



Location Data for Better City

Use Cases for Utilization of Location-based Big Data in Urban Development

GEOTRA





About us

Big Data for City





About us



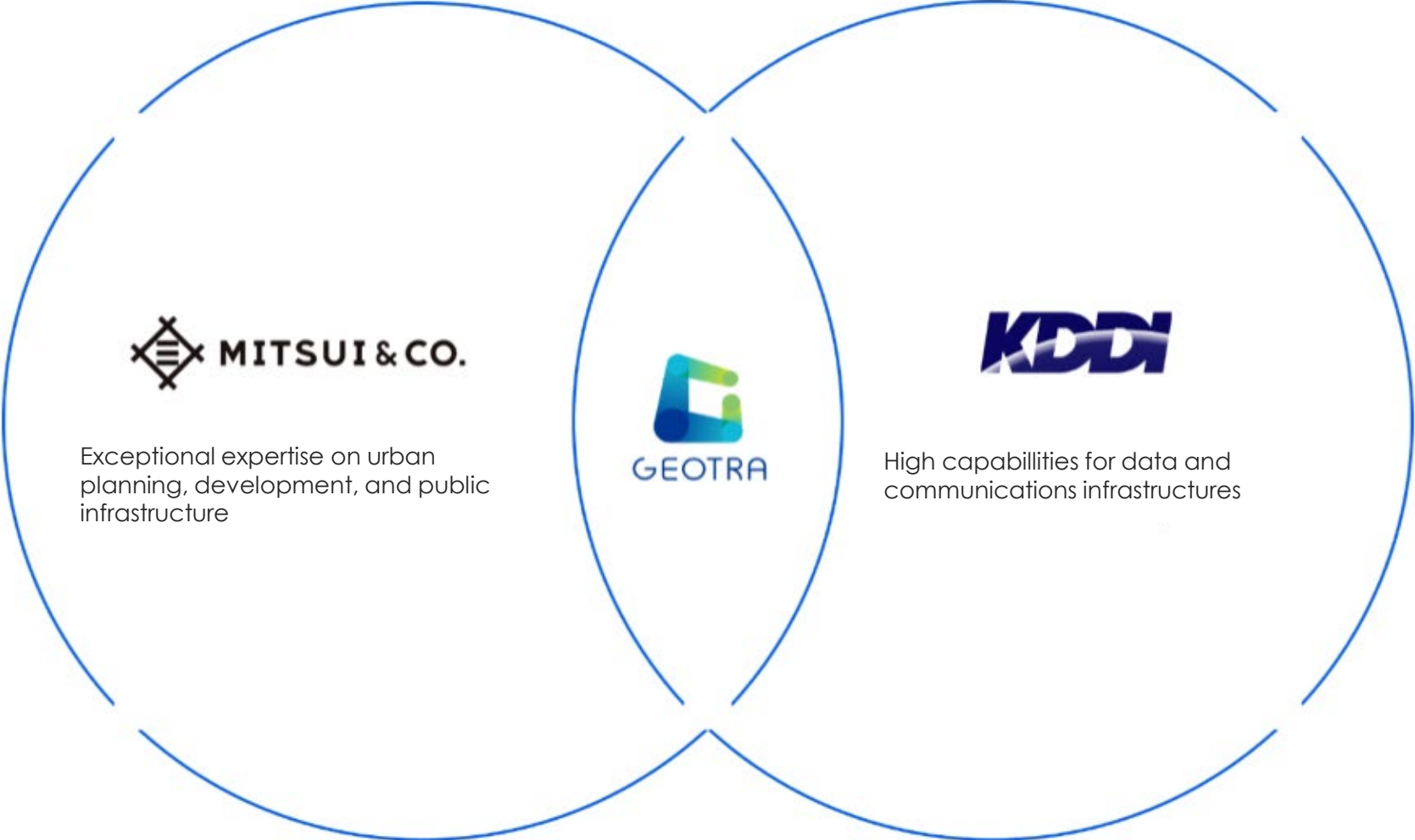
We, GEOTRA innovates society by utilizing various data. Our service begins by simulating people's travel patterns based on what the GEOspacial information suggests about their TRAjectory – which is exactly where our name was taken from. We then use the simulated data to analyze how people's activity can influence certain criteria. In addition, we combine our data set with external ones, allowing us to provide our clients with diverse, streamlined services.

GEOTRA responds to clients' goals of making society a better place with data-based solutions; whether their goal is to relieve traffic, create environmentally-friendly cities, or vitalize transportation - we're here to support you.



About us

We are proudly a joint-venture between Mitsui&Co. and KDDI.



