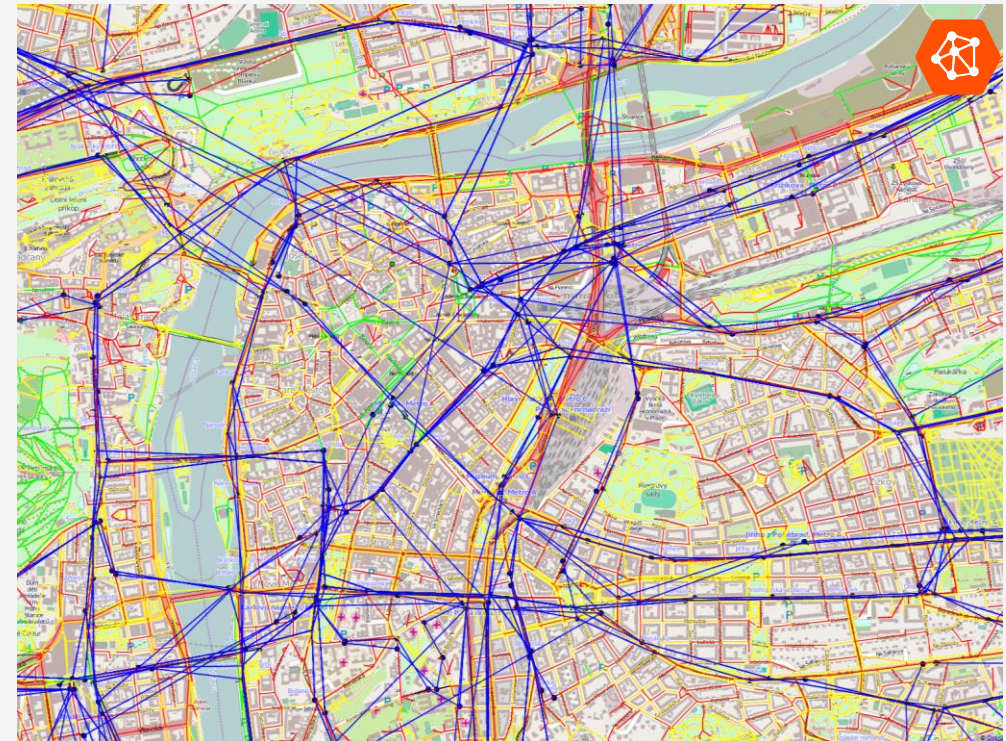
P+R

GBFS

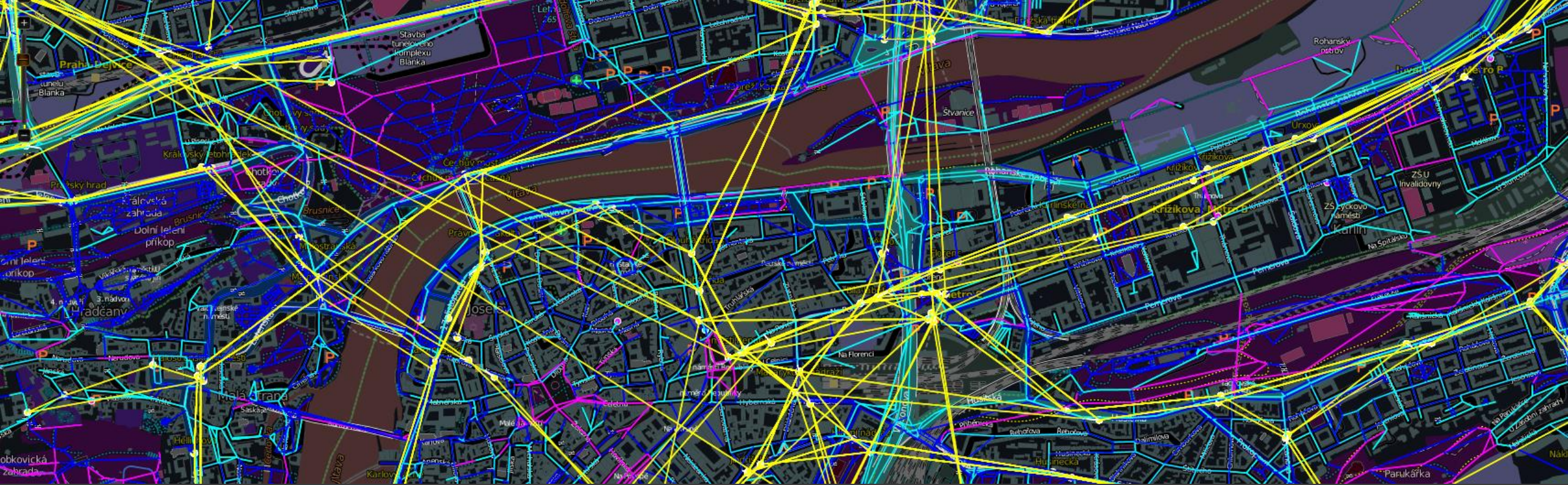
...



Prague cycling network  
(209k nodes, 564k edges)



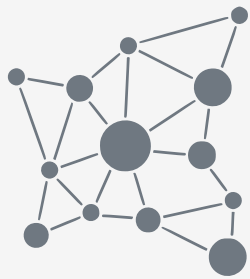
Prague intermodal transport network  
(314k nodes, 674k edges)



