



# Vehicle Movements

Analyze traffic flows and journeys in real-time or over time

Making real-time decisions on traffic and congestion can be costly, often requiring sophisticated and expensive hardware. To get the full picture of what's really happening on the roads means managing and integrating multiple sources of data, which can lead to disparate and poor-quality data analysis.

Our Vehicle Movement data provides you with location and journey information for vehicles. Find out which routes drivers are taking to get to specific locations and how many cars are on the road, pinpointed down to lane level.

Better understand driver behaviour as well as identify how roads are performing, enabling you to make decisions in near real time. From local authorities managing congestion levels to private sector businesses planning logistics for a local event, vehicle movement data gives you the insights you need.

## 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>	Location data 95% accurate to within a 3-metre radius, the size of a typical car
✓ <b>Granular</b>	Vehicle Movements are captured every 3 seconds for increased veracity
✓ <b>Quickly available</b>	95% of data is available within 30 seconds from ignition off events
✓ <b>Premium quality</b>	Verified for quality prior to delivery to ensure consistently trustworthy, complete and high-grade data
✓ <b>Unique attributes</b>	From hard acceleration events to ignition status, our unique attributes can't be accessed anywhere else
✓ <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



Real-time traffic and congestion monitoring to empower accurate and swift decision making



Origin to destination studies and driver journey trend analysis



Traffic signal optimisation and improved traffic flow monitoring



Identify in-demand retail locations and improve urban planning developments

## Data attributes

The unique attributes you will receive as part of your Vehicle Movements feed:

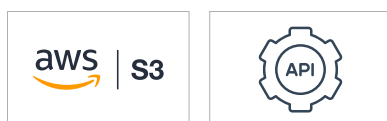
CORE	
Attribute	Description
Datapoint ID	Unique identifier for the event
Journey ID	Unique identifier for an individual vehicle's movements through to an ignition off event happening
Captured date & time	Timestamp captured for each datapoint
Latitude	The North-South positioning of the vehicle on the 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

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
Count	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 location at the time of datapoint capture
Squish VIN	A subset of the characters in a standard 17 character VIN solely to describe the vehicle make, model and production year and not to identify individual any vehicle. The first 8 characters with the 9th character skipped and then the 10th and 11th characters
Vehicle Make	The make of the vehicle at the time of datapoint capture
Vehicle Model	The model of the vehicle at the time of datapoint capture
Vehicle Year	The year in which the vehicle was manufactured at the time of datapoint capture

## Delivery formats & methods

Available as a historical batch, continuous batch or stream, in parquet or json formats and compression such as GZip or Snappy are available.

**Stream** (delivered within 60s):



**Batch** (available daily, weekly or monthly):



## 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:



#### Value

Creating new revenue streams, driving business efficiencies and unlocking new opportunities



#### Safety

Identifying incident and congestion hotspots to make our roads safer for drivers, riders, passengers and communities



#### Sustainability

Making cities more liveable by improving traffic efficiency by predicting and preventing build up



#### Convenience

Creating a better personal transportation experience by helping drivers to find a parking spot more easily, making EV charging simpler and reducing commute times.