

Andmete projektidest Telias

12.10.2023

Rivo Roosileht

Reaalajas

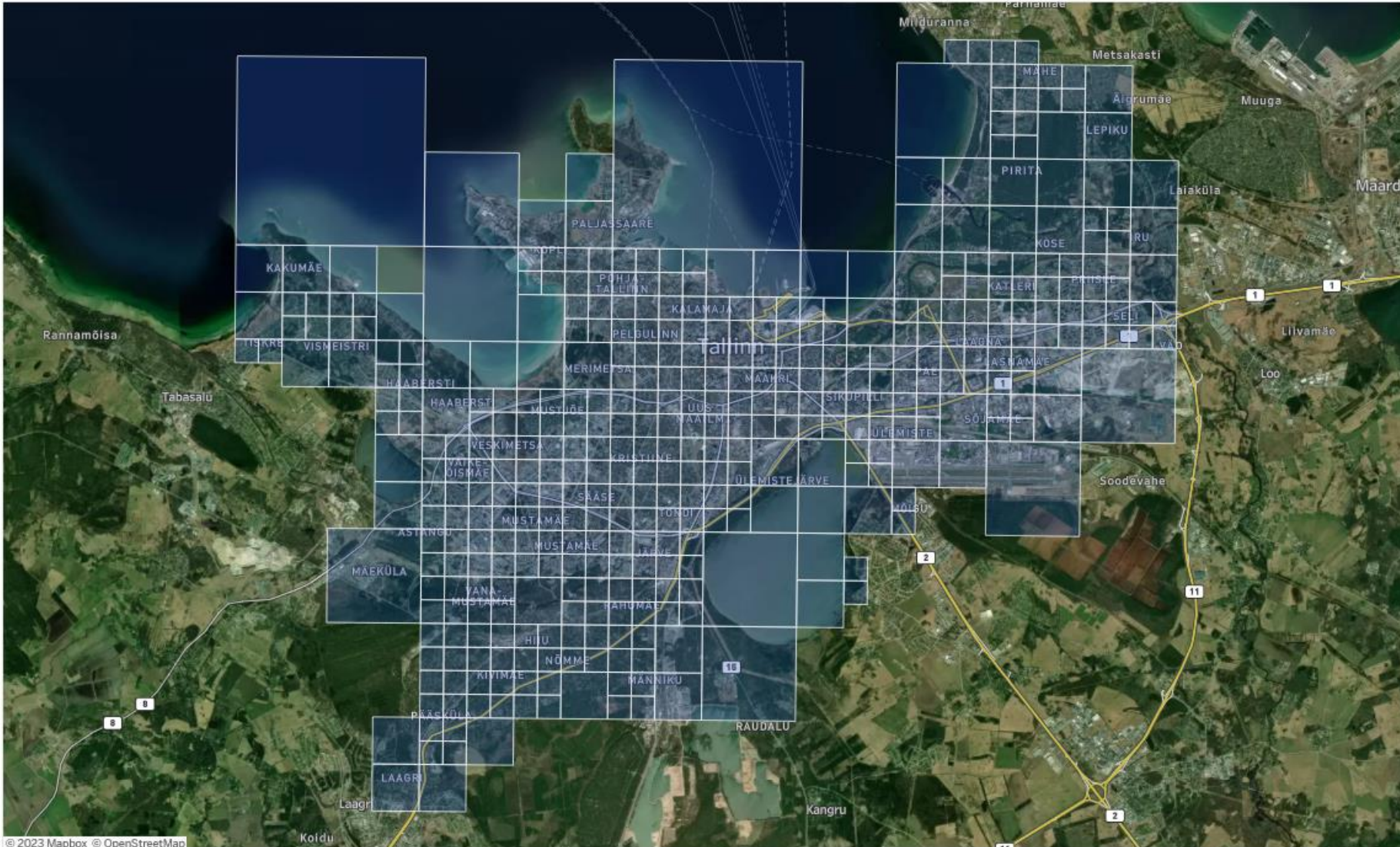


Ühistransport

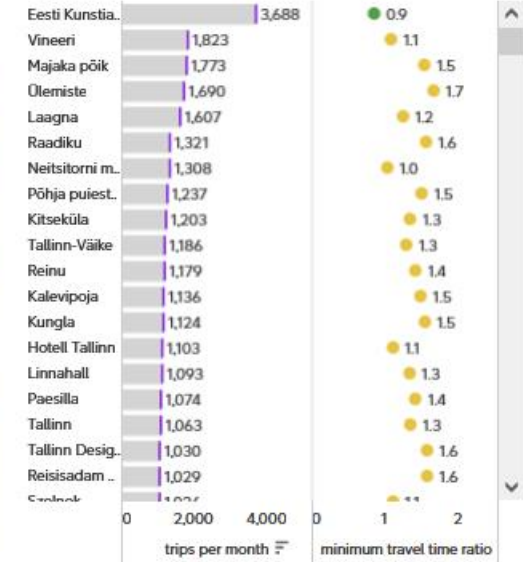
Trips to selected area **selected grids**

color - travel time ratio ● <= 1 (faster by public transport) ● 1 - 2.5 ● >= 2.5 (faster by car)
 circle size - number of trips per month (normalized by sq km)

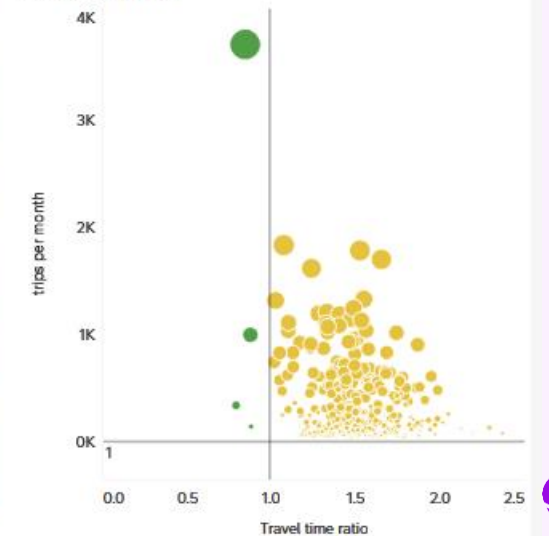
- Select another grid
- Show results on map