# Network-based Analytics Algorithms: Network Matching

# Network-Matching

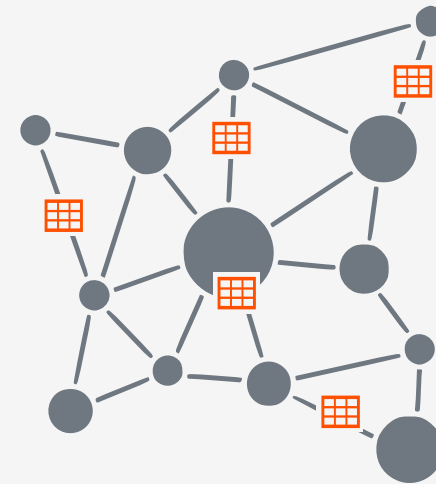
georeferenced data



transport network



Network  
Matching  
Algorithm



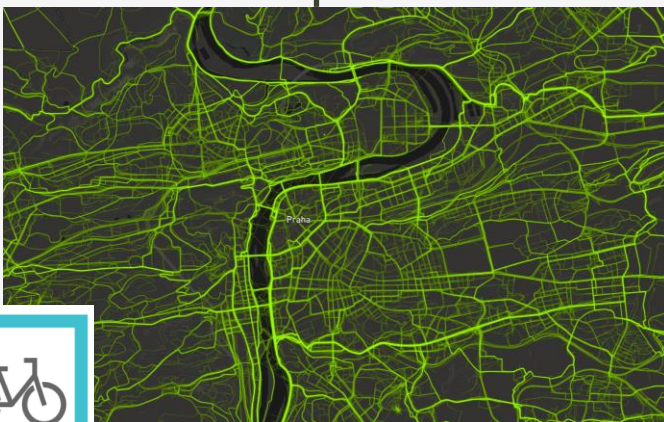
network with  
matched data

# Cycling Intensities

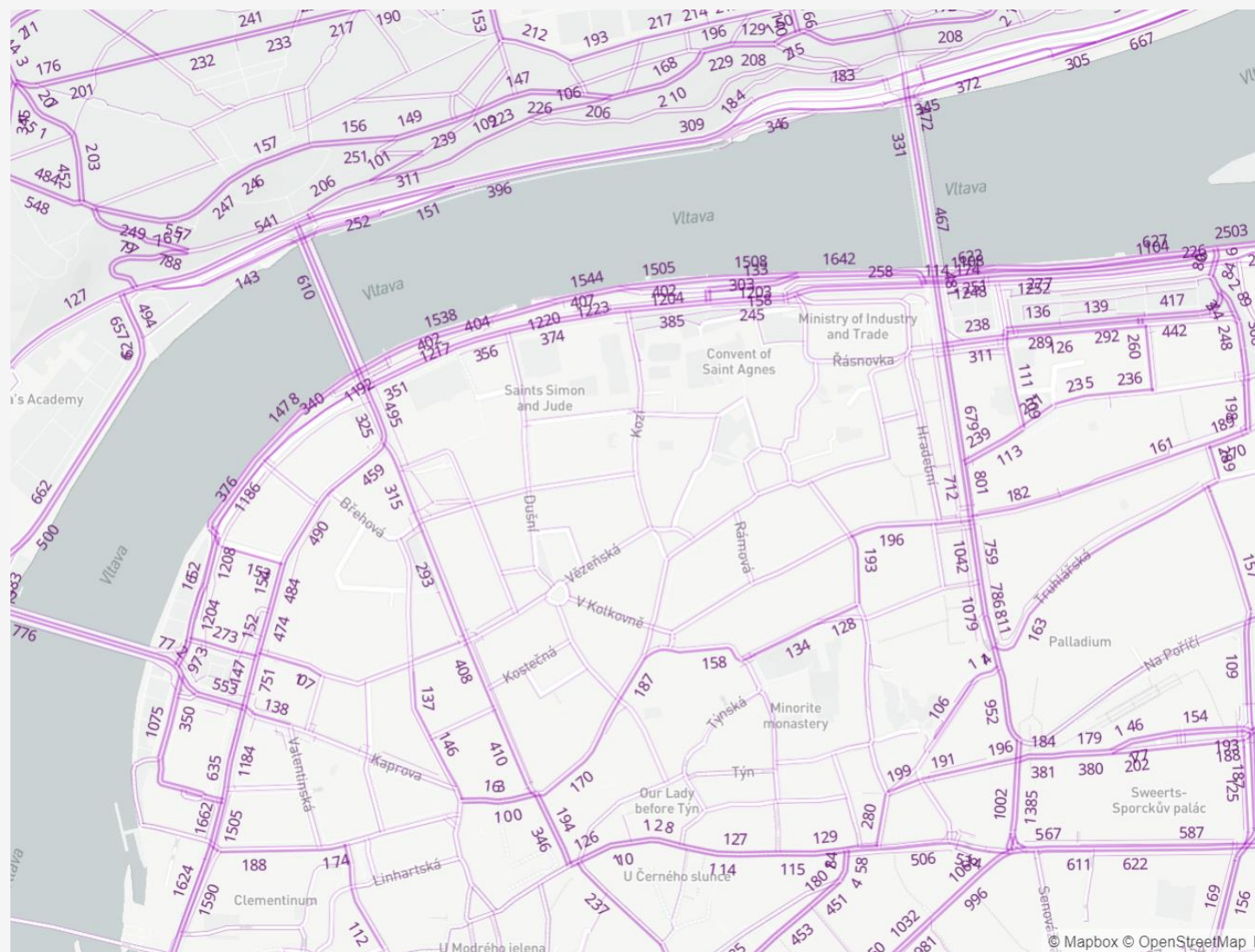
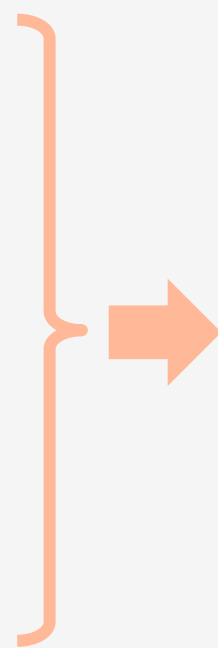
in collaboration with



