



Understand your customer the smarter way

Make better business decisions with Location Insights
from BT Intelligent Data Analytics



When it comes to understanding your customers, there's guesswork, then there's data, and the difference is huge. Location Insights – from BT's Intelligent Data Analytics team – helps you to really understand who's visiting a location and how they arrived there.

Getting visitor insights on a specific geographic location isn't easy. Sources and solutions can be patchy, sometimes anecdotal and often limited. Census and housing data, for example, isn't updated frequently, while traditional surveys are invasive and don't cover many people. We thought we could do better, and that's why we created Location Insights.

Location Insights shows you objective, repeatable insights on your own bespoke dashboard. It's based on anonymised data from the 24 million UK users of the EE mobile network. Billions of rows of data are generated every day which our data scientists turn into insight that you can use. Better yet, data like this doesn't need to cost the earth.

Whether you're a retailer, developer, stadium or local authority, Location Insights can help you better understand the people you serve. Because when you know more about who they are, and why they're with you, you can give them a better service. That's when better connections are made, your customers benefit, and so do you.



What can Location Insights do for me?

Whether you're in property, retail, development, or providing essential services, people are at the heart of your business and understanding their behaviour is key to your success. Location Insights provides high quality information from passive, representative and dynamic mobile data. This allows you to define strategy through an accurate understanding of your customer base.

You get:

- footfall trends for a particular location
- demographic breakdown of visitors
- visuals and data to show point of entry to a location
- details of length of stay (dwell time) and repeat visits
- country of origin for visitors from outside of the UK
- pre-defined visitor segments based on time and frequency of visit
- historical data from 30 days, up to 12 months.

So you can:

- sort data by demographic group to highlight your target audience
- contrast and compare with historical data to identify trends
- compare multiple locations to assess suitability for developments
- compare different events and time periods at the same location
- see how consumers are interacting with your competitor's locations.

With Location Insights, you could assess how regeneration work has changed the way people use an area, decide which retail location could be most appealing to your audience, or understand how often people use amenities or transport services. The possibilities are limitless.

How does it work?

Using the Location Insights dashboard is easy. We've built it using Tableau – if you're not already familiar with it, you can download a free version of Tableau Reader for your desktop or mobile device from the Tableau website.

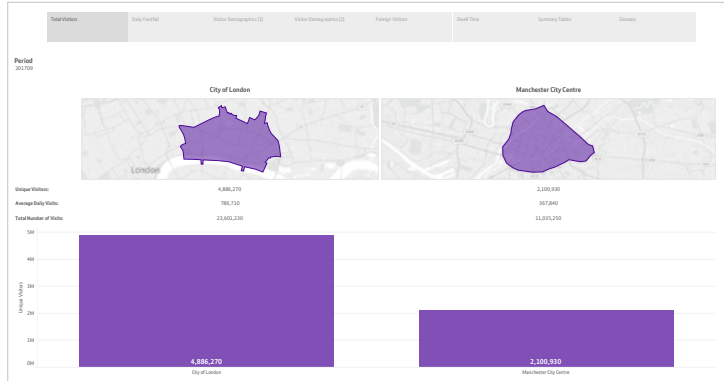
To get started, you'll need to define your chosen area. You can supply these yourself as postcode sectors, MSOA or shapefile (eg KML, SHP), or work with the Intelligent Data Analytics team who will create them for you. We'll then work with you to identify your preferred time periods, and discuss any comparative analysis and additional bespoke work you may need.