Trips from



one dot - one origin-destination pair
 size - number of trips per month (normalized by sq km)
 color - travel time ratio



Ühistransport

High Potential | Travel demand | Change in travel demand | Trips via | Mode of transport

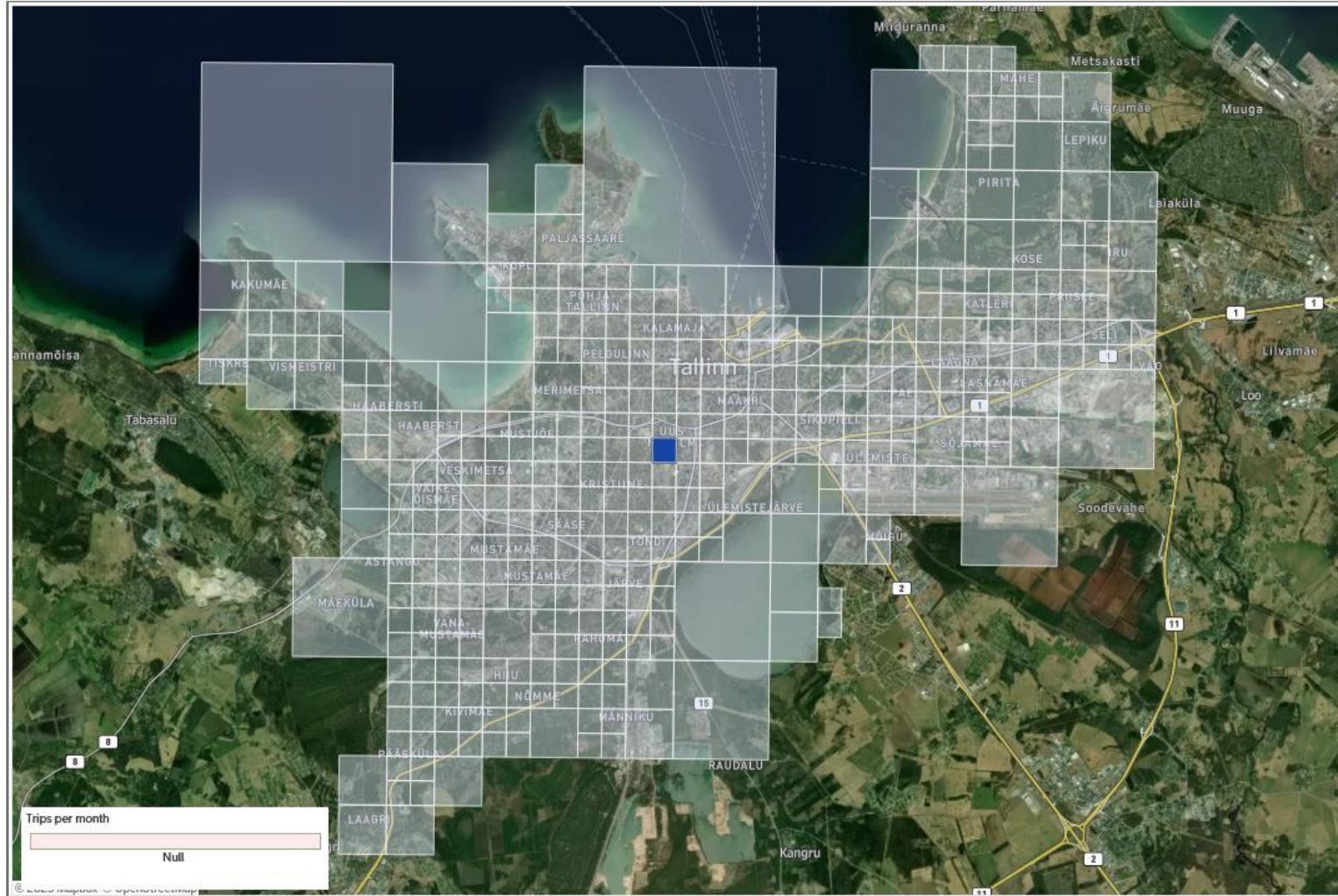


Travel demand

Total travel demand to selected area the selected area.
The dashboard shows number of trips per month and weekly travel patterns for each origin-destination pair.

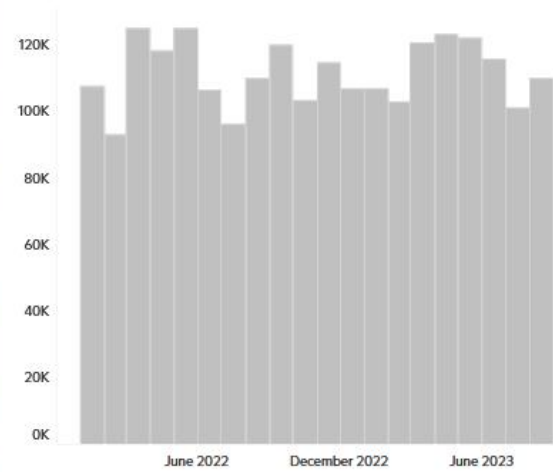
Trips to **selected grids**
circle size - number of trips per month
color - number of trips per month (normalized by sq m)