100M+ GPS points



Prague cycling network



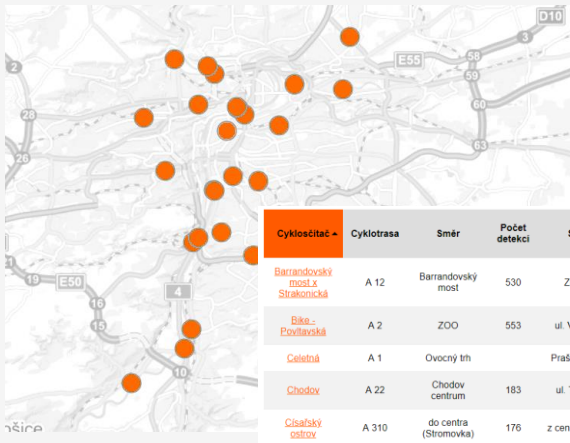
# recorded trips per segment

# Cycling Intensities

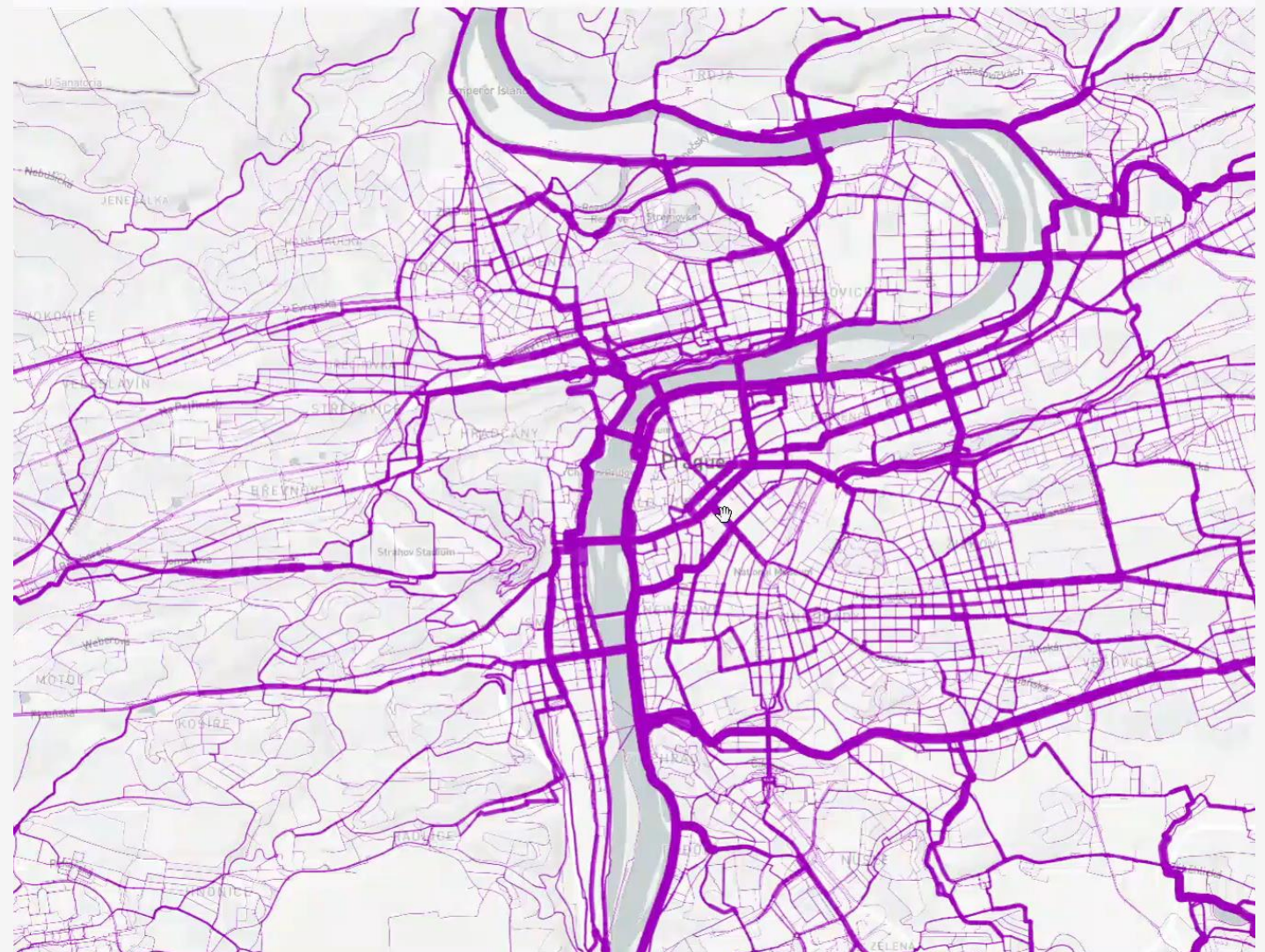
in collaboration with



## Rides per segment



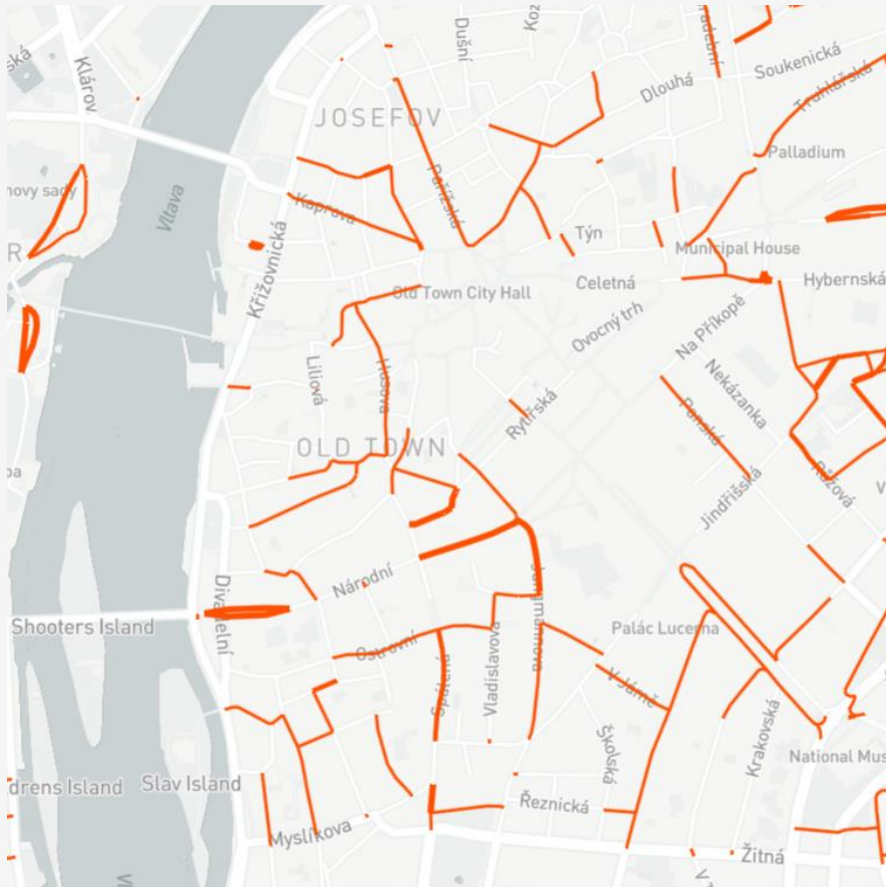
Data from 25 static bike counters



Estimated average daily rides

# Cycling Contraflows Analysis

in collaboration with



Additional analysis and data



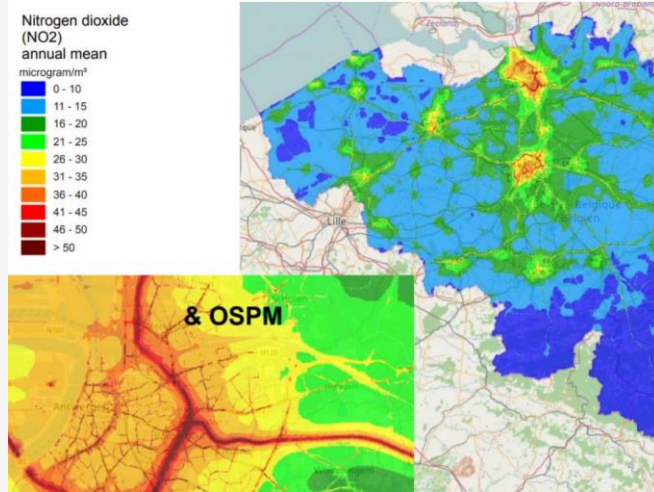
