



Making
Mobility
Matter

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MOBILITY CAUSES HUGE PROBLEMS



ECONOMIC

\$266 BILLION



ENVIRONMENTAL

25% of CO₂



SOCIAL

4.2M DEATHS





Problem: **Decision** makers are **blind**

They hardly know **how, when, why** and **where**
people move from A to B.

To **improve mobility** they need these **insights**.

But you can't count **millions** of movements
manually.

MOTIONTAG GENERATES DATA TO UNDERSTAND **HOW, WHEN AND WHY** PEOPLE MOVE FROM A TO B



Home (22:55 – 08:47)



0.3 km (08:47 – 08:55)



26.4 km (08:57 – 09:32)



0.2 km (09:32 – 09:32)



4.8 km (09:34 – 09:39)



0.8 km (09:41 – 09:43)



Work (09:43 – 17:19)





BVG

**Transport
optimization**




Bundesministerium
für Bildung
und Forschung



**Policy
planning**

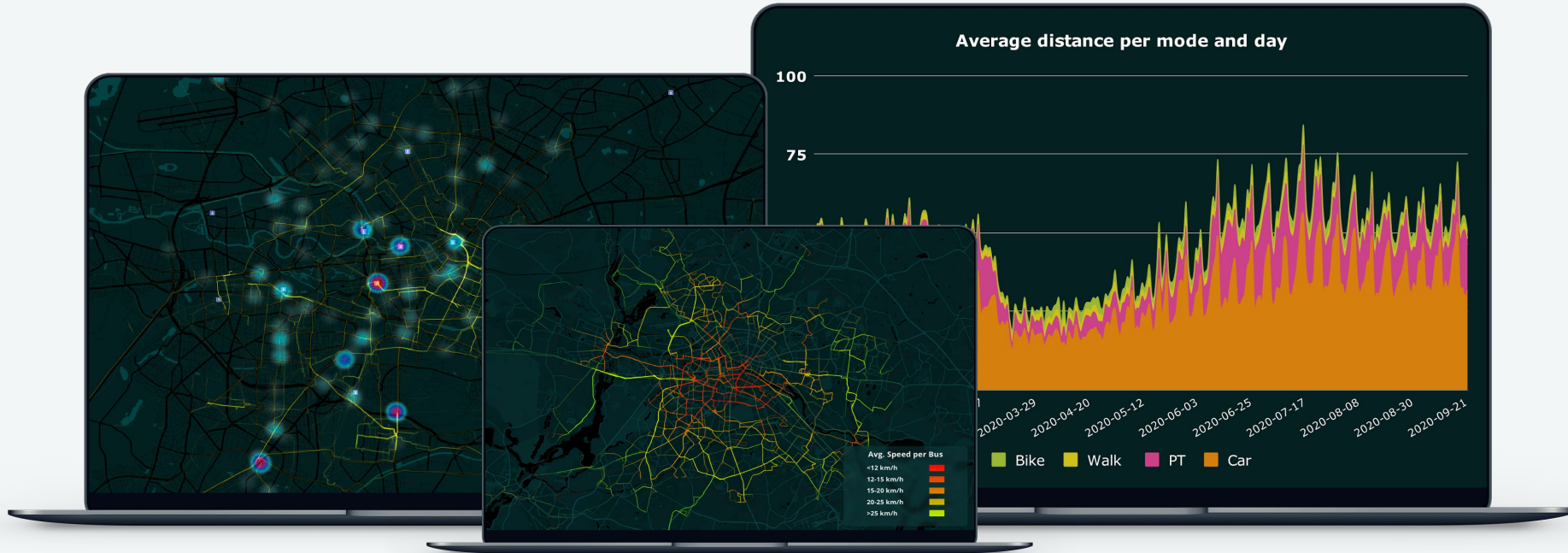


SBB CFF FFS

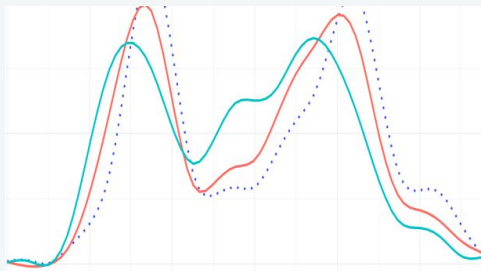


**Change of
individual behavior**

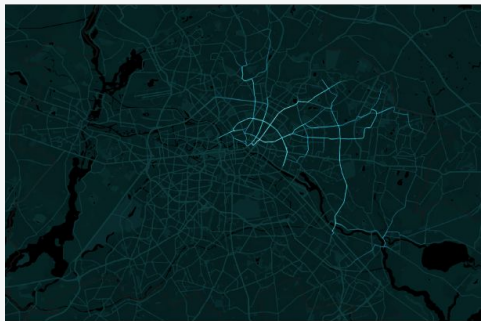
Data to fuel innovation in the mobility space