- Select another grid
- Show results on map

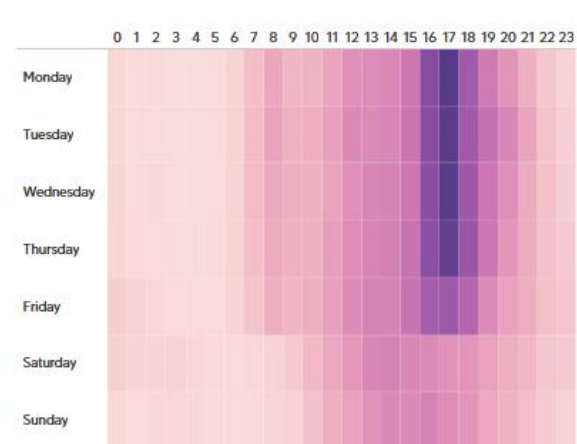


111,272
trips per month

Number of trips by month



Number of monthly trips by weekday and hour



Settings and filters ✕

Change direction
 to selected area
 from selected area

Distance from the selected area (km)
0.00 21.00

Trips per month
30 null

Month
(All) ▼



Turism

Total roamers by country

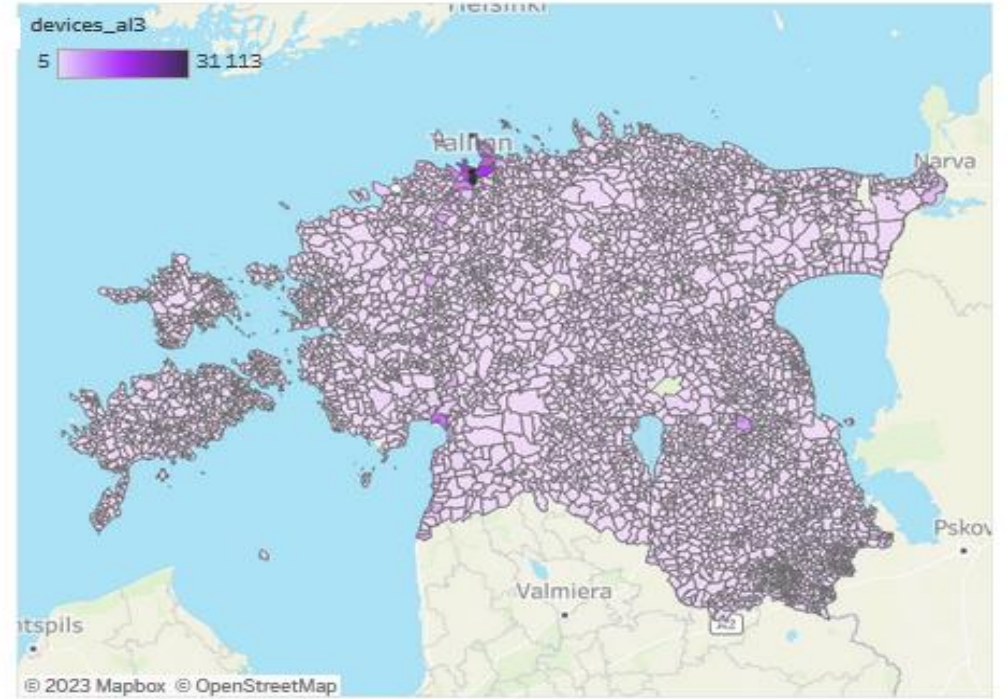
Choose country to update charts

Finland	223 661
Latvia	102 581
Lithuania	43 086
Germany	36 679
Russian Federation	27 940
United Kingdom of Great Britain a..	23 188
Poland	22 799
Null	22 027
France	12 449
Sweden	12 058
Netherlands	11 724
Ukraine	8 631
Norway	7 800
Italy	4 703
Belgium	4 327
Czechia	3 646
United States of America	3 523
Philippines	3 464
Spain	3 388
Australia	2 026

Total roamers
during selected timeframe
592 276

Total defined roamers
during selected timeframe
570 249

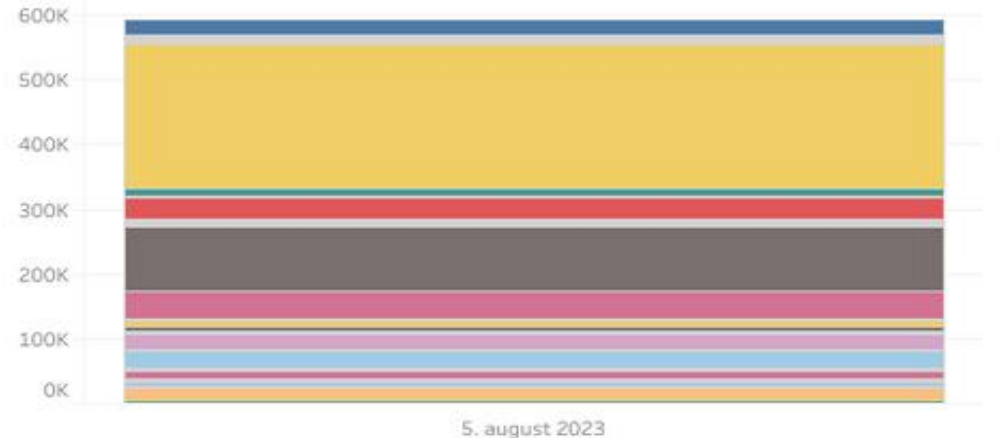
Total undefined roamers
during selected timeframe
22 027



