

■ People in Motion

Spatio-temporal Analytics using Call Detail Records

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Call Detail Records (CDRs) provide a wealth of information about how people move in a city. This is useful in a number of domains

▪ **Trajectory Mining**

- Eg: Which physical regions are well connected?

Use Case: Identifying new places for retail outlets, banking locations, developing malls, etc.

- Eg: Which trajectories pass through a given set of regions?

Use Case: Targeted advertising, Groupons, insurance policies, etc.

▪ **Trajectory Aggregation**

- Eg: Which set of roads are highly travelled?

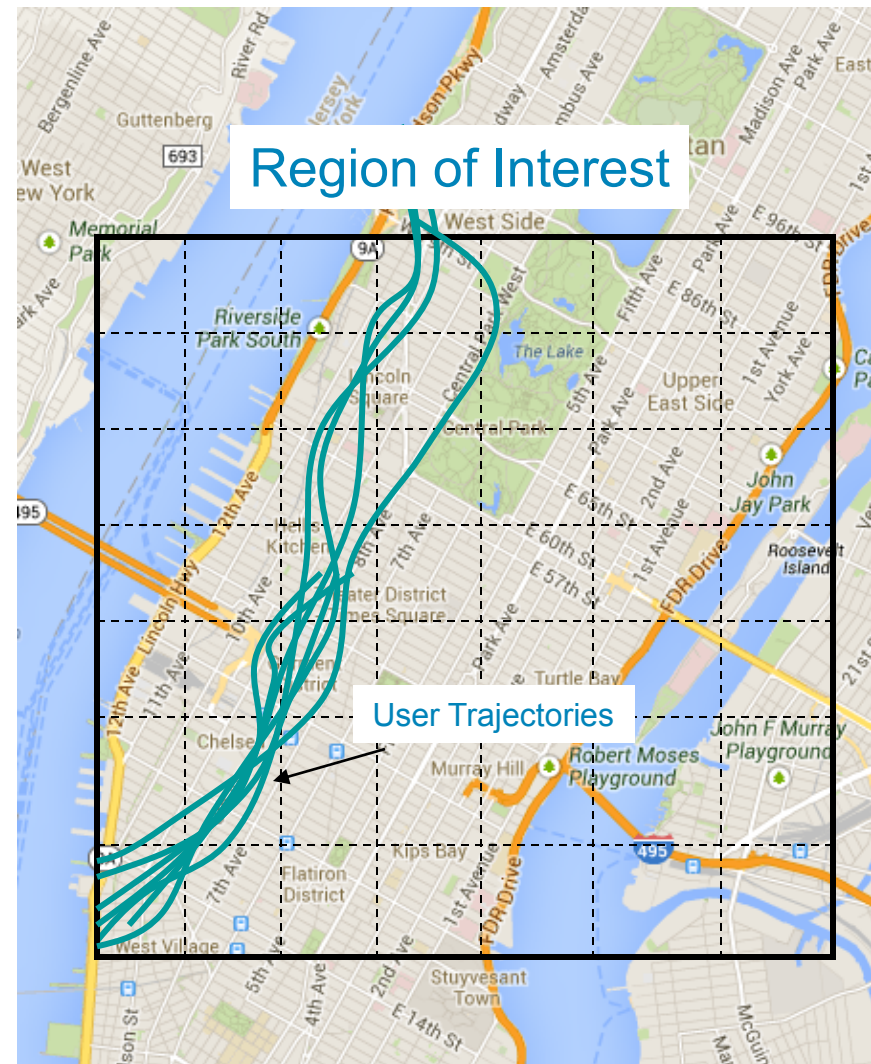
Use Case: City planning such as road enhancements, new public facilities, etc.

