



Quality Analytics for the Walking World

Connected Transport by Foot Analytics

Success Cases



Foot Analytics has been working with Renfe to capture valuable analytics insights regarding real-time passenger occupancy levels & passenger usage and behavioral data

Context

Following the COVID-19 pandemic, Renfe started looking for technological partners that could provide a system capable of measuring real-time occupancy inside their passenger trains for control purposes. Additionally, the system should provide a greater understanding of the passengers' customer profile and of their behaviors.

Action

Foot Analytics deployed a Proof-of-Concept (POC) in different trains (each with several coaches) and started collecting insights such as (i) Real-time occupancy per coach/train (updated each minute); (ii) Origin-Destination Matrix (per passenger) and Up-Down Matrix (per station); and (iii) Other passenger usage and behavioral data.

Results

Renfe gained (i) full control over the real-time passenger occupancy levels in their trains and (ii) a richer understanding of its passengers' customer profile's and behavioral patterns. Such data was validated (correlation > 96%) and provided via Foot Analytics' IKNOS platform, digital signage screens and Renfe's mobile app



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