Daily total roamers



Daily roamers by country



Linnaplaneerimine

Activities in Tallinn

01/01/2021 - 30/04/2021 vs 01/01/2020 - 30/04/2020

Show filters

+1.1%

activities on average per day compared to the reference period

888,449

898,370

Daily activities

Sort by

Viru Bussiterminal

Raadiku

Laagna

Lepistiku

Eesti Juudi muuseum

Szolnok

Mahtra

Paberi

Majaka põik



Daily activities

Date type

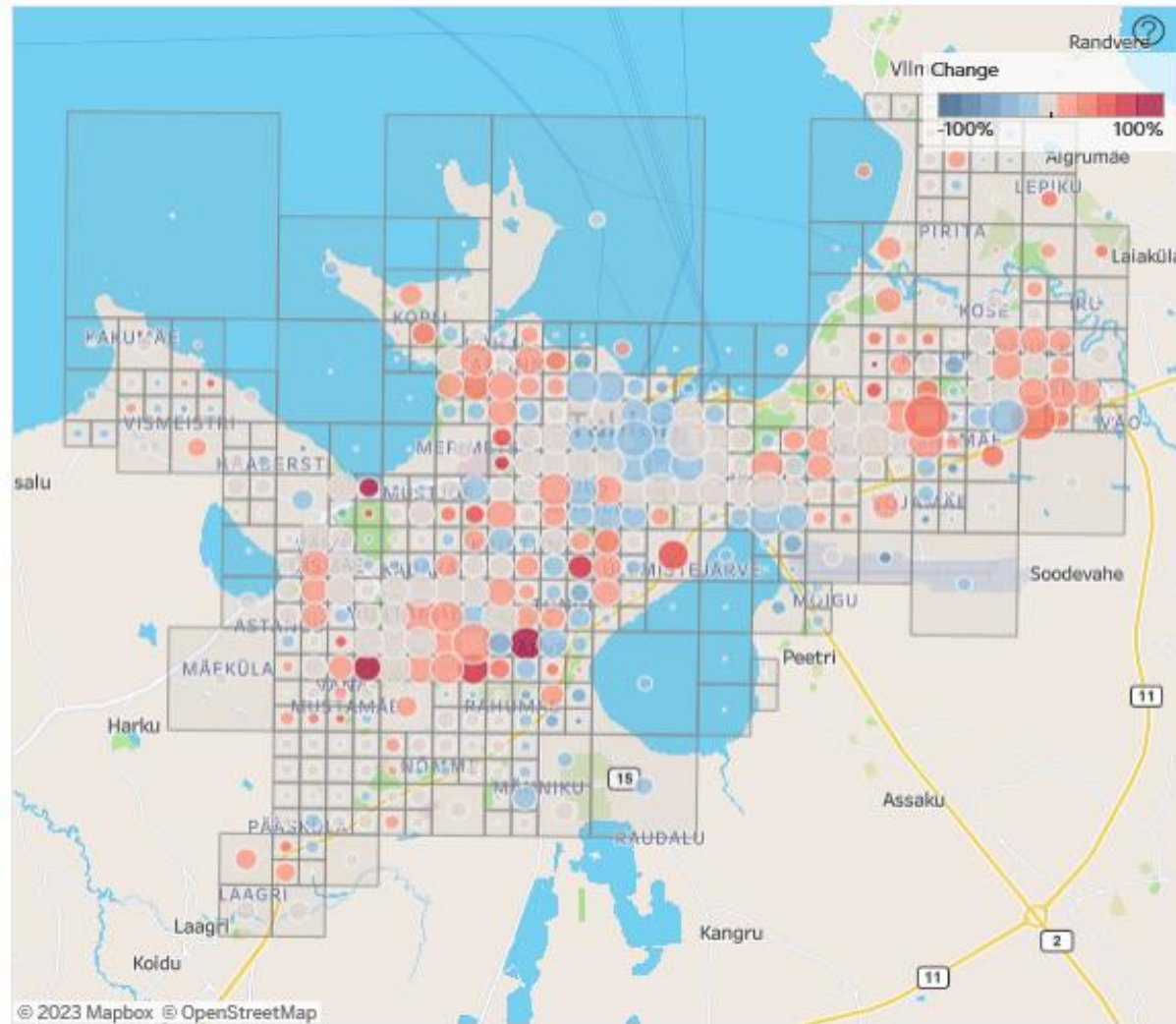
month

Time comparison

Align start of time periods



Back



Activity type

select an area on the map

Activity duration

select an area on the map

Activity per hour

select an area on the map



Linnaplaneerimine

Trips to and from Tallinn

01/01/2021 - 30/04/2021 vs 01/01/2020 - 30/04/2020

Show filters

-3%

travel compared to the reference period

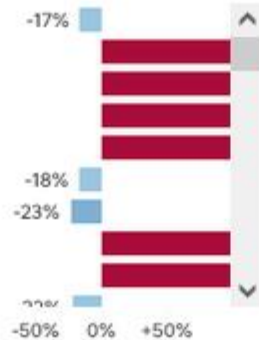
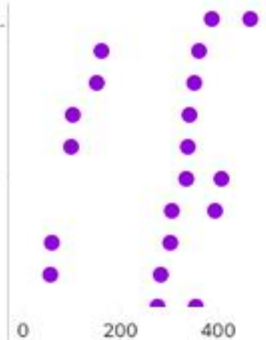
592,092

571,840

1,500 most popular origin - destination pairs

Sort by

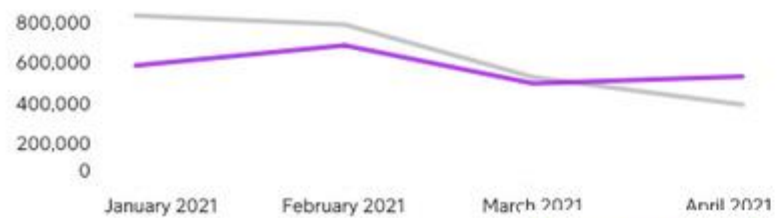
- Eesti Kunstiakadeemia Arhit.
- Mahtra-Laagna
- Laagna-Mahtra
- Laagna-Raadiku
- Raadiku-Laagna
- Viru Bussiterminal-Eesti Ku.
- Solaris-Viru Bussiterminal
- Akadeemia tee-Raja
- Raja-Akadeemia tee
- Viru Bussiterminal-Solaris



