‘Citizens as a sensor’ for mobility insights with human meaning

Citibeats makes sense of citizen opinions, to add meaning to your big data. Our platform analyzes social media such as Twitter, or your own data sources, to provide insights that can complement the IoT data you are tracking every month.

Citibeats analyzes what citizens say, to add human meaning on top of your data

**IoT platform**

**Information**

**Citibeats**

**Insight**

Our platform answers the questions that city sensors raise

<table>
<thead>
<tr>
<th>Question</th>
<th>Why?</th>
<th>So what?</th>
<th>What next?</th>
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</thead>
<tbody>
<tr>
<td>+10% parking shortages this week</td>
<td>One-off concert, don’t need to act</td>
<td>#3 top mobility concern according to citizens, medium priority</td>
<td>#1 top social concern is confusing road signs on bridge</td>
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<tr>
<td>+45% spike in traffic in motorway</td>
<td></td>
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<tr>
<td>Predictive maintenance: all ok</td>
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Make sense of citizen opinions with our easy-to-use dashboard

- Categorize and compare priorities
- Track sentiment spikes
- Find most representative opinion on a topic

Request a DEMO: go@citibeats.net

www.citibeats.net
Public transport is the top mobility concern

Increased train prices are the number #1 public transport concern. 13% of public transport concerns are about the rising T10 ticket price. Of these concerns, many connect it with funding issues related to the current political crisis.

Support for local taxis was the success story of the month. 38% of taxi sentiment is strongly positive, the highest of any category. This was driven by public support for local taxis. 61% of opinions around taxis are supporting local taxis, and campaigning against Uber and Cabify.

Transit is the area of most public concern. 29% of transit sentiment is strongly negative. Of the traffic concerns, the #1 issue was the crash on the C-58, resulting in tailbacks of 5km, on December 18th.

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