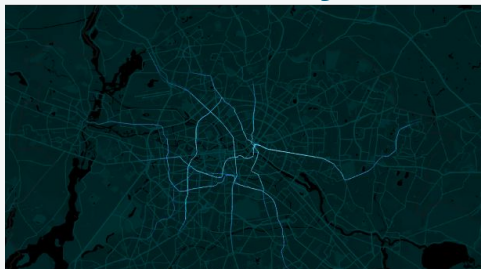
Diurnal curves



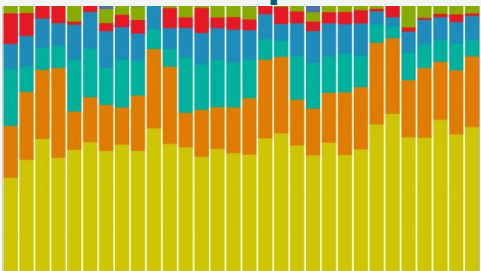
Tram



Subway



Modal Splits



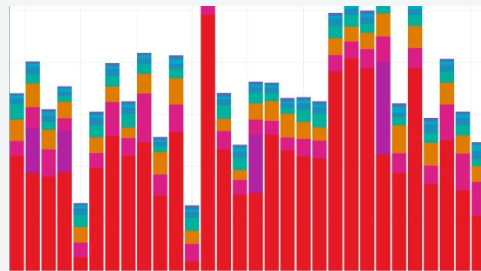
Bicycle



Car