▪ **Trajectory Similarity**

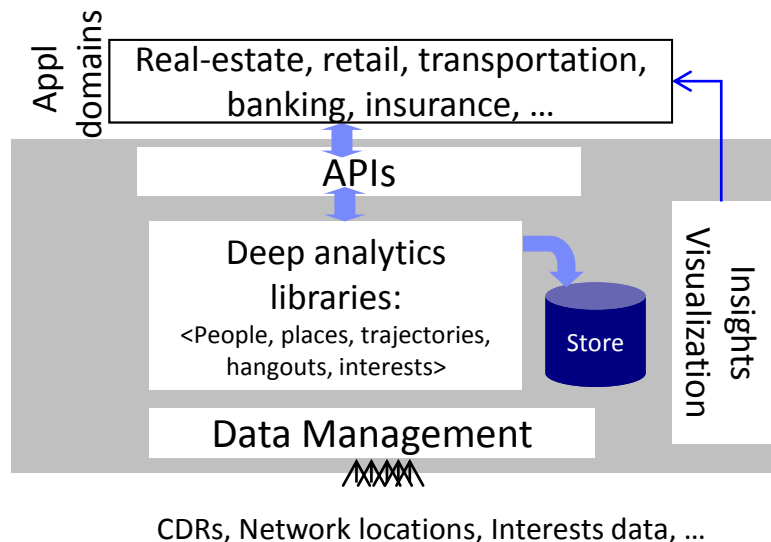
- Eg: Which set of users share common trajectories?

Use Case: Dynamic car pooling

- and more ...

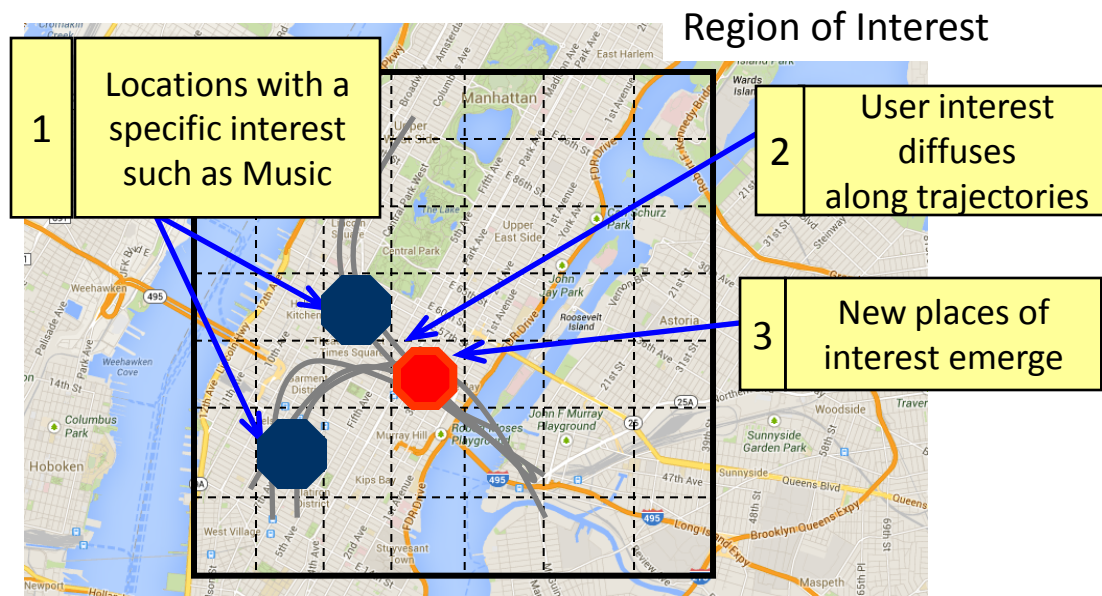


We provide an end-to-end Hadoop-based tool to provide Spatio-temporal Analytics using CDR data



Usecase: Identifying How People Mobility Influences Importance of Places

- How can we identify locations for a specific set of user interests?
 - Our algorithm identifies how users with a specific interest move, and provides a heat-map of importance of new place of interests



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