Foto: Dan Mourek

Segments with recorded contraflows

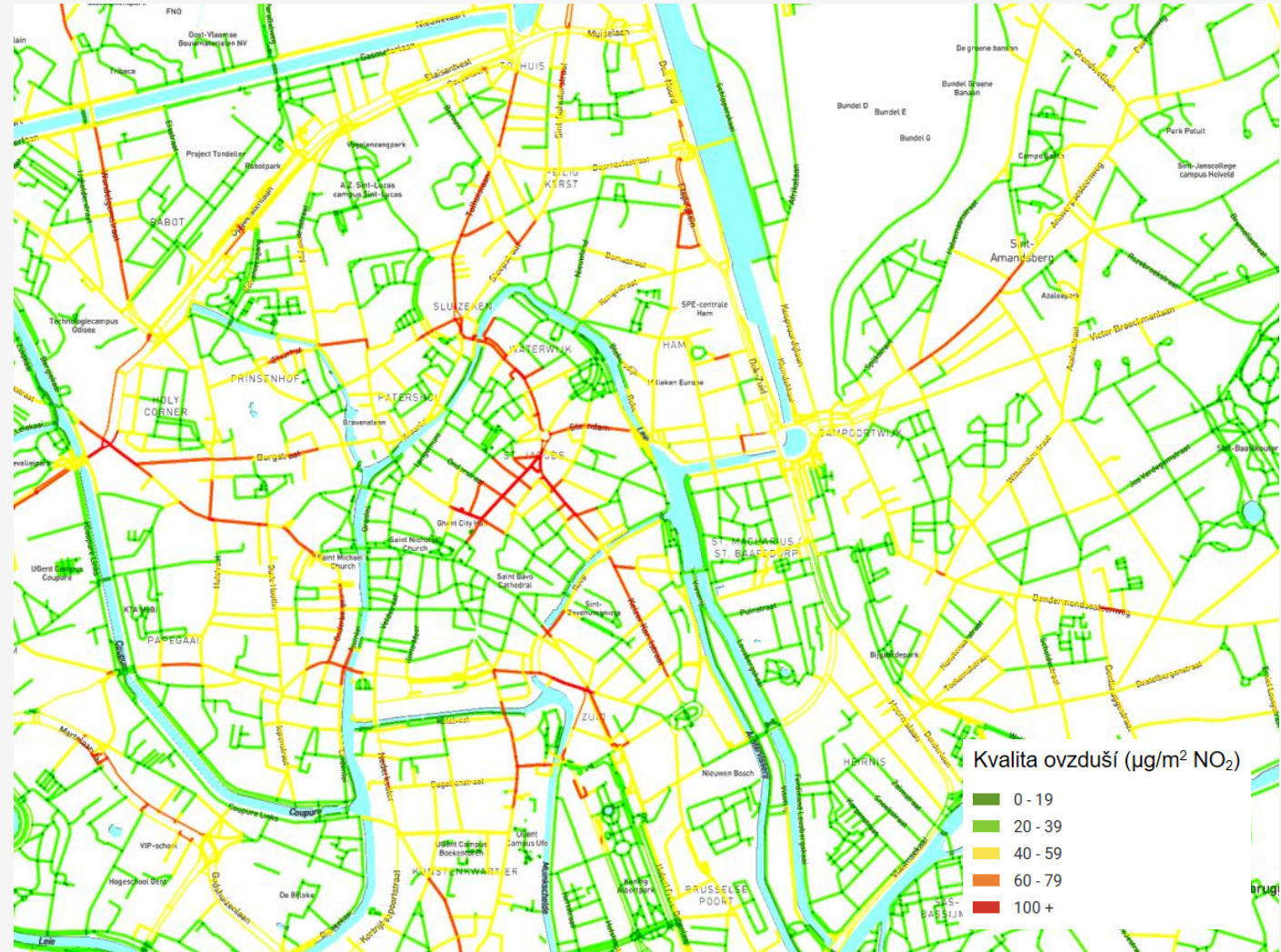
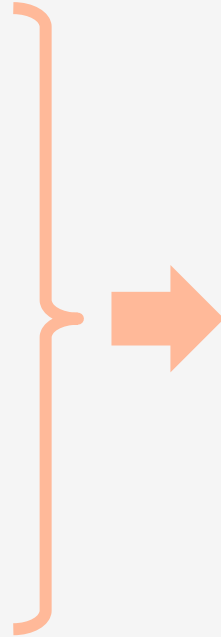
Proposed infrastructure changes

# Air Quality Network Matching

## High-res pollution maps



Flanders foot/cyclepath network



Flanders Flanders foot/cyclepath network with pollutant concentrations

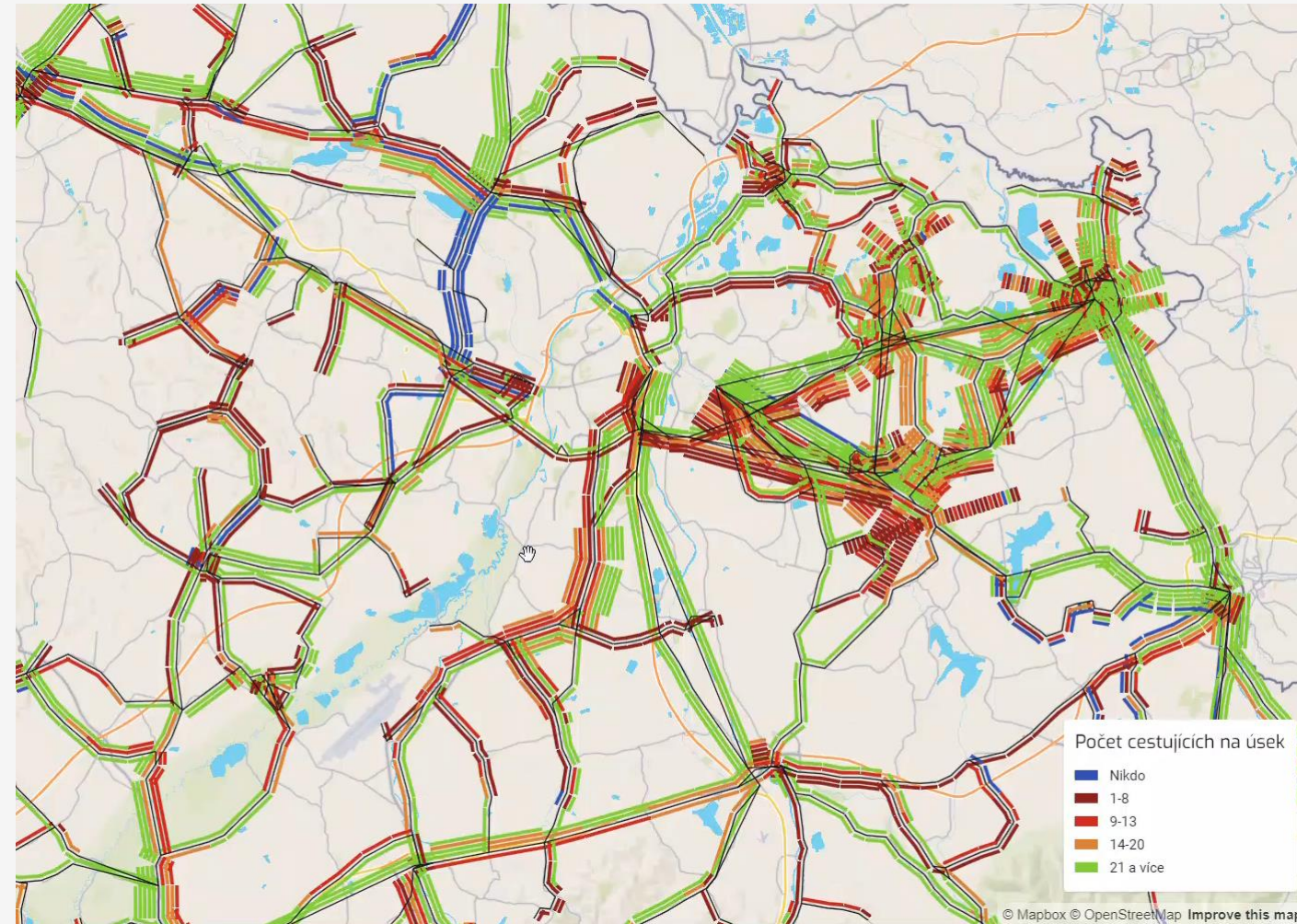
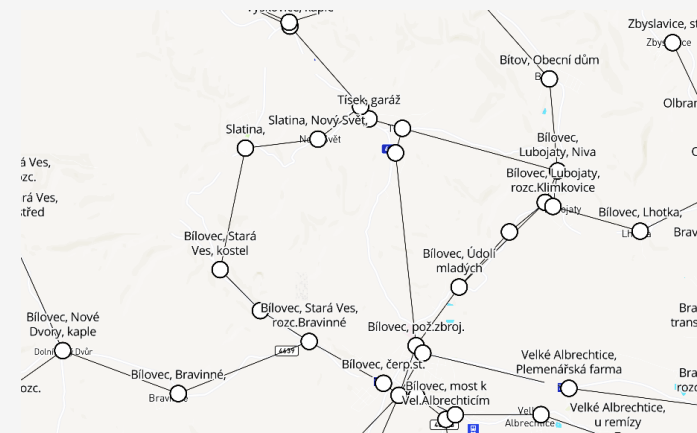
# Public Transport Network Matching

