

Mobile Data and Transport Modelling



Overview

Mobile Network Data can provide a valuable data source to transportation projects and provide a wealth of information insights relating to user trips and user behaviour. It has benefits over existing data collection sources due to its sample size, geographic extent and the ability to request data over a defined time period over the last two years. Mobile Network Data has been successfully applied to transport projects, often for input into Origin-Destination matrices, providing a detailed breakdown of origin-destination trips, trip purpose, trip frequency, route and mode.

This course provides an introduction to the mobile technology and how data is processed in order to provide insight to the transportation industry. Alongside this, the course will provide a summary of uses cases and summarise the benefits and limitations of this data source.

Learning Outcomes

On completion of the course delegates will:

- Have an understanding of the how mobile network data is collected by the network and probed by the operator
- Have an understanding of the types of information that can be extracted from the dataset (including mode and route)
- Be aware of the benefits and limitations of the technology
- Be aware of the measures implemented to protect privacy including data anonymisation and aggregation

Who Should Attend

The course is suitable for anyone who is interested in understanding more about how mobile network data can be applied to transportation projects.

Topics Covered

- What is mobile network data and how is it transformed into insight
- An introduction to mobile network data
- Deriving trip purpose, 'Points of Interest' (including Home, Work and Other), mode and routing
- Data biases and limitations
- Expansion and aggregation
- Validation
- Use Cases

Programme

Background

- An introduction to how the technology works
- Differences between 2g, 3g, 4g
- Why and how events are generated and how they are probed by the operators
- How the data compares to traditional data sources

Trip Purpose & Points of Interest

- Understanding how trip purpose and 'Points of Interest' are identified in the dataset
- Data sample and how it is expanded to represent the wider population

Break

Mode and Routing

- Understanding how mode and route is derived from the mobile data events focussing primarily on road and rail detection

Common Biases & Limitations

- Understanding where the mobile phone data is limited or biased and the reasons for this

Lunch

Procurement of Mobile Network Data

- Working with mobile network data on a project
- How to define a study period, the project zones and trip purposes
- How an operator maintains data privacy and how the data is aggregated

Case Studies

- Summary of use cases and examples where mobile network data has informed transportation projects

Break

Validation

- Evaluation of data outputs compared to reference data including Census data, NTEM and NTS data sources

Q&A

Close

* Please note that this is a preliminary programme and is subject to change

Mobile Data and Transport Planning

Location

Title	First Name	Surname
Position		
Organisation	Department	
Email		
Telephone		
Address		Post Code
Dietary or access requirements		

Attendance Fees (Please write amount)

Standard Rate _____ + VAT CILT/Local Authority/Chairty Rate _____ + VAT

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