

# Big Data Analytics

**Make better decisions with advanced Big Data analytics**



# Movement analytics based on the most reliable data



The analysis is based on data from the Orange mobile network



The data are anonymized, fine-tuned, extrapolated to the entire population of the country, and enriched with additional demographic information



The results of the analysis are provided in the form of reports or generic tabular data



# Turn our data into value for your company

**Big Data Analytics will help you make strategic decisions on:**



The potential of commercial facility locations



The attractiveness of OOH advertising points



The planned investments (based on analysis of population flows)



The efficiency of public transport infrastructure



Turnout at sports and cultural events

# Understand your customers



Analyze customer behavior  
(around and inside the mall, in a geographic area)



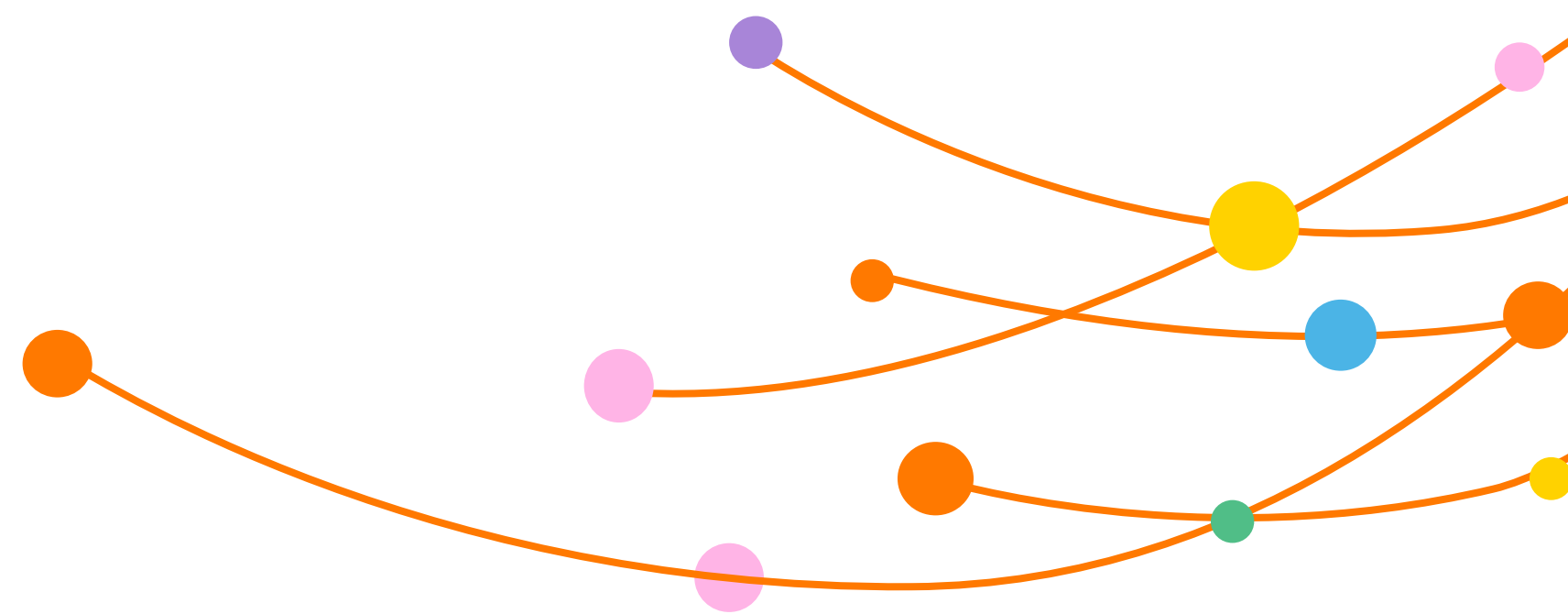
Evaluate your area's attractiveness for tourists  
(number and profile of visitors, length of stay)



Check turnout at business, cultural, music, and sports events



Learn more about population flows between the studied areas



Understand  
your customer

# Adjust the analysis to your needs



The scope of information flexibly adapted to your needs



Choose your own timeframe (day, week, month, year)



High data quality and reliability

Adjust the analysis to your needs



## Lower cost and save time



View interactive or tabular results on a user-friendly website











Analyses are available 24/7 without the need to install any additional software



No need to waste time or money on organizing traditional field research

Lower cost  
and save time

# What sets us apart

-  GDPR compliance
-  Full anonymization of processed data
-  #1 network in Poland
-  High data quality and reliability
-  Possibility to combine data from various sources
-  Current and historical data (up to 12 months)
-  Expert support and knowledge
-  Flexible approach

For more information, please contact your Orange Account Manager or visit [our website](#).