in collaboration  
with



## Transaction data

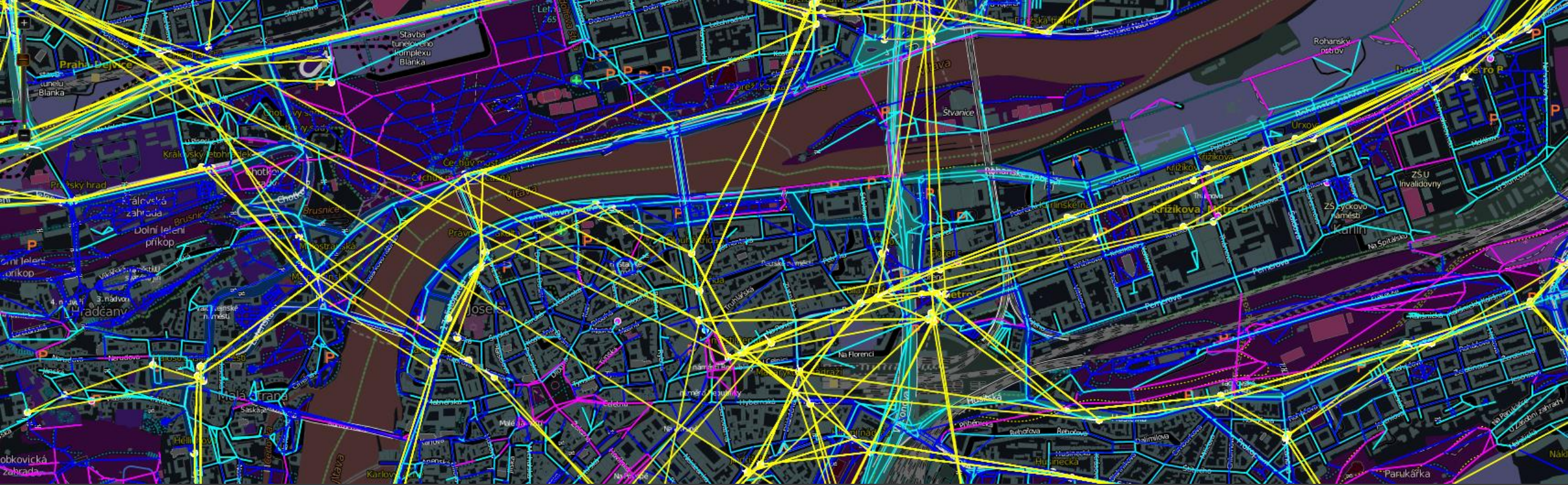
linka	spo	nástupní zastávka	výstupní zastávka	čas nástupu	profil zákazníků
900231	40	Klimkovice,,hřbitov	Klimkovice,Josefovice,rozc.	15:05	dospělý 15+
862781	228	Mosty u Jablunkova,,Obecní úřad	Mosty u Jablunkova,,Lupinsk	20:44	dospělý 15+
900253	61	Opava,,Východní nádraží	Oldřívov,,U Kříže	16:22	dospělý 15+
862783	238	Jablunkov,,aut.st.	Třinec,,aut.st.	20:51	dospělý 15+
880644	211	Štramberk,,sídl.Bařiny	Štramberk,Libotín,koupaliště	8:03	senior nad 70 le
880644	312	Štramberk,Libotín,koupaliště	Štramberk,,sídl.Bařiny	10:44	senior nad 70 le
862783	202	Písečná,,škola	Třinec,,aut.st.	4:40	dospělý 15+
862783	227	Třinec,,aut.st.pod Kanadou	Jablunkov,,aut.st.	14:15	dospělý 15+
862783	229	Jablunkov,,aut.st.	Písečná,,škola	15:03	dospělý 15+
880697	218	Životice u N.Jičína,,obecní úřad	Nový Jičín,,Bezručova	12:32	senior nad 70 le
880665	223	Nový Jičín,,Bezručova	Životice u N.Jičína,,obecní úřad	14:15	senior nad 70 le
862783	238	Třinec,Lyžbice,nám.T.G.Masaryka	Třinec,,aut.st.pod Kanadou	21:12	dospělý 15+
880621	208	Příbor,,Tatra	Nový Jičín,,SÚS	5:44	student 15-26
862783	226	Třinec,Lyžbice,nám.T.G.Masaryka	Třinec,,aut.st.pod Kanadou	13:19	dospělý 15+
862771	223	Třinec,,aut.st.pod Kanadou	Třinec,,aut.st.	22:15	dospělý 15+
900245	6	Hradec n.Moravici,,Žimrovice,rest.	Hradec n.Moravici,,zámeček	7:01	senior nad 70 le
885611	14	Studénka,,žel.st.	Studénka,,jesle	14:07	dospělý 15+
910675	232	Bitov,,Obecní dům	Bilovec,Lubojaty,rozc.Klimkovic	12:25	dospělý 15+
910672	232	Bilovec,Lubojaty,rozc.Klimkovic	Ostrava,Svinov,mosty dolní z	12:29	dospělý 15+
910671	335	Klimkovice,,centrum	Bitov,,Obecní dům	19:03	dospělý 15+



ODIS Public transport network

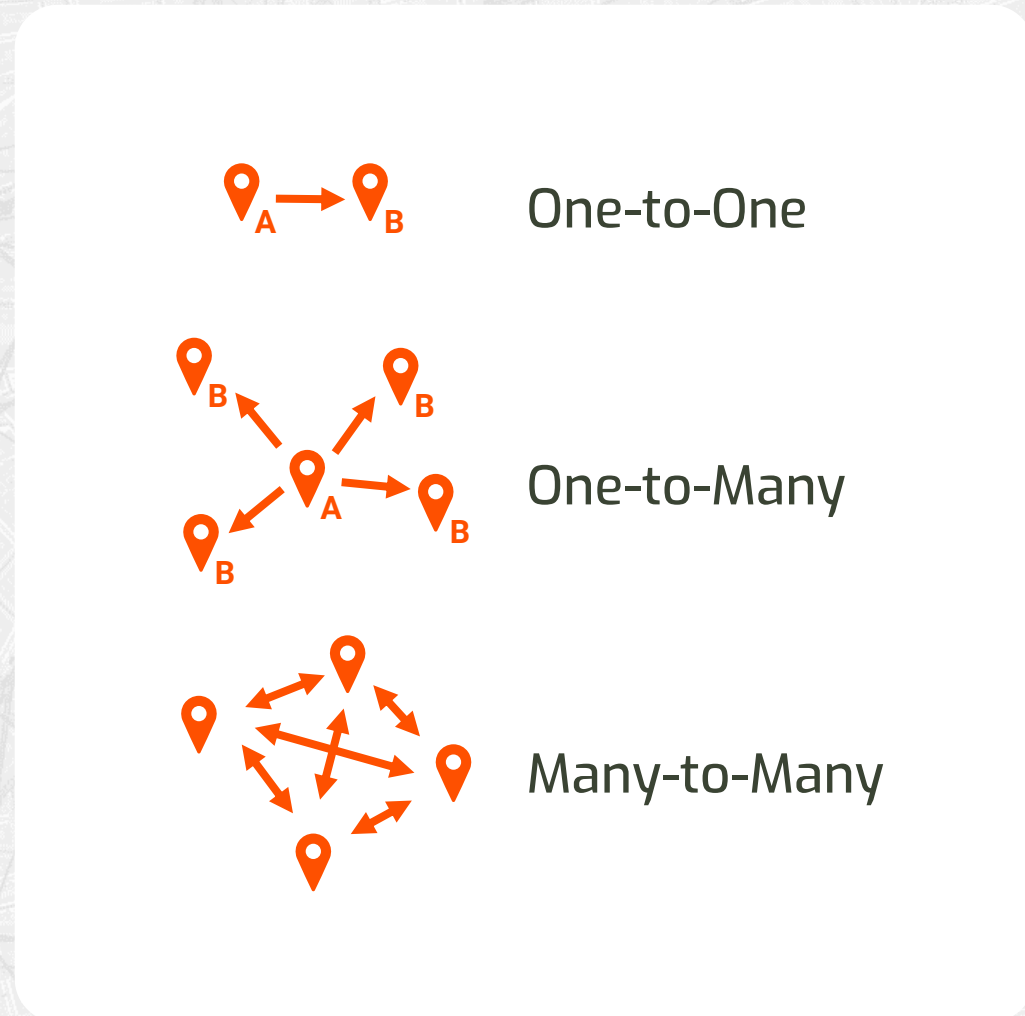
Ridership statistics  
(per line segment and hours)