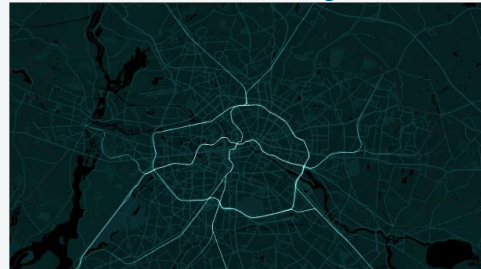
CO2-Emissions



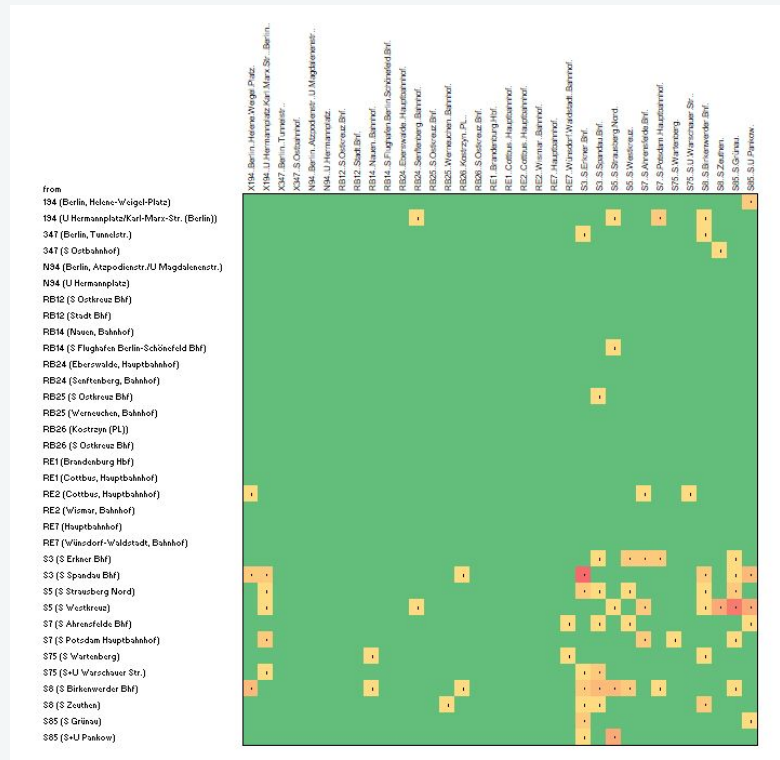
Train



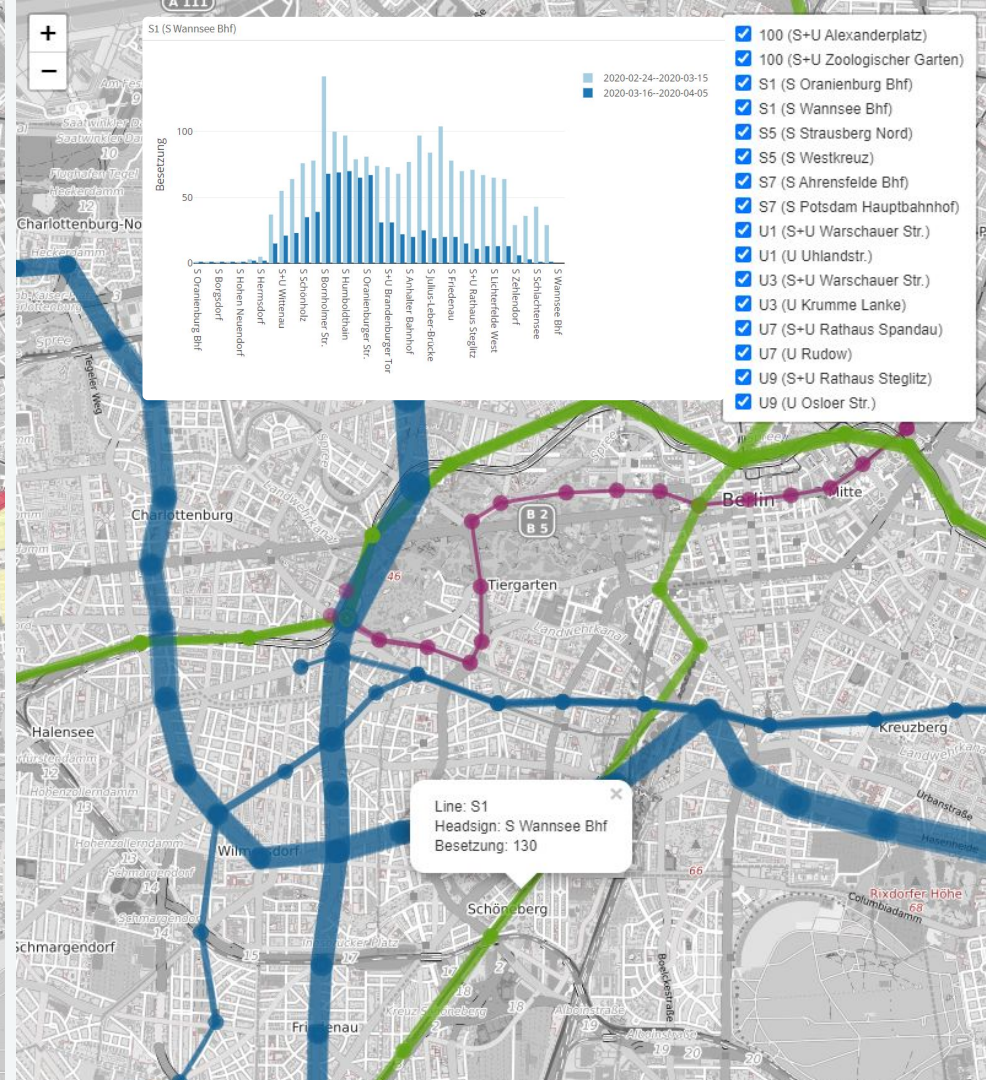
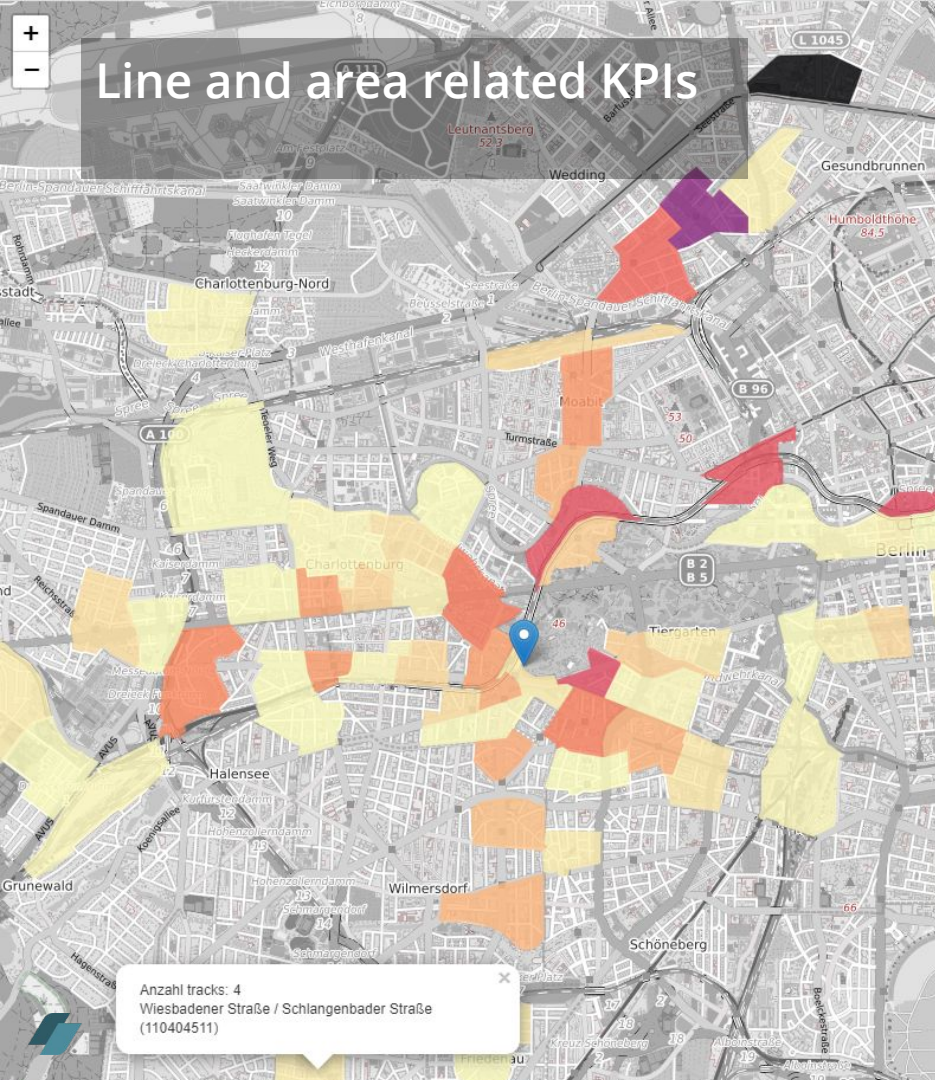
Tramway