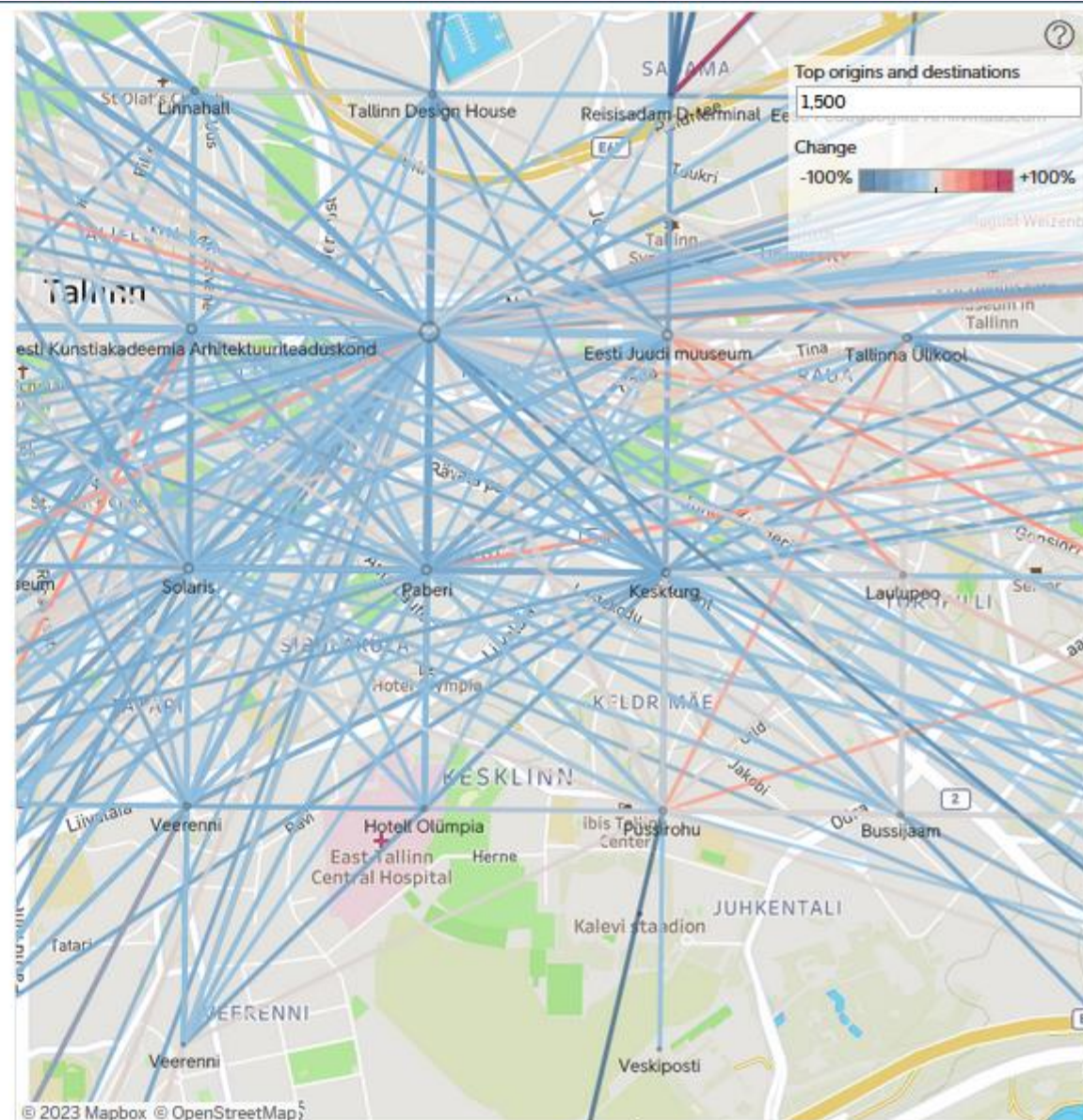
Trips per day

Date type

Time comparison



Back



Trips starting per hour (aggregated per month)

Select an origin-destination pair on the map



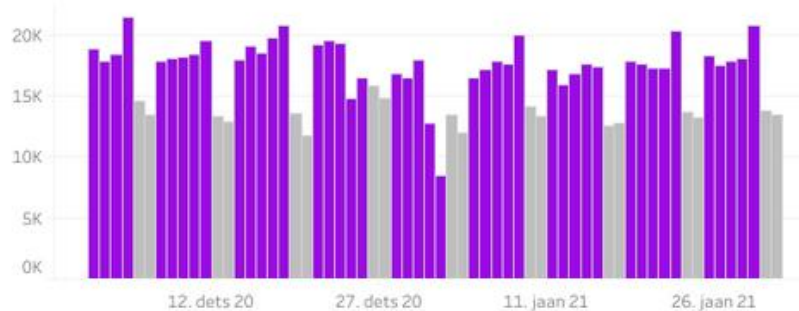
Linnaplaneerimine

Perioodiks on võimalik valida detsember 2020 - jaanuar 2021

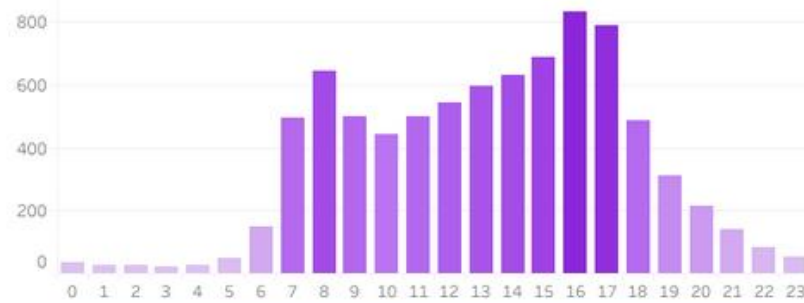
Valitud periood: 1. detsember 31. jaanuar
Tee number: (All)
Nädalapäev: (All)
Suuna valik: (Multiple values)



