

# Emu Analytics

## Building Up Location Intelligence

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# EMU ANALYTICS

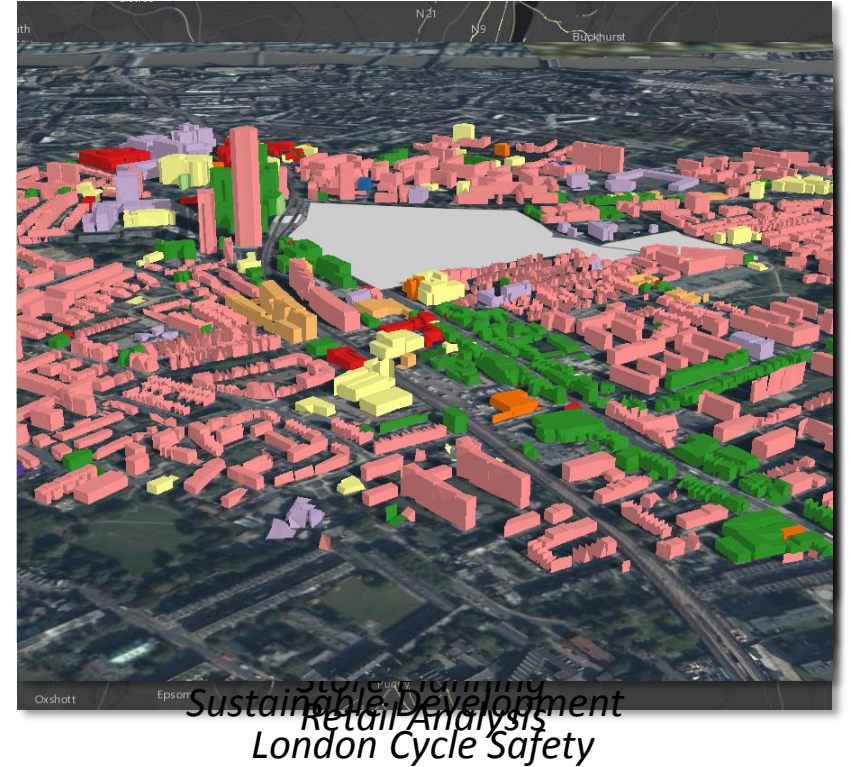
- Emu Analytics is a start-up formed in 2015
- Specialises in real-time, high volume spatial analysis and more traditional mapping and analytics services
- We offer technology products, data and services to provide insights to multiple sectors such as **Government, Utilities, Retail, Property Development & Telecoms**
- We work with a broad spectrum of clients and partners including Experian, Vodafone, Lendlease, SSE & Verisk
- Awarded an **Innovate UK grant** on Smart Meter Data Analysis
- **Supported by Department for International Trade** for work on Smart Cities
- Featured by '**The Guardian**', '**Timeout London**' and the '**Environment Agency**'





# LOCATION INTELLIGENCE

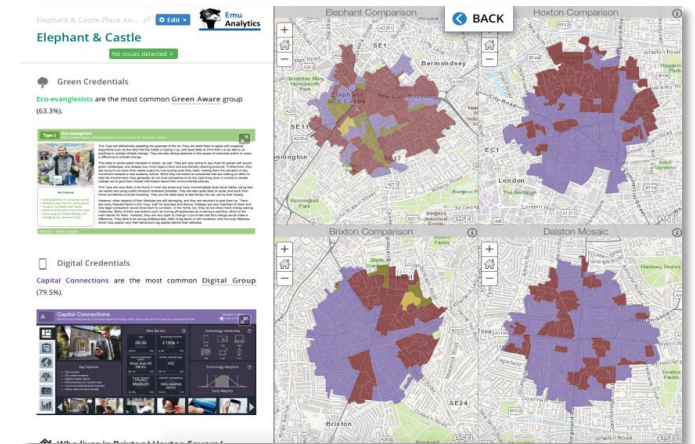
- Location Intelligence is about **turning location data into business insights**
- Increasingly Business Intelligence needs to be location aware
- Location Intelligence bridges the gap between BI and GIS
- We can use layers of technology and data to define a place, who interacts with that place and how they interact with it
- Putting the right data into the rights hands with the right tools to use it



# CASE STUDY Elephant & Castle



- **Client:** Lendlease
- **Brief:** Inform the client on how Elephant & Castle was being utilised, the type of people who live and work there and the infrastructure within the area
- **Data:** Verisk UKMap, ONS Census, TfL Tube & Bus Data, Index of Multiple Deprivation, International Migration, ONS Internal Migration, ONS Crime Data, Strava Cycling & Running data...
- **Key Insights:**
  - Daytime population too low to support proposed level of retail
  - Large proportion of daytime population are residents
  - E&C predominantly a transport interchange, minimal 'stickiness'
  - Minimal running or cycling originating in the area