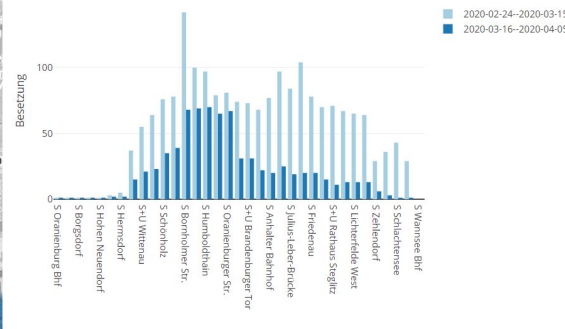
Public transport stops KPIs



Line and area related KPIs



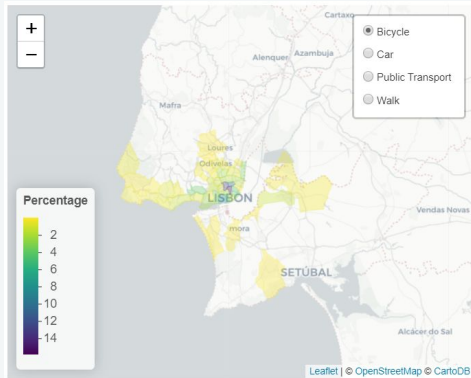
S1 (S Wannsee Bhf)



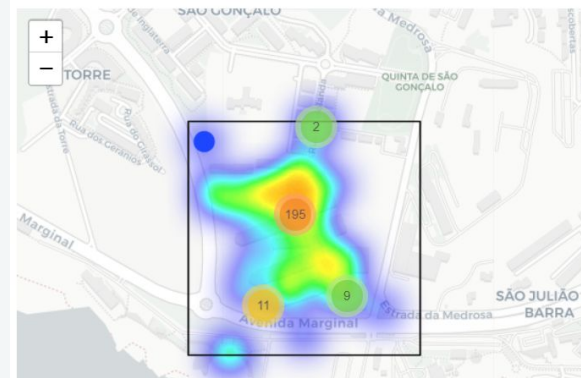
- ✓ 100 (S+U Alexanderplatz)
- ✓ 100 (S+U Zoologischer Garten)
- ✓ S1 (S Oranienburg Bhf)
- ✓ S1 (S Wannsee Bhf)
- ✓ S5 (S Strausberg Nord)
- ✓ S5 (S Westkreuz)
- ✓ S7 (S Ahrensfelde Bhf)
- ✓ S7 (S Potsdam Hauptbahnhof)
- ✓ U1 (S+U Warschauer Str.)
- ✓ U1 (U Uhlandstr.)
- ✓ U3 (S+U Warschauer Str.)
- ✓ U3 (U Krumme Lanke)
- ✓ U7 (S+U Rathaus Spandau)
- ✓ U7 (U Rudow)
- ✓ U9 (S+U Rathaus Steglitz)
- ✓ U9 (U Osloer Str.)

