Pedestrian Flows

Road segment pedestrian traffic flows

Overview

Vianova Pedestrian Flows is a powerful data product designed to provide detailed insights into pedestrian traffic patterns at the street segment level. By aggregating data from connected devices and mobile phones, our product offers daily counts of pedestrian trips passing through each street segment in a city. This valuable information helps city planners, transportation agencies, and urban developers optimize pedestrian infrastructure, enhance safety, and promote walkability.

Key Features

- **Street Segment-Level Data**: Vianova Pedestrian Flows delivers precise pedestrian traffic information at the street segment level, offering granular insights into the number of pedestrian trips for each segment in the city.
- **Daily Trip Counts**: Our product provides daily updates on pedestrian traffic, allowing users to monitor and analyze fluctuations in foot traffic over time, identify trends, and make data-driven decisions.
- **Comprehensive Data Sources**: By leveraging data from connected devices and mobile phones, Vianova Pedestrian Flows ensures comprehensive coverage and accuracy in capturing pedestrian trip counts across the entire city.
- **Interactive Visualization Tools**: Users can access intuitive visualization tools to map pedestrian traffic flows, identify high-traffic areas, and generate insightful visual representations of pedestrian usage patterns.

Key Attributes

Dimension	Type	Example	Notes
way_id	string		Unique ID of the roadway segment - Open Street Maps
date	date		Date on which the data was computed
hour_of_day	integer		Hour of day of the date
nb_trips	integer		Number of trips on the street segment

Coverage

France Netherlands United Kingdom United States Germany

Characteristics

Latency - 1 day, 1 month, 3 months
Frequency of Data Collection - 10s-1min

Delivery

- Vianova Intelligence Platform
- REST API

Use Cases

- **Urban Planning**

  City planners can utilise Vianova Bike Flows to design and implement bike-friendly infrastructure, such as dedicated bike lanes and bike-sharing stations, based on actual usage patterns and demand.

- **Traffic Management**

  Transportation agencies can use pedestrian flow data to optimize traffic signals, improve pedestrian safety at intersections, and reduce conflicts between pedestrians and vehicles.

- **Retail and Commercial Planning**

  Retailers and businesses can leverage pedestrian traffic data to identify high foot traffic areas, assess market demand, and make informed decisions regarding site selection, marketing strategies, and business expansion plans.

- **Event Planning**

  Event organizers can use pedestrian flow data to plan for crowd management, optimize pedestrian routes, and ensure adequate facilities during major city events, enhancing the overall experience for participants and attendees.

- **Tourism Development**

  Tourism boards can leverage pedestrian traffic data to understand visitor movement patterns, enhance tourist experience, and plan for the development of key tourist attractions and amenities.