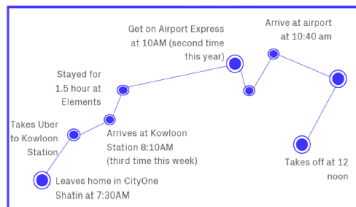
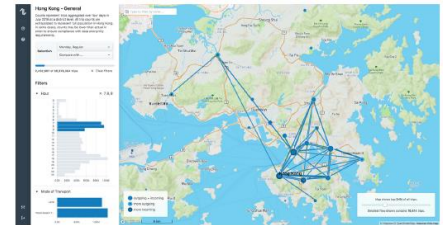


# Mobile Big Data

Big Data

The solution gathers anonymous movement data from 3HK mobile network and turns into valuable insights, helping enterprises understand how people travel. Enterprises can make use of the data to plan for their business activities in a scientific way, ultimately achieving business goals.



3HK Mobile Big Data

VS

Traditional Survey Data



## Benefits

- Help public transport optimize resource allocation in order to maximize ridership, minimize traveling time and enhance service level
- Provide advertisers with a better understanding of daily point-to-point journeys for better-targeted marketing activities and promotions

## Key Features

- Large and stable population sample which covers entire 3HK subscriber base
- 24/7 data points on mobile devices allow granular understanding of people's point-to-point journey
- Comprehensive attributes and topologies for diversified analysis: 1:N & N:N destinations, journey duration, length, through traffic, home / work locations, resident / non-resident travel, modes of travel (subway or road traffic)
- Flexible data output (raw data and dynamic dashboard) allowing enterprises to incorporate their own data for further analysis
- GDPR compliant\* and operates under government regulations

\*GDPR refers to the EU General Data Protection Regulation which is a regulation in the EU on data protection and privacy

## Why 3Business