Tour the Location Insights Dashboard

Total visitors

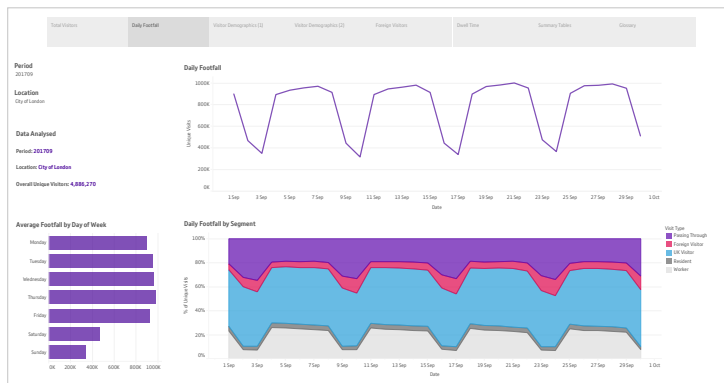
View total visitors to your location by day, month, weekdays or weekends. You can also see total unique visitors, average daily visits and total number of visits.



A comparison of visitors to London and Manchester city centres.

Daily visitors

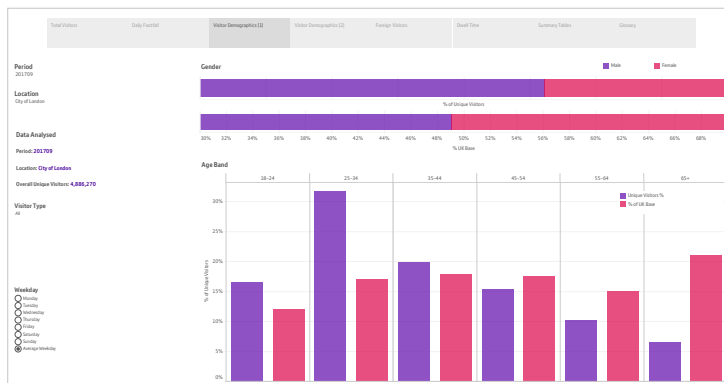
See total footfall trends by day and the number of unique daily visits to your location by visitor segment. You can also analyse by weekdays or weekends, and view the number of monthly unique visitors.



Daily footfall insights for the City of London.

Visitor demographics

Understand the breakdown of your visitors by age and gender. You can view your data by average weekday or weekend, or even focus on a specific day of the week.

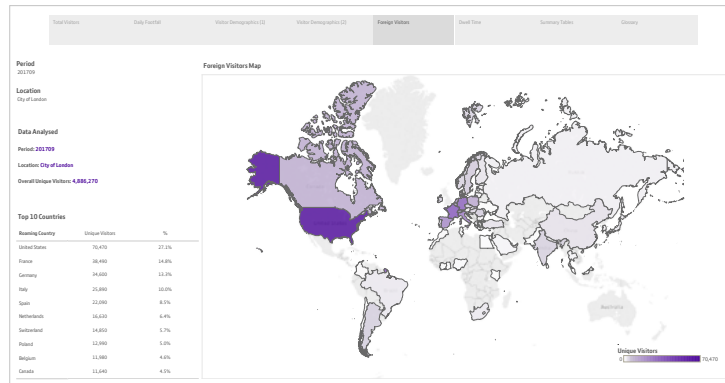


An age and gender breakdown of City of London visitors compared to the UK base.



Foreign visitors

Find which country your visitors are coming from.



A country-by-country breakdown of foreign visitors to the City of London.

Dwell time

See how long people spent in your chosen location with a heat map of when people arrive and leave. There's also a bar graph showing you how many people stayed for a particular period of time.



A heatmap showing arrival and departure times for the City of London, as well as the average time spent there.

Who are BT Intelligent Data Analytics?

Location Insights is just one part of BT's Intelligent Data Analytics, giving businesses the tools and information they need to turn their ideas into reality. We're challenging the status quo and pushing boundaries. We look at the way things are done and create better, faster, more accurate solutions that make a real difference for our customers.

Alongside Location Insights' catchment and footfall analytics, we can also deliver origin and destination analysis, web and app behavioural analysis, customer segmentation, hotspots of particular customer segments and movement analysis of how journeys are made between particular location or zones.

If you'd like to talk to us about what Location Insights can do for you, we're ready to help. Just email consultants andrew.gillham@bt.com or praveen.bissonauth@bt.com

Offices Worldwide

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