Kogu ööpäevane liikumine suunal: LEFT HAND SIDE & RIGHT HAND SIDE



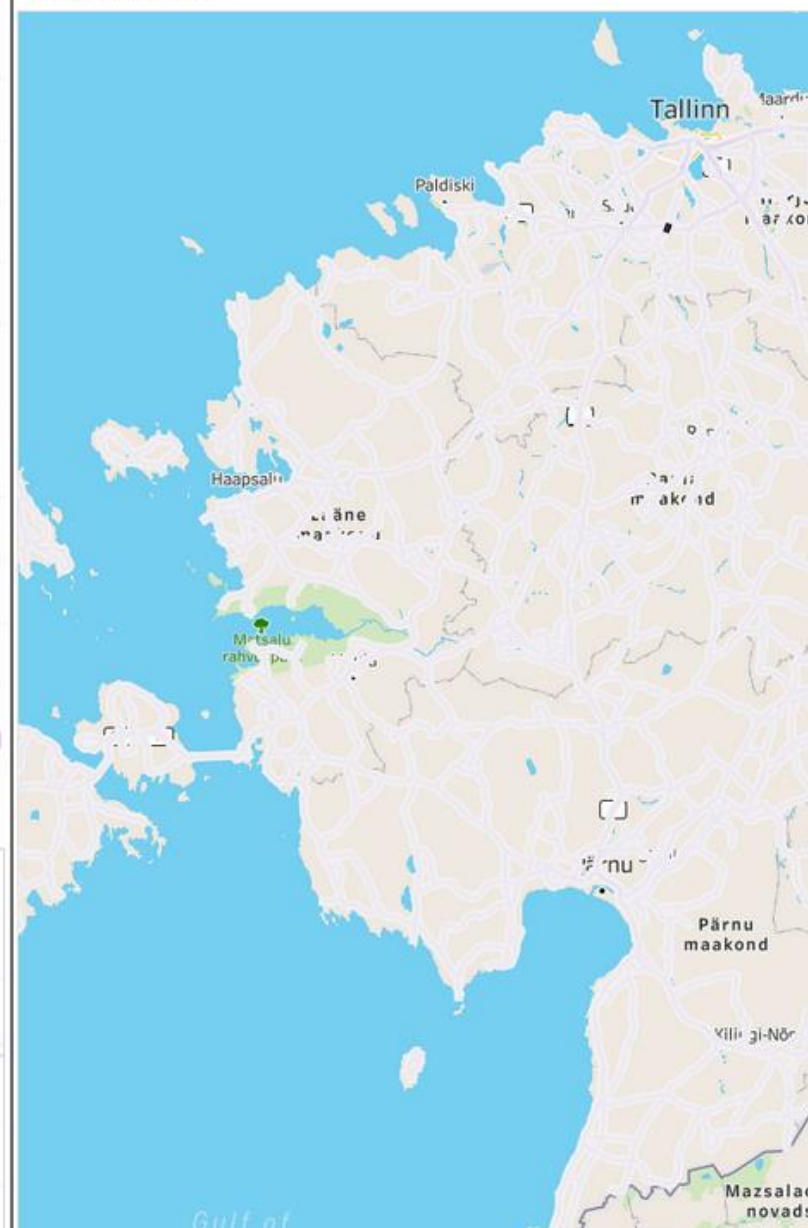
Valitud perioodi tunni keskmine liikumine suunal: LEFT HAND SIDE & RIGHT HAND SIDE



Valitud perioodi keskmine liikumine suuna järgi



Valitud teelõik



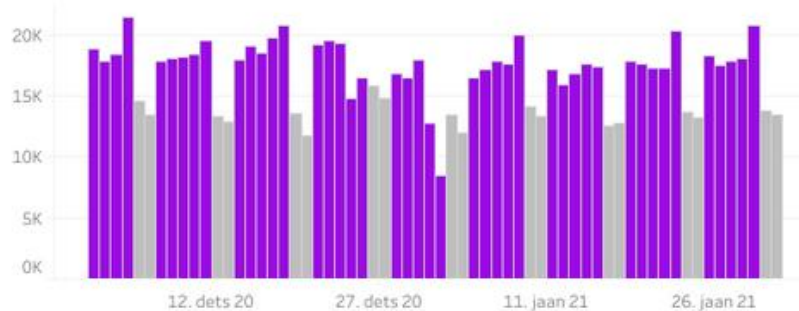
Linnaplaneerimine

Perioodiks on võimalik valida detsember 2020 - jaanuar 2021

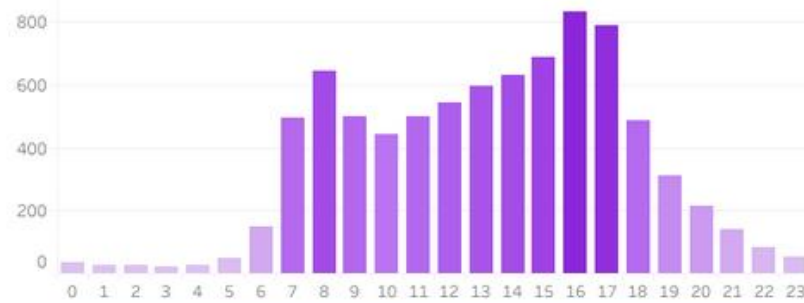
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Kogu ööpäevane liikumine suunal: LEFT HAND SIDE & RIGHT HAND SIDE