Exceptional expertise on urban planning, development, and public infrastructure



High capabilities for data and communications infrastructures



Our Clients/Partners



Location Data for a Better City



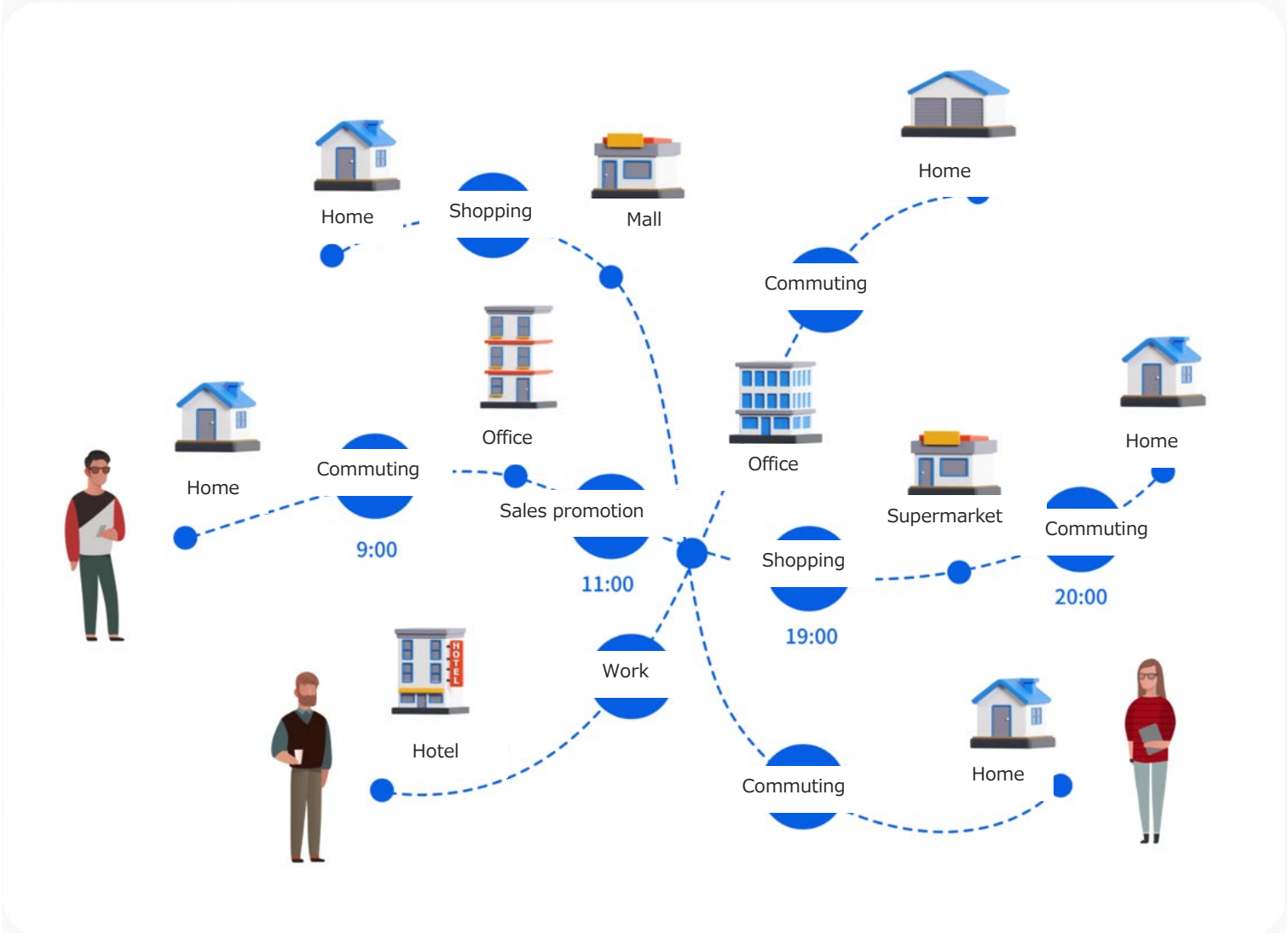
A top-down view of a desk with various items: a succulent in a pot on the left, a smartphone in the center, a pencil, glasses, and earbuds on the right. The smartphone screen shows a teal background with a white padlock icon and a 'Secured' notification at the bottom. The text 'Privacy-Tech is the key to SUCCESS' is overlaid in white.

Privacy-Tech is the key to SUCCESS



Our services : a. GEOTRA Activity Data Solution

Our high-resolution data can display traces of individuals within the area.



Our services: a. GEOTRA Activity Data Solution



1 GEOTRA Activity Data Solution

A disaggregated travel data created by our synthetic data technology, enabling the analysis of individual activity.

The data provides insight on traces and excursions, including information of original destination, transportation means, and purposes. We also offer Web Dashboards that come with multiple analyzing tools.



Our coverage



Analyzing the excursion of cities and the individual traits of their visitors can provide evidence to promote urban redevelopments.



Visualizing the usage of public transportation and utilizing the data to relieve traffic.



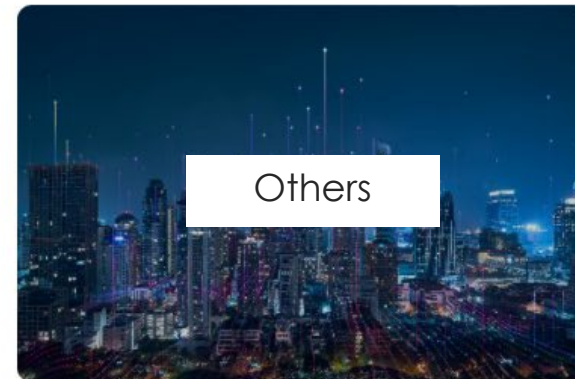
Understanding the specific usage of urban infrastructure such as time-worn bridges and roads to conduct effective maintenance.



Utilizing the trails of tourists to introduce future strategies. Cross-analysis with inbound data can also be effective.



Simulating people's activities in cases of emergency. We can utilize the data when determining the priority of roads to operate.



Measuring the impact of certain events to promote marketing.



GEOTRA