

## '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

**Danny Cherka** - 14 h  
No parking spaces for a mile around the #popup #concert - no wonder they don't normally do events here

**Martin Williams** - 12 h  
Glad to see the @LondonCity investment to restore the lights on Drales bridge

**Emily Cormac** - 10 h  
@MartinWilliams yeah, now if only they'd do the same for Shakey bridge on the northside!

Insight

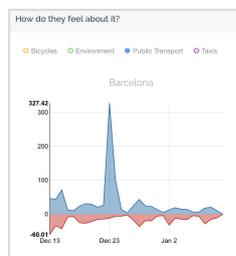
### Our platform answers the questions that city sensors raise

+10% parking shortages this week	Why?	One-off concert, don't need to act	●
+45% spike in traffic in motorway	So what?	#3 top mobility concern according to citizens, medium priority	●
Predictive maintenance: all ok	What next?	#1 top social concern is confusing road signs on bridge	●

### 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

BARCELONA - DECEMBER 2017

## 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.**