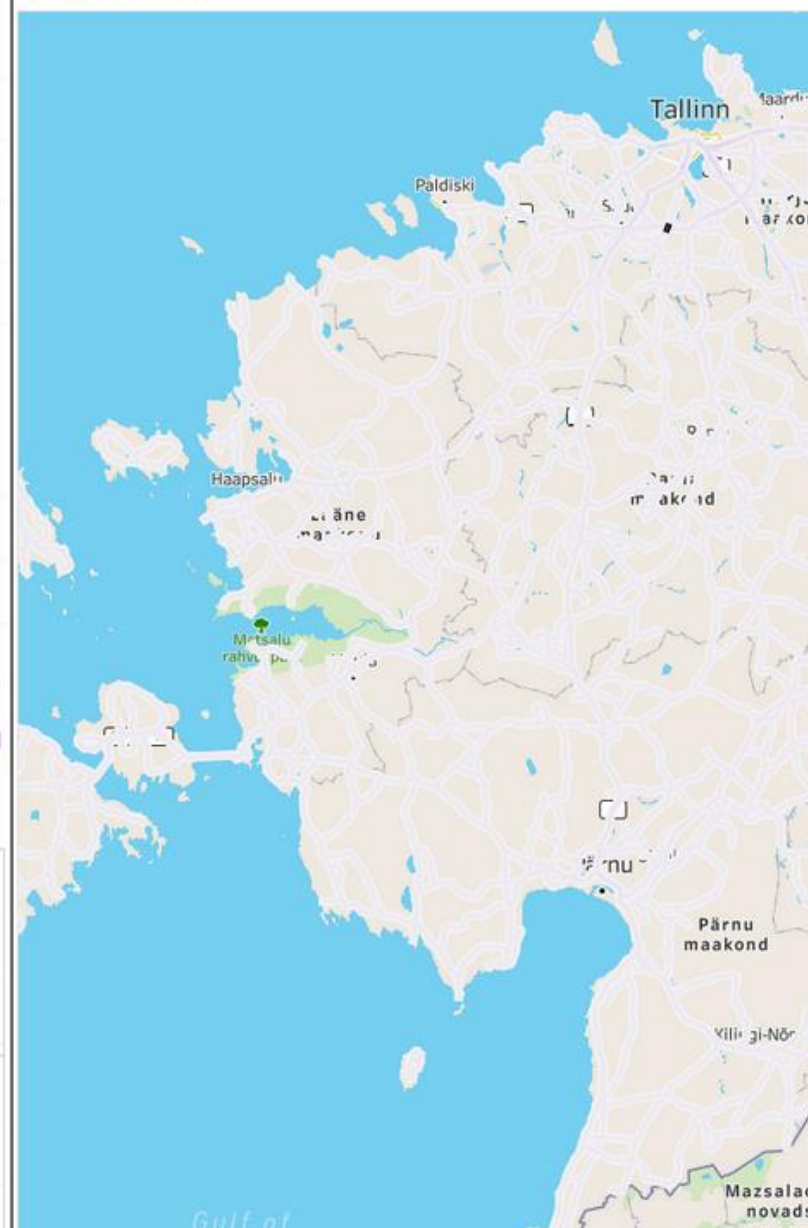
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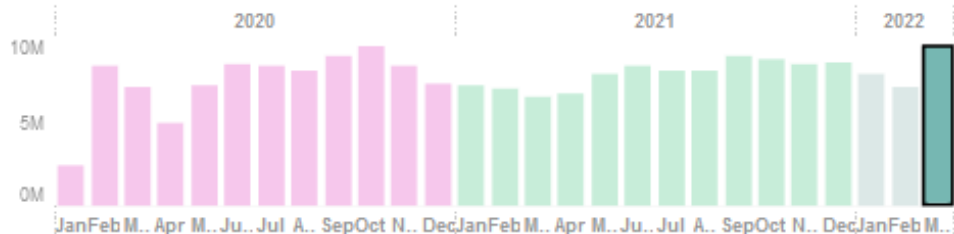
Valitud teelõik



A month of trips in Tartu, March, 2022

Trips **Monthly CO2 Emissions (tonne)** **Avg. CO2 / trip (kg)**
9 463 450 **22,473** **2.37**

Number of trips per month



Group trips

Show trips between grids

Search trips

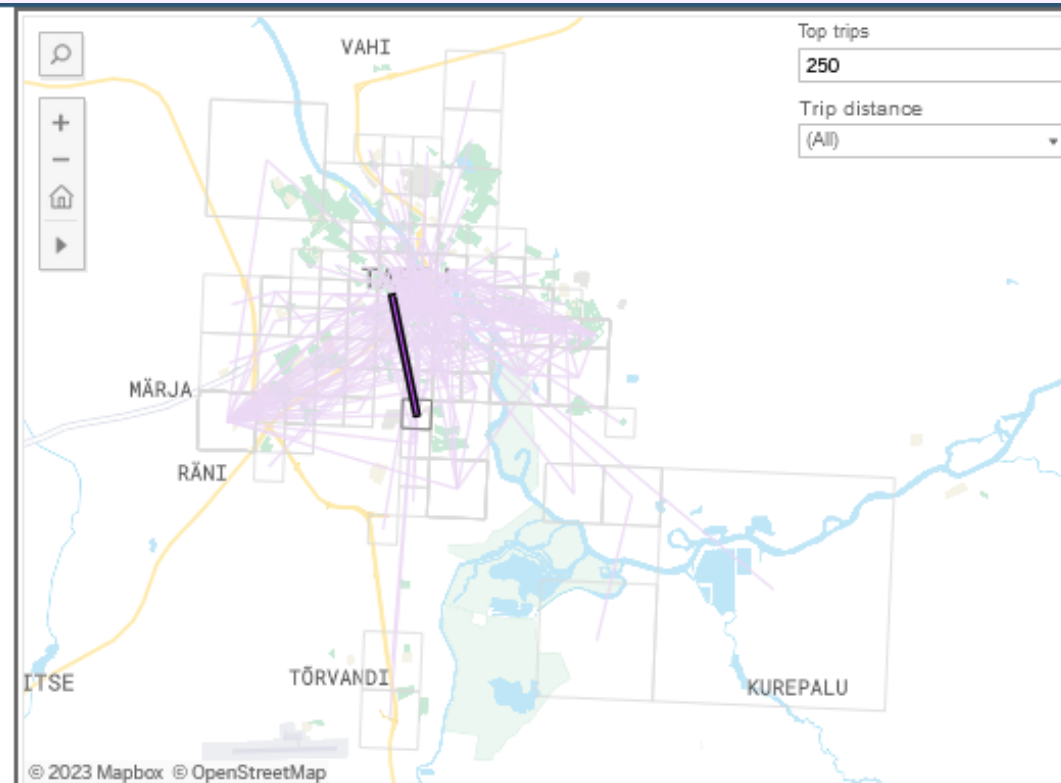
Tartu Kunstimuuseum - ...