# CASE STUDY Elephant & Castle



# DATA DISRUPTORS

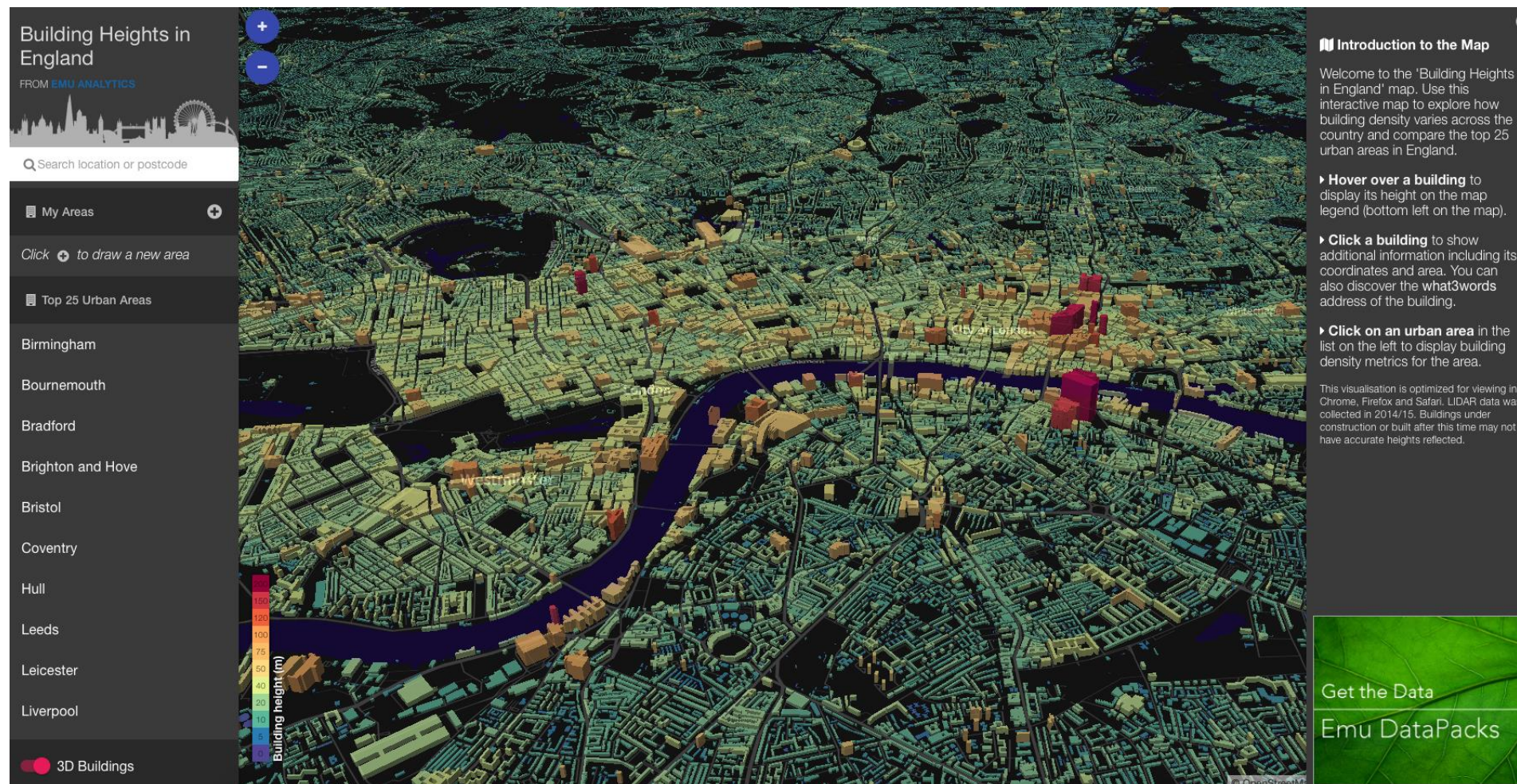
- Emu Analytics is using new data streams that are both enhancing and disrupting traditional sources for Location Intelligence
- Open Data
  - Huge amount of data being published as open
  - Allows us to create new data sets and provide additional insights to businesses
- Closed Data Sets
  - Mobile Data
    - Aggregated and anonymised
    - Large sample populations, national coverage, 24/7
  - Energy Data
    - Smart Meter data



# BUILDING HEIGHTS

Open: OS BUILDINGS

Open: EA LIDAR



# QUESTIONS