

Enabling Data Monetisation for Enhanced Decision-Making

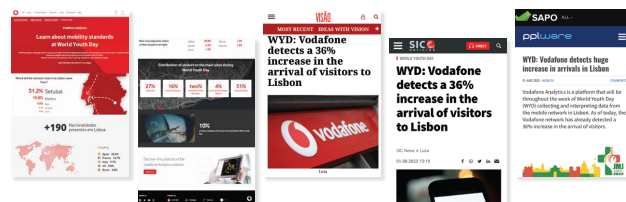
Pope Francis in WYD 2023: A Spotlight on an Insightful Partnership

Vodafone Portugal and Celfocus are driving a data monetisation revolution through groundbreaking technology, transforming raw data from Vodafone's network into actionable insights, for well-informed decision making, and security and operational effectiveness.



MEDIA

Daily data from Vodafone Analytics seamlessly entered the public domain, resonating across media as reliable, substantive information - a foundational source for event news.



CHALLENGE

Vodafone Portugal wanted to make use of its available data from the network to understand the mobility of the huge flux of people expected during World Youth Day in Lisbon (1-6 August) and share the insights generated daily with the media and public in general, promoting Vodafone Analytics.

SOLUTION

Celfocus's Smart Data Hub. For World Youth Day, Celfocus developed 4 Analytics dashboards, with the objective of showcasing the usage of mobility data (event attendance, mobility patterns, visitors footfall and segmentation, etc.) for security and operational planning. Leveraged on a data model built in LookML semantic language and by querying data from BigQuery - Google.

BENEFITS

During the 6 days of the event, the platform monitored the flux of people in the city, by processing anonymized data coming from Vodafone's network and generating valuable insights which supports informed decisions for day-to-day planning and intra-day operations.

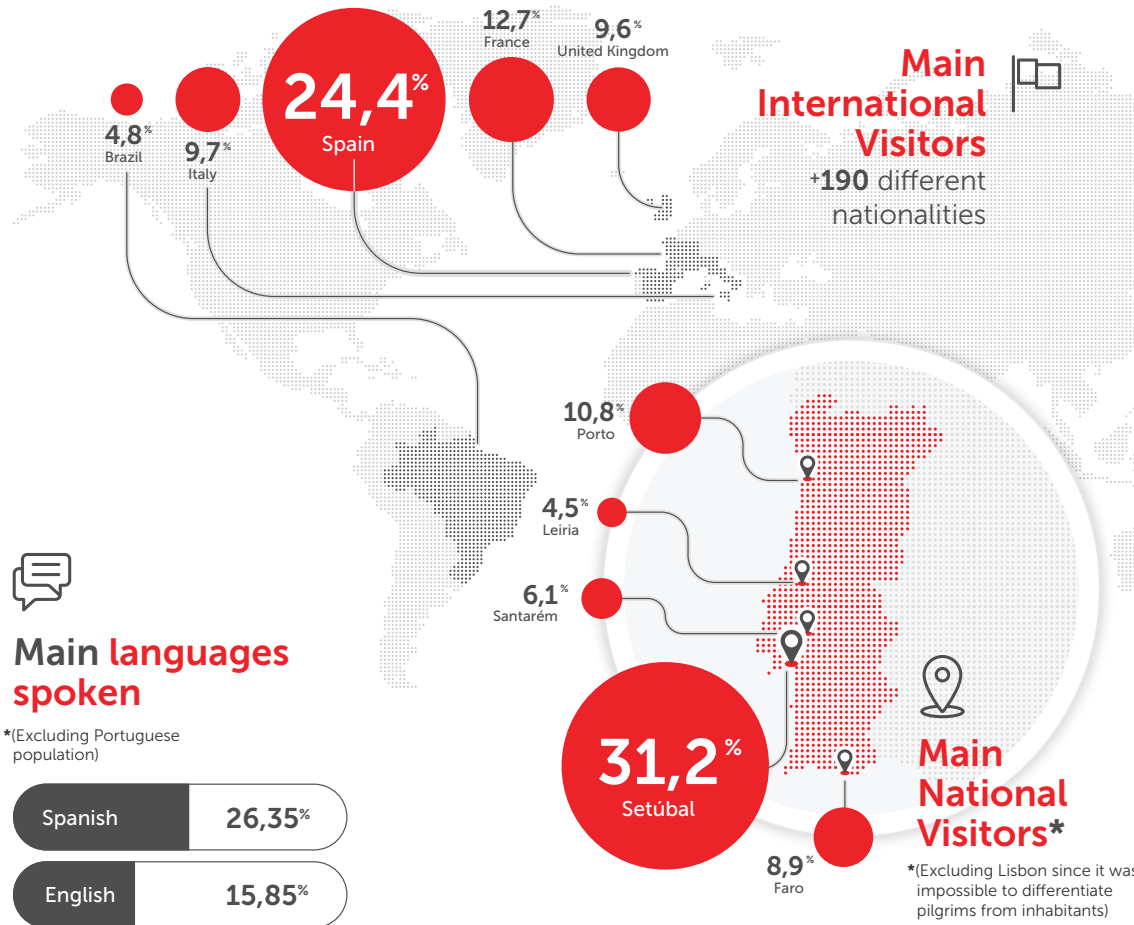
This substantiated Vodafone Analytics' capabilities, resonating as a testament to their clients, and validating their prowess in data-driven insights, mainly for government, transport, and emergency & security sectors.

- +190 different nationalities detected**
- Main international visitors coming from Spain 24.4%**
- Main national visitors coming from Setúbal 31.2%**
- Parque das Nações was the top place to have lunch 10%**
- 10% of Lisbon inhabitants left the city mainly to Loulé 6.4% & Albufeira 3.4% (Algarve)**

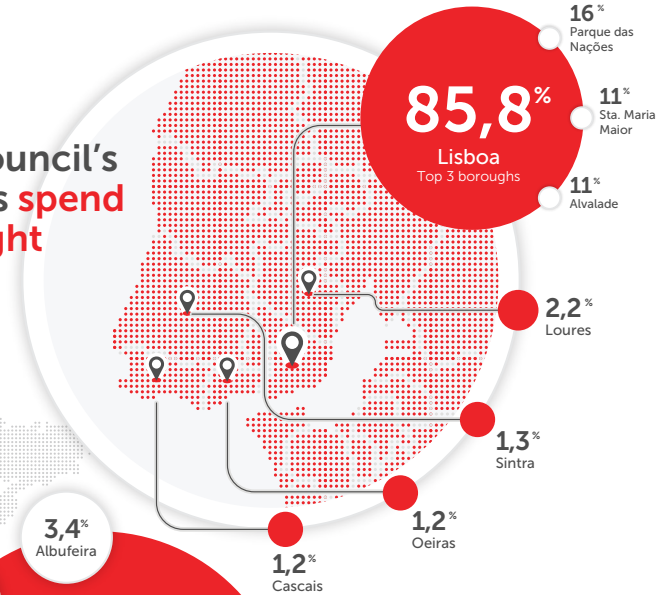


Vodafone Analytics

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Top council's visitors **spend the night**



10%
Lisbon population left the city before the WYD.
Top 3 main destinations

Top boroughs visitors **had lunch**

