Traffic Insights

Real time speeds and travel times

Overview

Vianova Traffic Insights is a data product designed to optimize real time traffic management. Leveraging the power of connected vehicle data and location-based services, Vianova Traffic Insights offers real-time insights into traffic conditions, including speed and travel times, on a granular road segment level. With millions of active connections contributing to its data pool, this product provides invaluable information for optimizing traffic operations and enhancing overall transportation efficiency.

Key Features

- **Updates every 3 minutes:** information on traffic conditions, enabling operators to make informed decisions swiftly.
- **API Integration**: Seamlessly integrate our real-time API into existing operations platforms, enabling easy access to traffic insights for a wide range of applications.
- **Vianova Intelligence Platform**: Access our comprehensive traffic analytics and visualization tools through the Vianova Intelligence platform, empowering users to analyze historical data, identify trends, and make data-driven decisions.

Key Attributes

Dimension	Type (format)	Example	Notes
way_id	string		Unique ID of the roadway segment - Open Street Maps
timestamp	datetime		Date and time at which the data was computed
speed_average	Integer (kph/mph)	60	Average speed observed on the segment
speed_median	Integer (kph/mph)	52	Average speed observed on the segment
speed_85_percentile	Integer (kph/mph)	58	Speed of the 85th percentile vehicle on the segment
travel_time	Integer (seconds)	45	Average travel time observed to cross the segment
nb_connections	Integer	15	Number of unique vehicles reporting on the segment
nb_observations	Integer	70	Total number of observations on the segment
average_overage	Integer (kph/mph)	7.2	Average speed by which the speed limit is exceeded

Coverage

Austria Belgium France Germany Italy Netherlands Spain United Kingdom Sweden Denmark

United States

Data Sources

Europe - 30 Million connected vehicles (cars, trucks, vans, buses)
United States - 40 Million connected vehicles (cars, trucks, vans)

Characteristics

Latency - 1 min,1 day, 1 month, 3 months
Frequency of Data Collection - 3s-5s

Delivery

- Vianova Intelligence Platform
- REST API

Use Cases

- **Traffic Management Authorities**: Highway Operators, municipalities and transport agencies can utilize Vianova Traffic Insights to monitor and manage traffic flow in real-time, optimizing signal timing, adjusting route planning, and responding swiftly to incidents.
- **Navigation and Mapping Services**: Integration with navigation apps and mapping services allows users to receive accurate, real-time traffic updates, ensuring they choose the fastest routes and avoid congestion.
- **Fleet Management**: Fleet operators can optimize their routes and schedules based on live traffic data, minimizing delivery times, reducing fuel consumption, and improving overall operational efficiency.
- **Urban Planning**: City planners can leverage Vianova Traffic Insights to assess the impact of proposed infrastructure changes, evaluate traffic patterns, and make data-driven decisions to improve urban mobility.
- **Emergency Response**: Emergency services can benefit from real-time traffic information to navigate through traffic efficiently, reaching incidents faster and potentially saving lives.