WiFiLAB

Analyse - footfall analytics

Digital analytics of your physical environment.

Prove the success of your product with objective data analytics..

Thanks to the extensive possibilities of our in-house developed Wifilab-platform and the development of hardware that seamlessly integrates with it, Citymesh is able to provide you with unprecedented real-time insights on the usage of your vehicles.. Our sensors detect travellers by analysing the Wifi and bluetooth signals broadcasted by their own smart devices. Thanks to specifically designed smart algorithms we can turn this vast amount of collected data into easy to read analytics and reports that will present an answer to the following questions:

How many people use a specific train?	**Get alerts when anomalies occur!**	**Compare the same ride on different dates.**	**Regulars vs. occasional customers?**
Get insights on how many people are using a specific train at a specific time. With probes in every carriage you can drill down to the number of people per carriage or class.	When a train or several carriages are overcrowded, you could set certain alerts so the right people get notified that something is wrong.	Compare how the occupancy of a train differs from day to day or by the hour, even in real-time. How does the weather or traffic jams impact your occupancy?	Do you know what percentage of your trains occupants are there every day? Or what percentage is a one-time customer? Compare the collected data with tickets sold and determine the amount of free-riders.

How does it work?

Every "smart device", which has its WiFi enabled, broadcasts a probe at least every few seconds. This probe is meant to discover known networks and potentially connect to it. Because of this you do not have to connect to your home or office network manually, but your device does it automatically. Citymesh has developed its own sensors that capture these probes, adds some values to it, such as a timestamp and measured signal level and then pushes this data to the WifiLab platform.
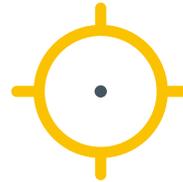
Do you need to be connected to a network?

We capture probe-frames which are being broadcasted continuously by smart devices looking for known networks. It does not matter if a smartphone is connected to a wireless network or not.

Fixed and mobile sensors.

Sensors can be installed in a static location, for example in street furniture or digital signage. Citymesh also has portable sensors which can easily be placed at certain points to analyse specific points for a short period of time to get some specific information.

Analyse a large area or a specific spot.

By doing a simple calibration, the sensors can be adjusted to collect signals in a large area or in a very limited radius.

Convert passers by to engagers.

The success of a campaign strongly depends on the number of people that engage with it. WifiLAB provides graphs that show how many people stop to look at what's going on and how long they were there for.

Event analytics, Big Data for everyone!

It's only after collecting objective data that conclusions on a certain topic can be drawn. How crowded is a specific route at a specific time? Do you have very low occupation rates for certain trains? How does that hold up against holiday periods? If there are delays, what is the real-time occupation of certain trains or platforms? Do you transport the same people every day on the same train? How long is the average train-ride?

Get the data you need in real-time!

Make decisions based on long-term trends, not just spot measurments

All acquired data is anonymous and used according to Belgian law and GDPR rules.
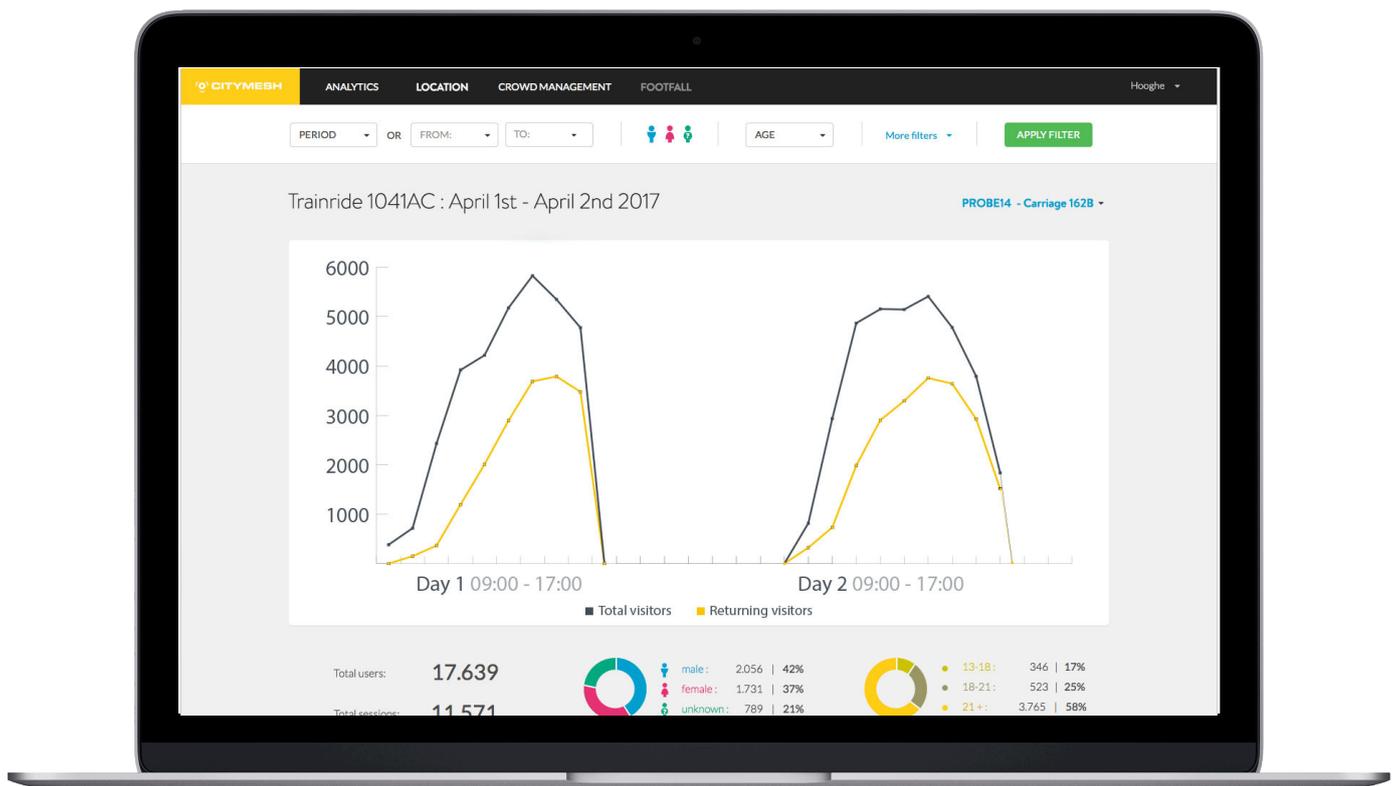
Do you see the same people at different locations?

Event analytics - Integrations

When people are informed about the usage of their personal data it is possible to gather some additional information. By providing Free WiFi in return for some generic questions (age, sex, location) we can get interesting insights in the diversity of the people that we engage. In future developments it will be possible to use small cameras to determine the age and sex of passers by and even track their emotions! Does a train-ride make them smile? Analyse and see.

Event analytics - Visualisation

The graph above shows total amount of visitor for a chosen data range in gray and shows returning visitors in yellow.