# Network-based Analytics Algorithms: Route Planning

# Route Planning



# Travel Times to the City Center

in collaboration  
with

IPR  
PRAHA

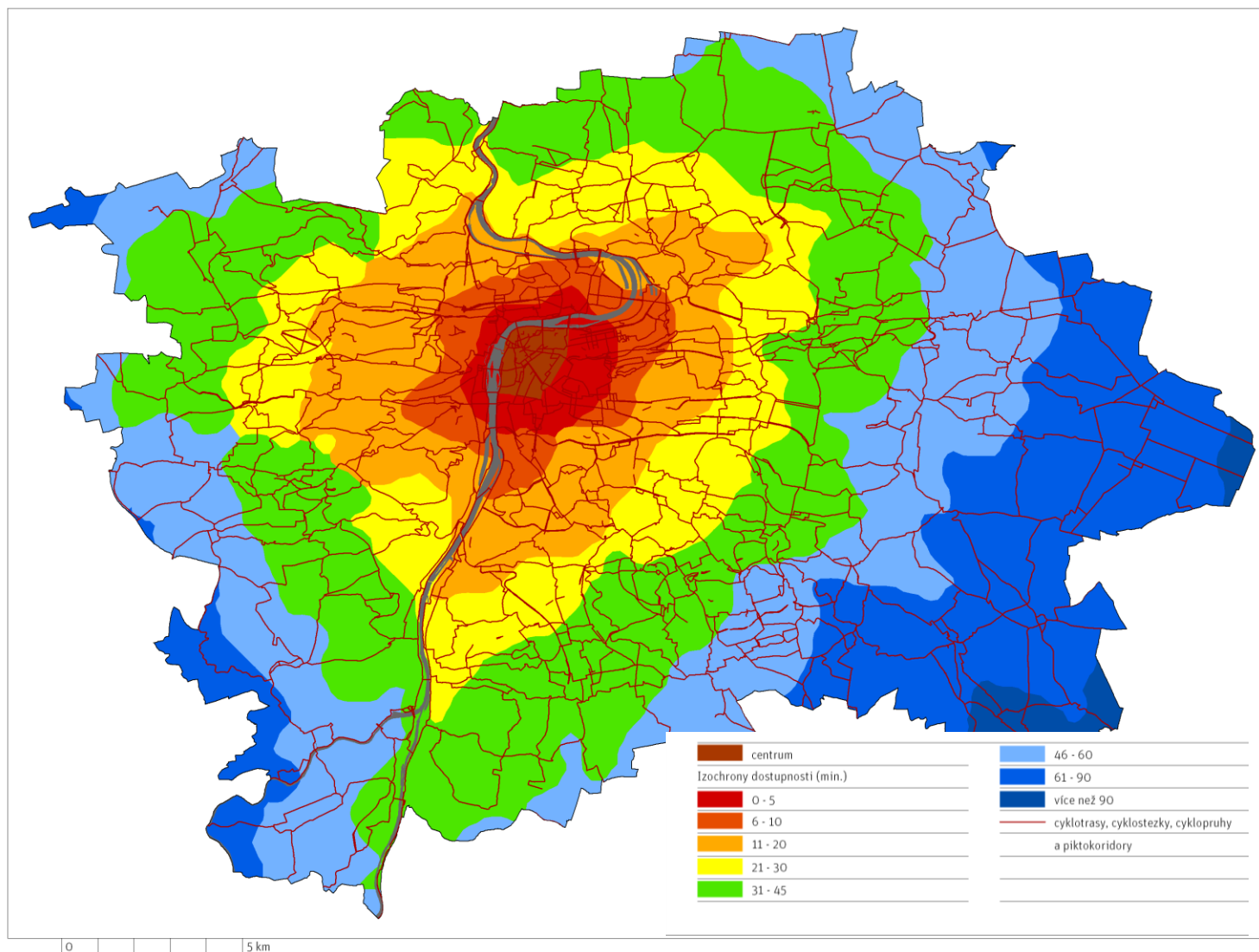
GPX tracks

+

Transport  
network

+

Routing  
algorithms

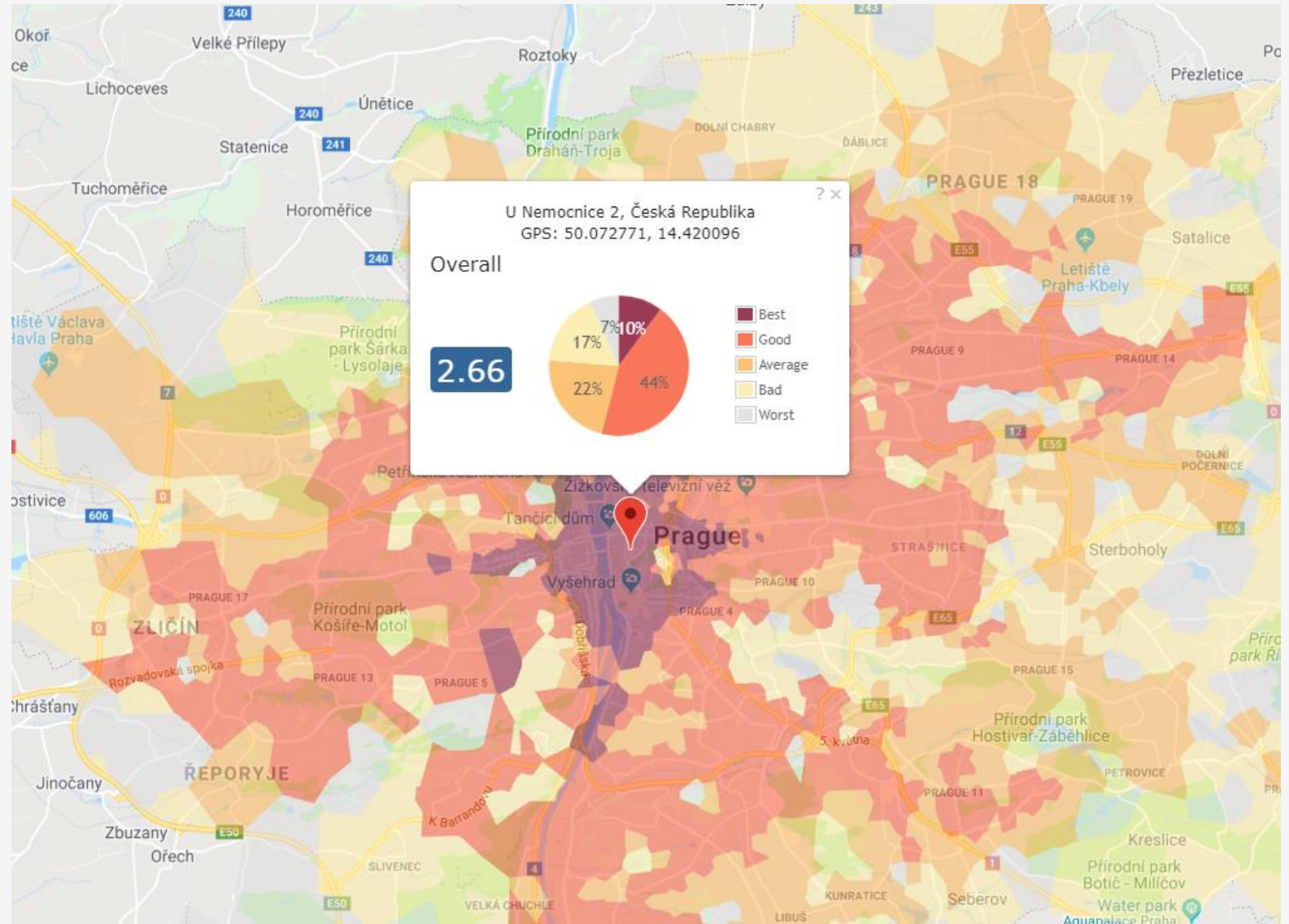
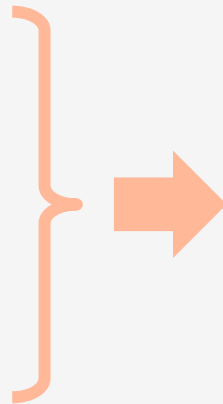


