

TomTom

O/D Analysis

Trip dynamics

Overview

Since the 1950s, different survey methods and mathematical formulas have been developed to quantify and create models for trip distribution in specific areas. Various approaches such as roadside interviews, traffic light questions, license plate surveys, as well as other telephone, internet and mail surveys were used for origin-destination studies. These high effort, low-quality methodologies were widely used until recently.

With all the location data available today, these methods have evolved to complex algorithms to analyze vast amounts of Floating Car Data (FCD) and identify trip dynamics. TomTom O/D Analysis combines cutting edge technology and data visualization, powered by a big data archive. Trillions of probe points from various sources continuously contribute to the database that is the foundation of TomTom's origin-destination solution.

With an increase in location-based targeted advertising, location data has become essential to tailor messages according to people's behavior. Being able to understand the patterns of everyday movement is demanded by various business segments including Smart City programs, urban infrastructure organizations, and marketing companies. TomTom O/D Analysis provides valuable insights for urban planning, geo-marketing, targeted advertising, store location identification, and more.

Features

Extensive coverage

Comprehensive data

Access via web app or API

Multiple output options

Benefits

Enables analysis on a global scale

Ensures the results are credible and useful

Allows users to conduct analysis quickly

Enables users to choose the output results that match their needs

Sample applications

- Geomarketing projects: Examples include store locations, retail attractions, focused location advertisements, and billboard locations
- Tourism studies: Access to information to help you understand popular points of interest and seasonal distribution
- Urban planning: Examples include the most used routes, and studies of flow or tourism dynamics between popular points of interest
- Smart city programs: Contributing as an input for mobility studies

Product formats

TomTom O/D Analysis can be accessed via

- Web based application @ move.tomtom.com
- API @ developer.tomtom.com

O/D Analysis output

Map Flows: Map visualization of the origin-destination enables users to see preferred routes, trip behavior trends, and identify the regions suitable for targeted advertising or new retail locations.

Matrix: Visualize your origin-destination analysis as a matrix. You can check the total number of trips between all regions, select between regions and export it as an Excel file.

Selected Link (Road segments): Visualize inbound and outbound trip patterns through a selected road segment. Customers can filter by all trip directions and visualize the trip distribution as the actual value or as a percentage. The results can be downloaded in multiple formats like Csv, Json and Shapefile.

Selected Link (Regions): Visualize inbound and outbound trip patterns through a selected region. Customers can filter by incoming or outgoing trips, visualize the trip distribution as a percentage or the actual number of trips, and download the results in multiple formats.

Sankey Diagram: Visualize the output data using the Sankey Diagram, where the band's width represents the volume of the results analyzed.

Spatial Sankey: Map visualization of trips' percentile distribution.

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