

# Driving Events

Rich insights into driver behaviours mapped to the road network








**Understanding driving behaviours and journey patterns remains a complex issue for most public and private sector businesses.**

Work towards safer and smarter driving by understanding driving events and where they happen. Wejo Driving Event data gives you insights into driver behaviours throughout their journey. Discover where hard braking or speeding occurs and understand the elements that can alter a driver's decision making and behaviour.

Pinpoint the exact moment and location a journey comes to an end. Analyze exactly when drivers are making specific journeys for deeper insights into driver demand.

## Features & benefits

Wejo's expertise in handling huge volumes of connected car data and award-winning big data technology deliver unparalleled connected car data sets. Our technology platform, Wejo ADEPT, curates, cleanses, standardizes and enriches source data, while built-in consent and regulatory compliance frameworks handle the legal complexities.

 <b>Lane-level precision</b>	Accurately understand specific points on the road network which are impacted by safety issues utilising unique attributes including harsh braking and harsh acceleration
 <b>Unique sensors</b>	Rich and unique sensors including weather, road conditions and safety attributes
 <b>Nationwide coverage</b>	More than 99.9% of primary road segments and interstates covered with 95% of overall road network coverage
 <b>Historic data</b>	Year-on-year comparisons utilising vast amounts of historic data
 <b>Premium quality</b>	Verified for quality prior to delivery to ensure consistently trustworthy, complete and high-grade data
 <b>Flexible transfer methods</b>	Data streamed directly to your cloud or API
 <b>Your data, your way</b>	Define the volume and regularity of data you receive with flexible filtering options

## Typical use cases



Origin to destination studies and driver journey trend analysis



Identify roads susceptible to potentially dangerous driving behaviours



Understand point-to-point journey distribution across large geographies



Understand and monitor dwell time around POIs to determine length of stay and purpose of visit

## Data attributes

The unique attributes you will receive as part of your Driving Events feed:

CORE	
Attribute	Description
Datapoint ID	Unique identifier for the event
Trip ID	Unique identifier for an individual vehicle's movements through to an ignition off event happening
Device ID	Unique identifier for the vehicle that the event was recorded by
Captured date & time	Timestamp captured for each datapoint
Time zone offset	Time zone offset of the captured timestamp
Latitude	The North-South positioning of the vehicle on the Earth's surface
Longitude	The East-West positioning of the vehicle on the Earth's surface
Speed	The speed in kilometres per hour that the vehicle was travelling at the time datapoint was captured
Heading	The direction that the vehicle was heading at the time the datapoint was captured
Ignition status	Representation of ignition state when the datapoint was captured
Event type	An identifier for the recorded event (See "Event Types" section)
Journey event change type	Ignition on or ignition off
Seatbelt change type	Latched or unlatched
Acceleration change type	Harsh braking or harsh acceleration
Speed threshold event type	Speed above or below threshold

OPTIONAL	
Attribute	Description
Geohash	Representation of a square on the Earth's surface
Zip code	The zip or postal code in which the vehicle was located at the time of datapoint capture
State / region code	The region/state code in which the vehicle was located at the time of datapoint capture
Country code	The country in which the vehicle was located at the time of datapoint capture

## Delivery formats & methods

The data is available in parquet or json formats and compression such as GZip or Snappy are available. Batches are available daily, weekly or monthly and can be received via:



## 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 **Explore** Access a data sample directly or via our Data Labs environment
- 3 **Define**
  - Choose your desired locations
  - Decide how frequently you would like to receive your refreshed insights
  - Tell us how much history you need
  - Choose how long you want to license your insight for
  - Define where you want us to deliver your custom insights
- 4 **Agree** Sign our data license agreement and third-party information security requirements
- 5 **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><b>Value</b></p> <p>Creating new revenue streams, driving business efficiencies and unlocking new opportunities</p>	<p><b>Safety</b></p> <p>Identifying incident and congestion hotspots to make our roads safer for drivers, riders, passengers and communities</p>	<p><b>Sustainability</b></p> <p>Making cities more liveable by improving traffic efficiency by predicting and preventing build up</p>	<p><b>Convenience</b></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>