**wejo**

INTELLIGENCE

# Journey Intelligence

Unique and exclusive journey trends supporting origin to destination analysis curated from millions of connected vehicles

Understanding travel and mobility patterns including the origin destination for population mass movements is a complex issue, often requiring manual data collection and other time consuming, costly and unreliable collection methods.

Using aggregated journey data from millions of connected vehicles, Wejo translates billions of data points into easy-to-consume insights providing journeys volumes and valuable metrics including average speed and travel times spanning the whole of the US. Journey Intelligence unlocks a deeper understanding of mobility trends enabling businesses to make better decisions, innovate and solve problems more effectively.

Journey Intelligence is available as frequently as weekly in a simple and common industry formats that can easily integrate into any BI and GIS tool.

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## Features & benefits

Wejo has made journey data easily accessible for any organization.  Our expertise in handling huge volumes of connected car data and award-winning big data technology delivers unparalleled connected vehicle data sets. Our technology platform, **Wejo ADEPT**, curates, cleanses, standardizes and enriches source data, providing you with:

| | | |
|---|---|---|
| ✓ | **True connected vehicle data** | Know and trust that Wejo data products are sourced from real connected vehicles, allowing high correlation with real journey trends |
| ✓ | **Unparalleled coverage** | Data is available covering zip codes, across all US states[1], with vast amounts of historical data available |
| ✓ | **Premium quality** | Verified for quality prior to delivery to ensure consistently trustworthy, complete and **high-grade data** |
| ✓ | **Exclusive data** | You will be accessing data and unique insights unavailable from any other data provider |
| ✓ | **Flexible transfer methods** | Data available to your chosen platform |
| ✓ | **Your data, your way** | Define the volume and regularity of data you receive with flexible filtering options |
| ✓ | **Cost effectiveness** | The most cost-effective way of accessing and benefiting from unique connected car data as wejo has done all the hard work for you |

## Typical use cases

Support road planning decision including road closures, and changes to the road network

Understand how driver journey trends have changed over time

Enhance corridor and highway studies by understanding the distribution of journeys and key routes drivers are taking

Compare and benchmark differing corridors & waypoints and allowing to calibrate existing models with a rich contextual data source

**(1)** Density of coverage varies by zip code and by driving usage, age of data, privacy and other user specific requirements.

# Journey selection

**Tailored to your needs, allowing your origin to destination analysis to specify either:**

- All journeys within a specific city, or county
- All journeys starting or ending in relation to a specific point of interest
- All journeys that passed through a specific waypoint including bridges and intersections

# Data attributes

**The unique attributes you will receive as part of your tailored journey insights allowing you to trend, pivot and/or filter by any one of the following unique metrics**

| 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 for the data point/row (dd/mm/yyyy) | 06-05-2020 |
| localTzDayNumber | The local time zone day number for the data point/row<br>• Monday = 1<br>• Tuesday = 2<br>• Wednesday = 3<br>• Thursday = 4<br>• Friday = 5<br>• Saturday = 6<br>• Sunday = 7 | 5 |
| localTzTime | The local time zone hour (hh:mm) for the data point/row | 23.00 |
| origin | The zip code of where the journey started | 90210 |
| originCounty | The county where the journey started | Los Angeles |
| originState | The state where the journey started | CA |
| destination | The zip code of where the journey ended | 90048 |
| destinationCounty | The county where the journey ended | Los Angeles |
| destinationState | The state where the journey ended | CA |
| journeyVolume | Total count of unique journeys | 5583 |
| averageDuration | Average duration of travel from origin to destination (seconds) | 545 |
| averageDistance | Average distance from origin to destination (miles) | 1212.4 |
| averageSpeed | Average speed obtained for the duration of the journey (mph) | 23.3 |

# Delivery formats & methods

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

**aws** | **S3**
**PUSH | PULL**

**SFTP**
**PUSH | PULL**

**Google** Cloud
**PUSH**

| Want to talk about **Journey Intelligence? <u>Get in touch</u>**

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## 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 our Wejo data preview environment |
|---|---|---|

| (3) | **Define** | • Choose your desired locations<br>• Decide how frequently you would like to receive your refreshed insights<br>• Tell us how much history you need<br>• Choose how long you want to license your insight for<br>• 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 organize 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 revolutionize the way we live, work and travel by:

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