Line: S1
Headsign: S Wannsee Bhf
Besetzung: 130

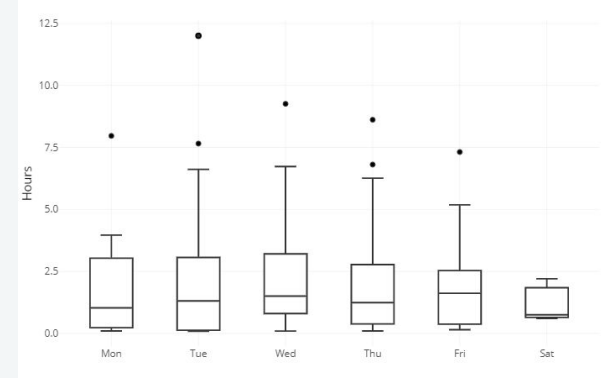
Mobility analysis for areas



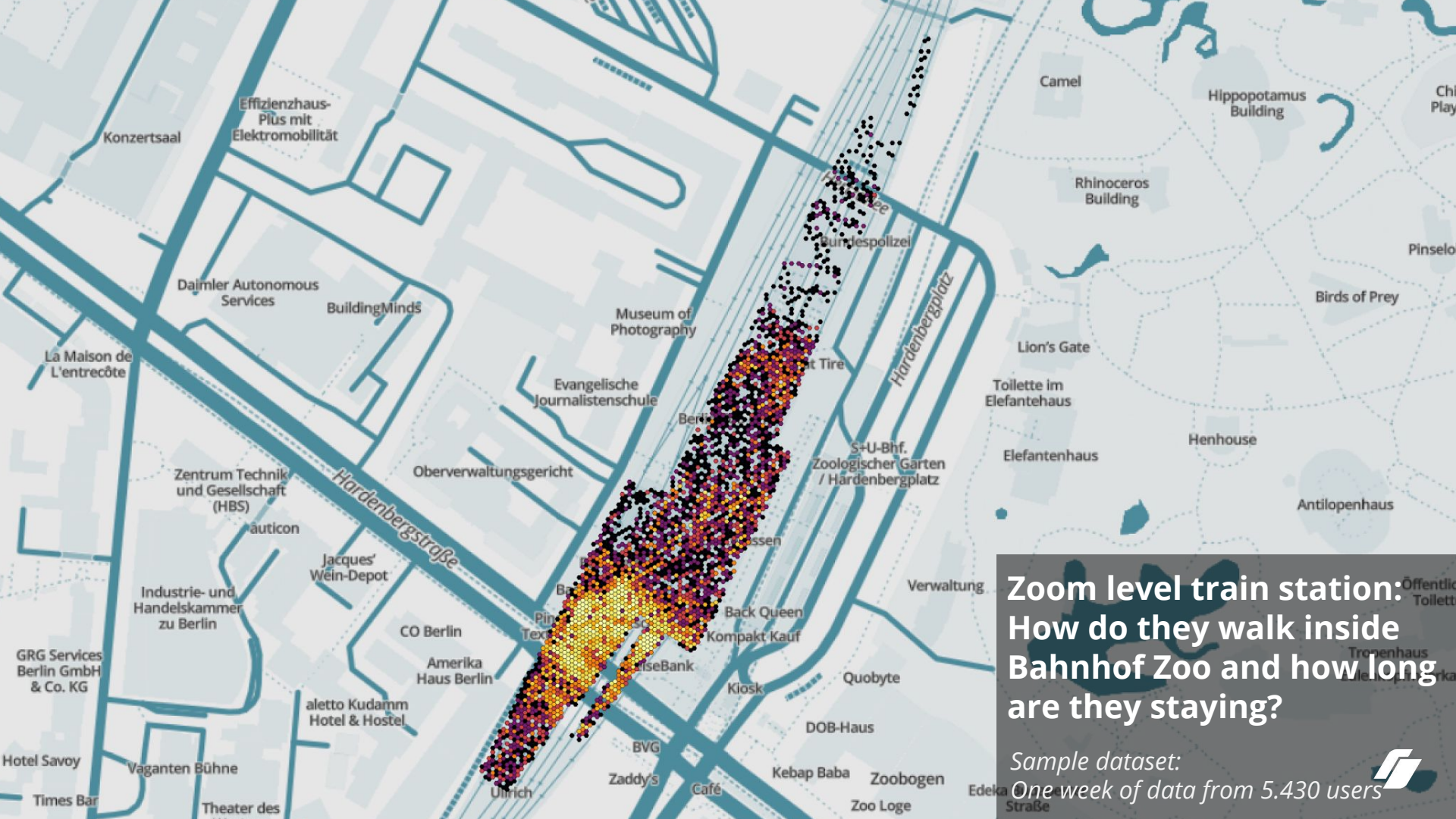
Herkunft der Personen auf dem Campus



Aufenthalte auf dem Campus



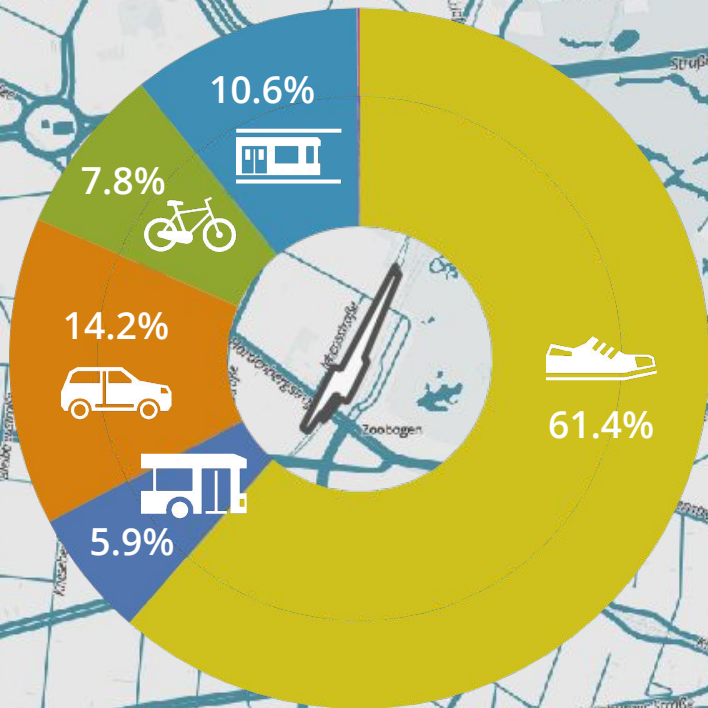