Routes with high number (>35%) of trips by

All

Top 250 routes in Tartu, March, 2022

Route	Number of trips	CO2 emissions (tonne)	CO2 / trip (kg)	Distance (km) (car)
Tartu Kunstimuuseum - Rahu	2,024	0.37	0.18	2.4 km



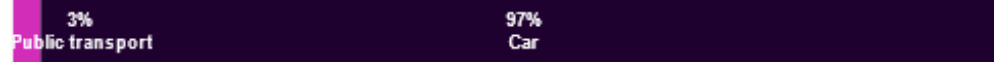
Travel time per mode of transport

Bike **Car** **Public transport** **Walk**
12 (mins) **5 (mins)** **20 (mins)** **30 (mins)**

Modes of transport

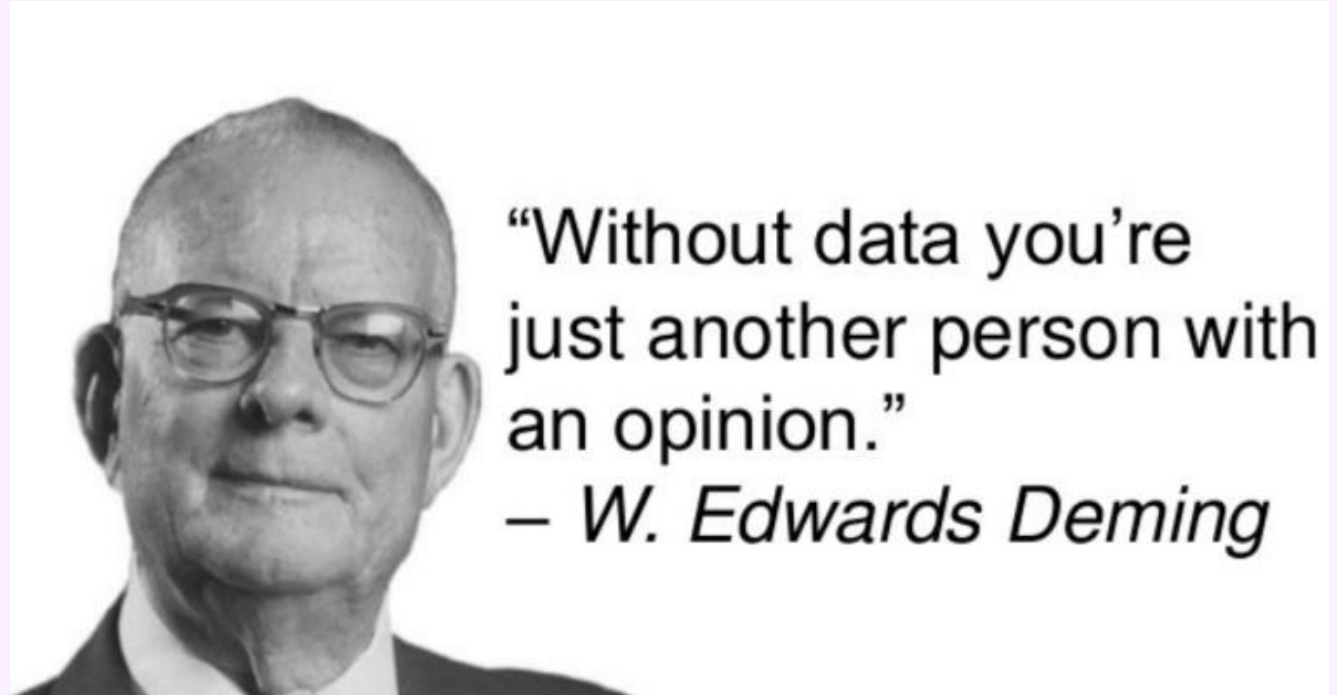


CO2 emissions from transport



Rohkem slaide pole.

- Paremad tulemused
- Parem keskkond
- Õnnelikumad inimesed
- Rahulikum uni
- Aitäh



Vabandust! Üks siiski veel.

There are known knowns; there are things we know that we know.

There are known unknowns; that is to say, there are things that we now know we don't know.

But there are also unknown unknowns – there are things we do not know we don't know.

-Donald Rumsfeld



Avaandmete väärtuse avastamine Telia andmeteaduse näitel

Janika Aan

Head of Data Science

12.10.2023

AGENDA



- **Avaandmete olulisus Telias**
- **Avaandmete kasutamine ja näited**
- **Avaandmete väljakutsed**
- **Avaandmete tulevik**



Avaandmete olulisus Telias



Täiendav andmeallikas

Paremad otsused

Kuluefektiivsus

Innovatsioon

Kliendimõistmine

Riskijuhtimine

Võrgu optimeerimine

Säästlikkus ja jätkusuutlikkus



Avaandmete kasutamine ja näited

Klienditeeninduse personaliseerimine

- **Avaandmed:** Demograafilised andmed, tehnoloogia kasutamise statistika.
- **Kasutusviis:** Saame mõista, millised teenused või tehnoloogiad on populaarsed erinevate demograafiliste rühmade hulgas ja kohandada oma klienditeenindust vastavalt.



Avaandmete kasutamine ja näited

Võrguprobleemide ennetamine

- **Avaandmed:** Ilmastikutingimused, loodusõnnetuste andmed.
- **Kasutusviis:** saame proaktiivselt teavitada kliente võimalikest võrguprobleemidest, mis võivad tekkida ebasoodsate ilmastikutingimuste või loodusõnnetuste tõttu.
- **Näide:** Kui avaandmed ennustavad äikest teatud piirkonnas, saame kliente sellest ette teavitada.



Avaandmete väljakutsed



Andmekvaliteet

Sobivuse küsimus

Andmete ajakohasus

Ootamatu mõju



Avaandmete tulevik

Nutikate linnade arenguga seotud teenused

- **Avaandmed:** Linnaandmed, mis hõlmavad transpordi liikumisi, energiakasutust, populatsiooni tihedust ja tehnoloogilist levikut.



Täna!
Küsimused?

