



Traffic Intelligence

Flexible and accessible traffic insights, powered by the world's largest source of unique connected car data

Understanding traffic trends can be complicated, with disparate data sources that often require specialist hardware, dedicated analytical teams and sometimes manual data collection methods.

Traffic Intelligence is the only traffic report powered by data from connected cars. Gain unique, easy to understand insights that are already empowering organizations to make smarter decisions and transform the future of mobility.

Using aggregated movement data from millions of connected vehicles, Wejo translates source data into insights about directional traffic volumes, traffic flows, average speeds, hard braking, hard acceleration and congestion. Traffic Intelligence is available as frequently as daily in a simple and readable format that can easily integrate into any BI and GIS tool.

Powered by high-grade data from millions of connected vehicles

Features & benefits

Using vehicle data sourced from the world's largest connected car fleet, combined with powerful location and timeframe filters, Wejo has made traffic data easily accessible for any organization.

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| ✓ | Data quality | Traffic Intelligence is powered by high-grade data from millions of connected vehicles, including rich data attributes that provide insights on hard braking hotspots or directional congestion, for example |
| ✓ | Frequency | Available daily, weekly, monthly or at a custom frequency, providing hour-by-hour traffic trends broken down into 15-minute segments |
| ✓ | Big data, made simple | Available in CSV format for easy integration with existing BI or GIS tool and can be delivered directly into your cloud storage or SFTP |
| ✓ | Cost effective | The most cost-effective way of accessing and benefiting from unique connected car data on a big scale |

Typical use cases



Identify areas of congestion by analyzing traffic flows by road segment



Optimize traffic calming measures for roads susceptible to speeding by understanding average speed by road segment



Real-time route optimization and re-routing



Identify in-demand retail locations and improve urban planning developments

Wejo makes accessing big data simple and puts you in control of the data you want to receive

Data attributes

The unique attributes you will receive as part of your tailored traffic insights:

Attribute	Description	Example
localTzDateTime	The local date time for the data point/row.	2020-06-05T08:00:00.000Z
localTzDate	The local time zone date (dd/mm/yyyy) for the data point/row.	06-05-2020
localTzDay	The local time zone day for the data point/row.	Fri
localTzDayNumber	The local time zone day number for the data point/row. <ul style="list-style-type: none"> Monday = 1 Tuesday = 2 Wednesday = 3 Thursday = 4 Friday = 5 Saturday = 6 Sunday = 7 	5
localTzHour	The local time zone hour (hh:mm) for the data point/row.	08:00
osmId	Open Street Map identifier for the road segment.	30978553
roadSegmentId	The wejo identifier for the road segment.	72867706956374295040
roadSegmentName	The road segment name.	west 8th street
roadSegmentType	The road segment type.	Secondary
roadSegmentHeading	The road segment heading.	122.0756645
averageSpeed	The average speed of all vehicles on the road segment for the data point.	79.4
vehicleDensity	The total number of vehicles on the road segment for the data point.	77
hardAcceleration	The total number of hard acceleration events on the road segment for the data point.	5
hardBrake	The total number of hard braking events on the road segment for the data point.	3

Delivery formats & methods

The data is available in CSV formats and compression such as GZip or Snappy are available.



Getting started

Wejo will work with you to outline the best approach for defining your requirements:

1	Learn	Tell us your data requirements and use cases
2	Define	<ul style="list-style-type: none"> Choose your desired locations Tell us how much history you need Choose your subscription, from one-off access to monthly reports Choose how long you want to license your insights for Select where you'd like the insights delivered to
3	T&Cs	Review and sign our standard T&Cs
4	Innovate	Choose your start date and drive innovation

Why Wejo?

We unlock the value in connected car data

We organise billions of data points from millions of connected cars, partnering exclusively with global automotive manufacturers to stream data at scale and speed. We transform and enhance big data, turning it into meaningful products that power innovations, drive efficiencies and innovate mobility.

We stand for data for good

We partner with ethical, like-minded businesses and organisations who share our ambitions to revolutionise the way we live, work and travel by:

<p>✓</p> <p>Value</p> <p>Creating new revenue streams, driving business efficiencies and unlocking new opportunities</p>	<p>✓</p> <p>Safety</p> <p>Identifying incident and congestion hotspots to make our roads safer for drivers, riders, passengers and communities</p>	<p>✓</p> <p>Sustainability</p> <p>Making cities more liveable by improving traffic efficiency by predicting and preventing build up</p>	<p>✓</p> <p>Convenience</p> <p>Creating a better personal transportation experience by helping drivers to find a parking spot more easily, making EV charging simpler and reducing commute times.</p>
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