Verteilung der Aufenthaltsdauer auf dem Campus



**Zoom level train station:
How do they walk inside
Bahnhof Zoo and how long
are they staying?**

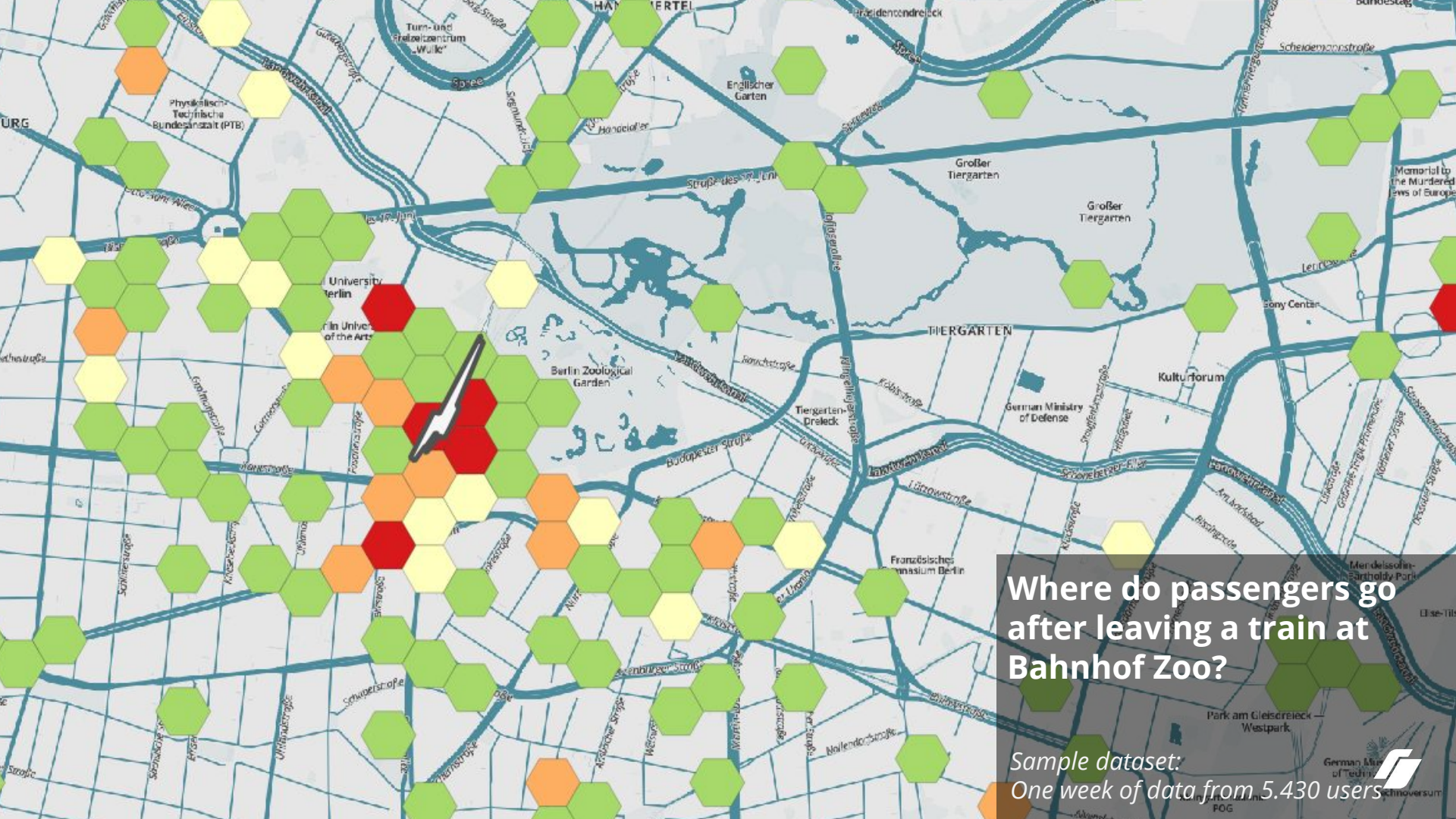
*Sample dataset:
One week of data from 5.430 users*