# Public Transport Coverage Analysis

Multimodal  
network

+

Multimodal  
routing algorithms



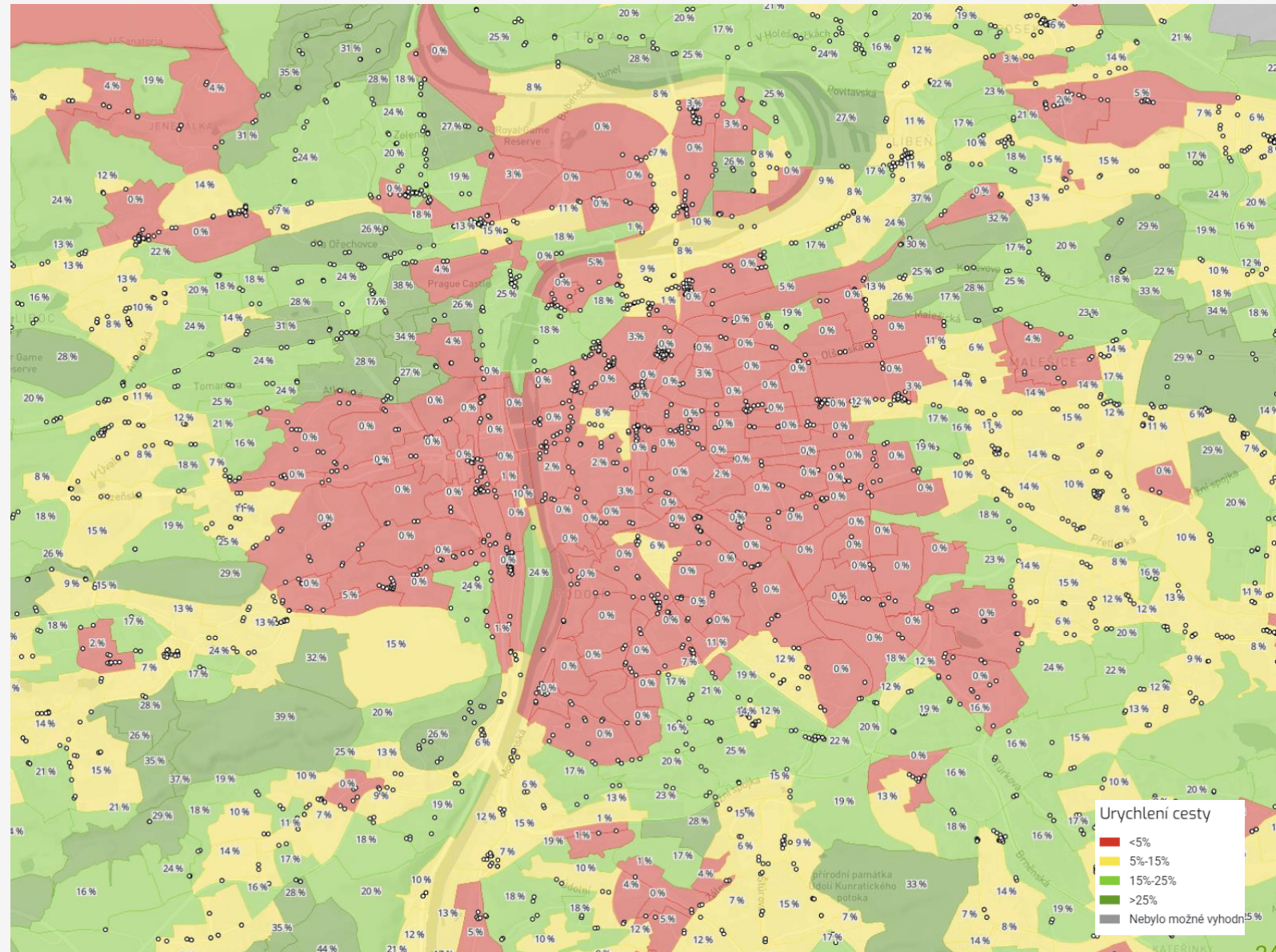
# Analysis of B+R Potential (with train / metro / tram)