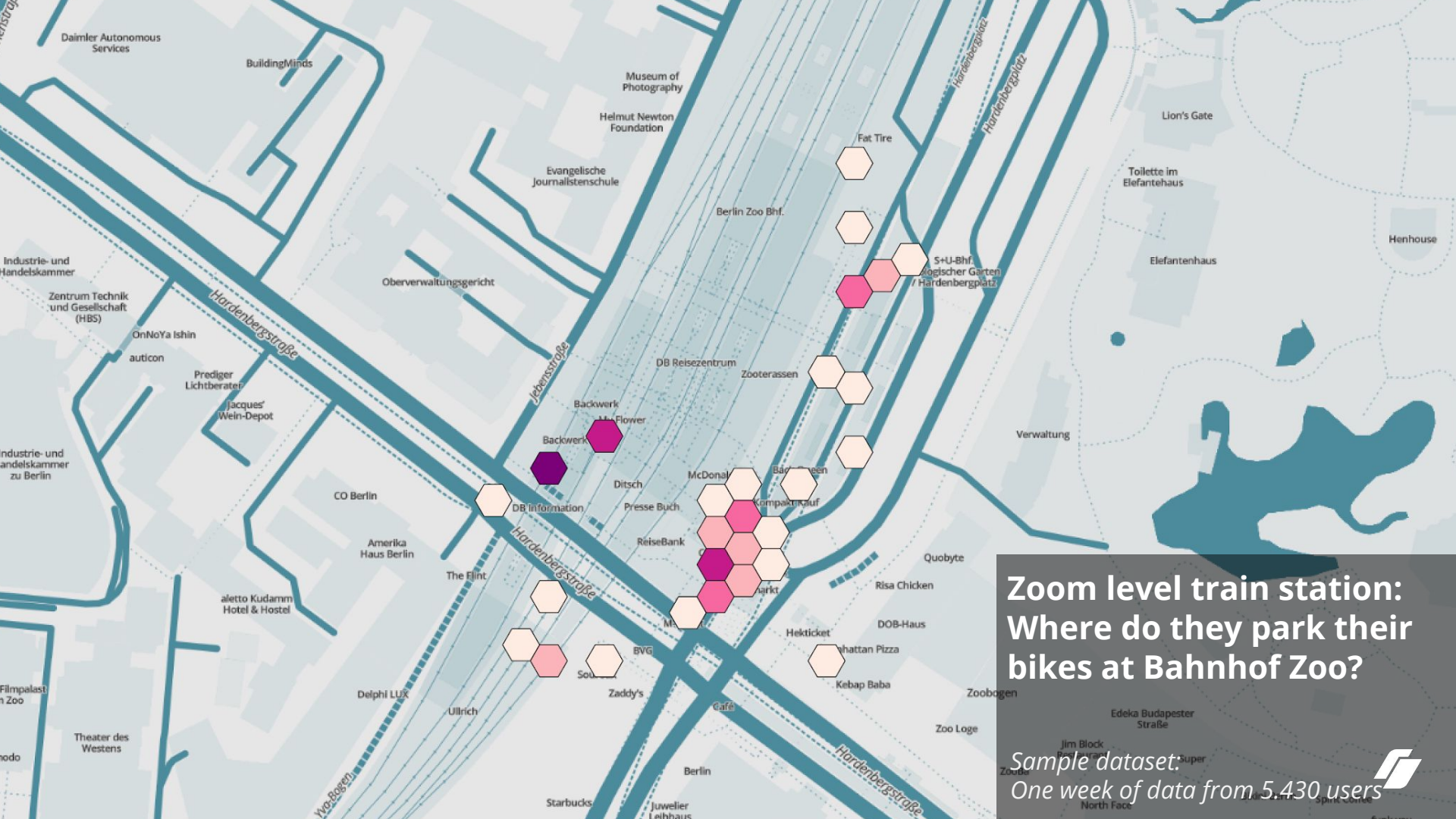
**What mode do they use
after leaving a train at
Bahnhof Zoo?**

Sample dataset:
One week of data from 5,430 users



Where do passengers go
after leaving a train at
Bahnhof Zoo?

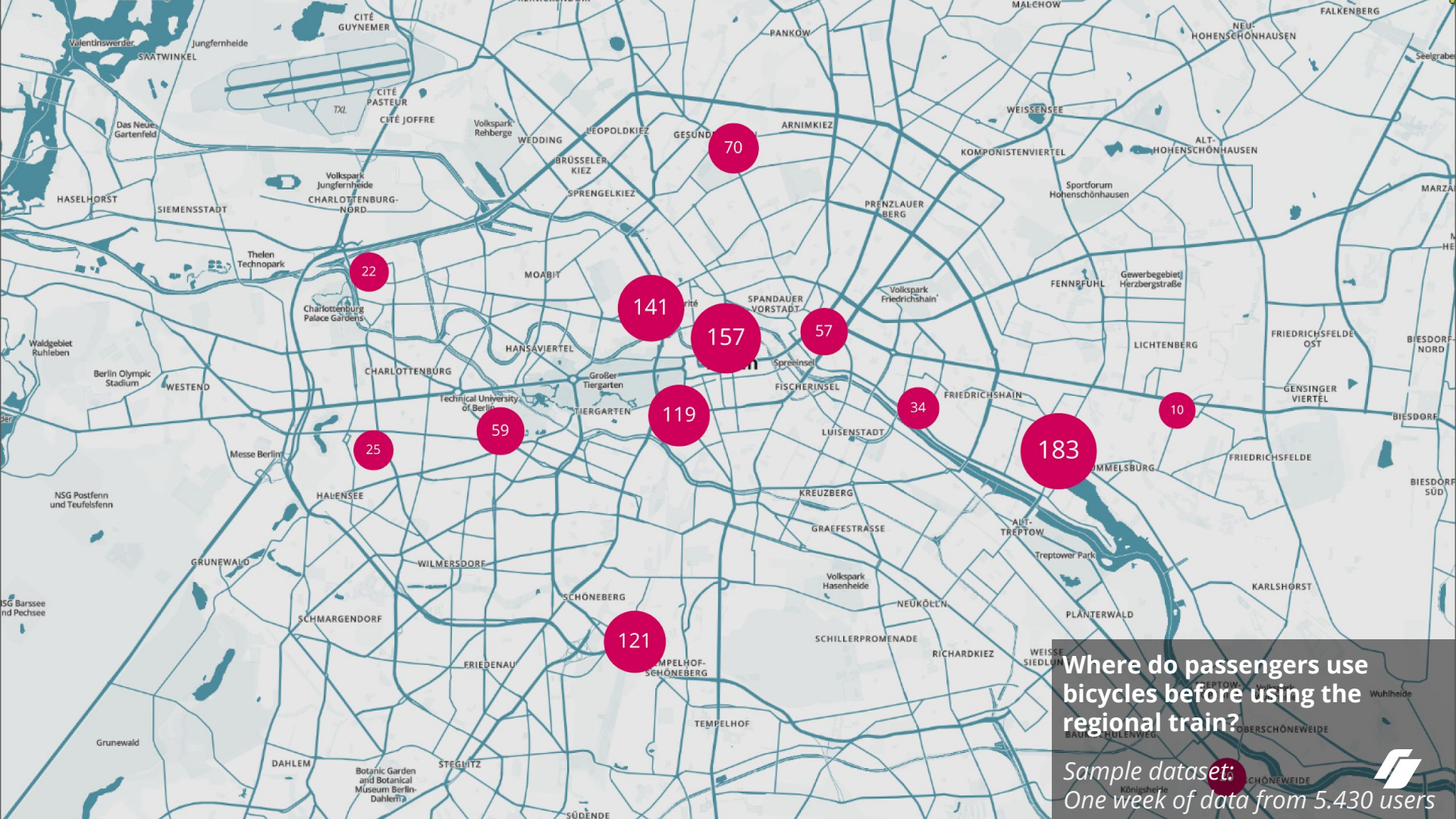
Sample dataset:
One week of data from 5.430 users



**Zoom level train station:
Where do they park their
bikes at Bahnhof Zoo?**

Sample dataset:
One week of data from 5,430 users





Where do passengers use bicycles before using the regional train?

Sample dataset:
One week of data from 5.430 users





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