Intermodal network

+

Intermodal routing algorithms

Can also be used for analysing P+R potential



# Street Attraction Index

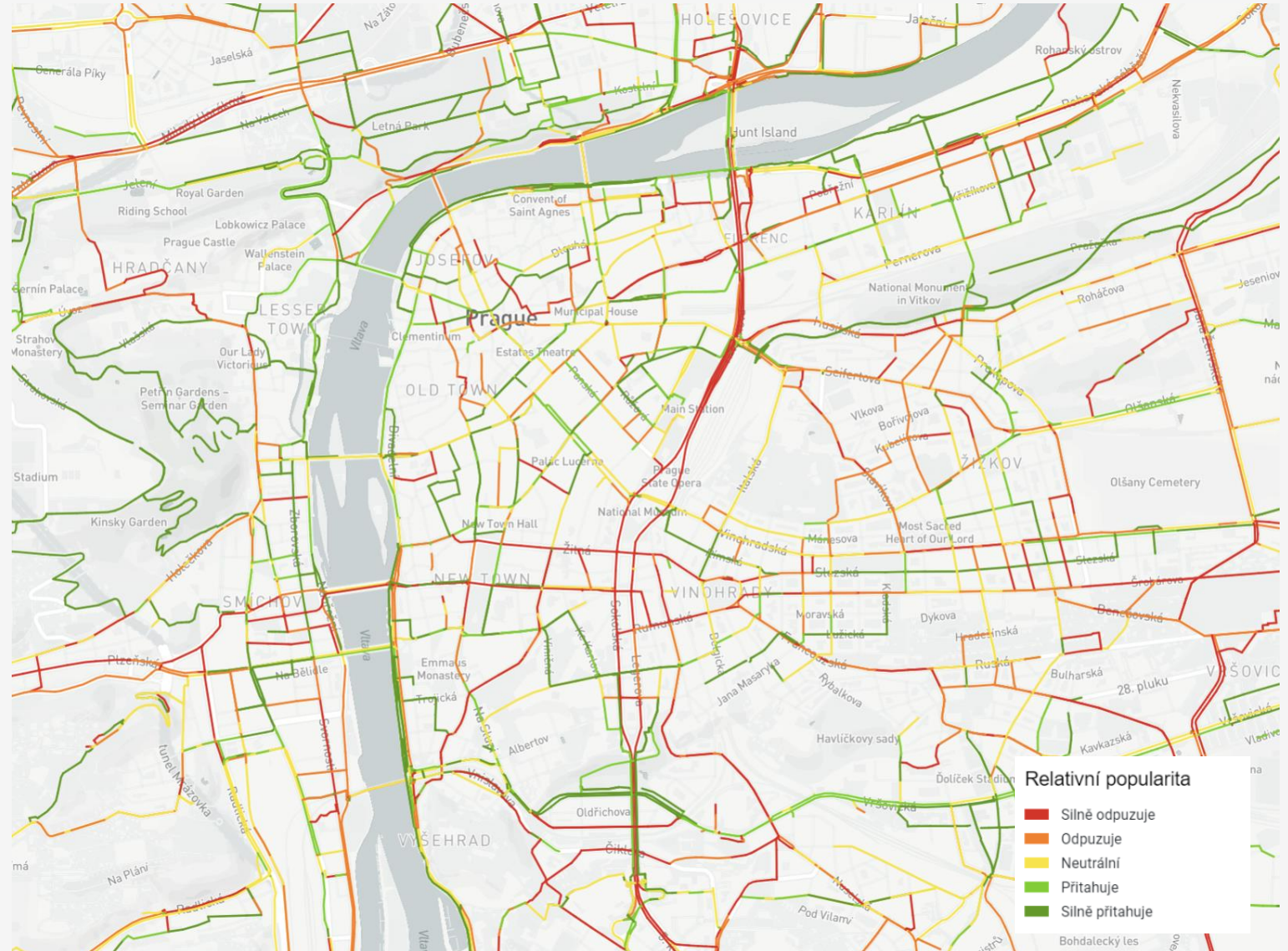
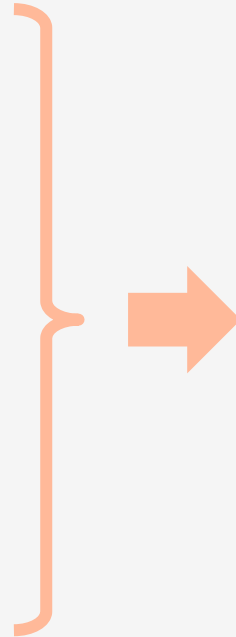
GPX tracks

+

Cycleway network

+

Cycle routing algorithms



# Towards Data-Driven Mobility Optimization

## Timetables

17		PRAŽSKÁ INTEGROVANÁ DOPRAVA (PID) - Městská doprava Praha		
Tarifní pásmo P		PRACOVNÍ DEN (☼)	SOBOTA (⊕)	NEDĚLE (†)
4	01 21 41 56	01 21 41	01 21 41	5
6	10 20 30 40 49 54 59	01 21 41	01 21 41	6
7	03 int. 4 min	01 21 41 48	01 20 32 42 52	7
8	03 int. 4 min	07 19 23 31 35 39 55 59	01 17 25 32 40 47 55	01 08 16 28 38 48 58
9	03 int. 4 min	07 11 15 20 25 31 37 43 49 55	02 10 17 25 32 40 47 55	08 18 28 38 48 58
10	01 07 13 19 25 31 37 43 49 55	02 10 17 25 32 40 47 55	08 18 28 38 48 58	10
11	01 07 13 19 25 31 37 43 49 55	02 10 17 25 32 40 47 55	08 18 28 38 48 58	11
12	01 07 13 19 25 31 37 43 49 55	02 10 17 25 32 40 47 55	08 18 28 38 48 58	12
13	01 07 13 19 25 30 35 40 45 50 55	02 10 17 25 32 40 47 55	08 17 25 32 40 47 55	13
14	05 10 15 20 25 30 35 40 45 50 55 59	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	14
15	03 int. 4 min	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	15
16	03 int. 4 min	15 35 47	02 10 17 25 32 40 47 55	16
17	03 int. 4 min	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	17
18	03 int. 4 min	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	18
19	05 10 15 20 25 30 35 40 45 50 55	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	19
20	03 05 10 15 20 25 30 35 40 45 51 57	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	20
21	02 10 17 25 32 40 48 58	02 10 17 25 32 40 47 55	02 10 17 25 32 40 47 55	21
22	08 18 28 38 48 58	08 18 28 38 48 58	12 32 52	22
23	08 18 28 38 48 58	08 18 28 38 48 58	12 32 52	23
0		08	08	0
1				1
2				2
3				3

Tarif PID: Jízda v plném zakoupenou jízdenkou. Užití 16. m. Prahy se počítá jako 4 tarifní pásma.

## Cyclepath networks



## Charging station placement





10:15 - 11:31  
 8 € 1 h 16 min  
 188 discomfort, 589 cal, 3.2km active

- 10:15 Trněný Újezd 39, Středočeský kraj  
 16 free slots in P+R Zličín 2  
 Car  
 21 min
- 10:36 P+R Zličín 2  
 Walk  
 2 min , 0.13 km
- 10:38 Zličín  
**on time**  
 Subway B  
 33 min (19 stops) ⌵
- 11:11 Vysočanská  
 Walk  
 3 min , 0.19 km
- 11:14 Shared bike (Čupakabra)  
 50.1101, 14.5007  
 Shared bike Rekola  
 17 min, 2.83 km
- 11:31 U Elektry 831/2c, Vysocany, Praha

A Trněný Újezd 39, Středočeský  
 B U Elektry 831/2c, Vysocany, Pr

10:00 Options Search

- Train Subway Tram Bus Taxi
- Bike Shared bike Car
- Less walk Average walk Lots of walk
- Cheap \$ Average \$\$ Expensive \$\$\$

**INTERMODAL**

11:06 - 12:53	4.39 €		1 h 47 min	217 discomfort, 1085 cal, 6.1km active
10:00 - 11:16	7 €		1 h 16 min	151 discomfort, 217 cal, 0.5km active
10:15 - 11:31	8 €		1 h 16 min	188 discomfort, 589 cal, 3.2km active
10:05 - 11:21	8.16 €		1 h 16 min	174 discomfort, 492 cal, 2.7km active
10:05 - 11:23	7 €			



# Wrap-Up

- 1 **Networks** should be a **core** element of a **MaaS data stack**
- 2 **Networks enable deeper** mobility analytics **results**
- 3 Technology and expertise is **ready—time to do it!**



# Thank you!

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[umotional.com/analytics](https://umotional.com/analytics)