



URBAN LOGIQ

Big Data in ITS  
Leveraging Intelligent Transportation Systems  
for Smarter Community Planning

# Data Driven Opportunity

## More data will be created in 2017 than the previous 5,000 years of humanity

BIG DATA

26,381 views

Posted Friday, December 23, 2016 by **RICHARD HARRIS**, Executive Editor



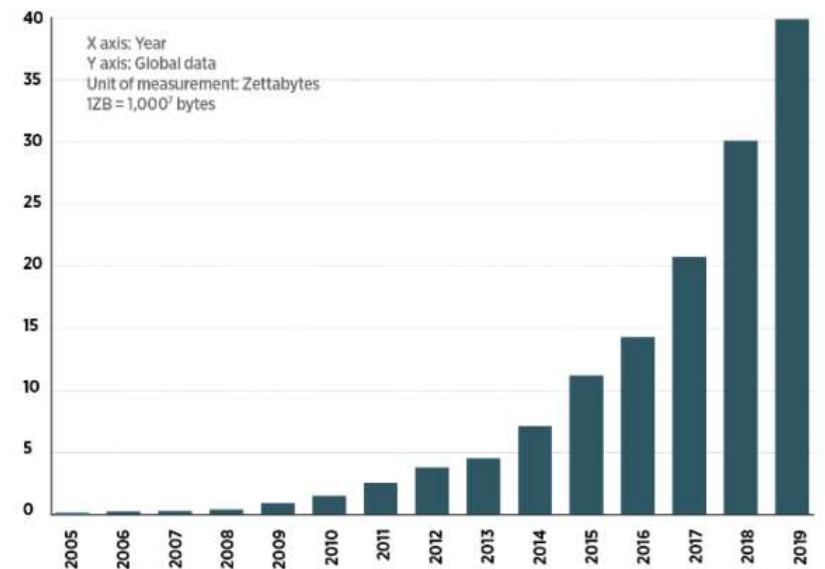
*Editors note: Predictions sent in from Sencha's CEO Art Landro*

In 2015, Art predicted that in 2016 the explosion of data would drastically transform the technology landscape, requiring organizations to visualize all incoming data from IoT devices for rapid decision making and insight into competitiveness and viability. He believes data will remain a key growth area in the coming year.

Read on to learn why, and find out what else Art thinks we have in store for 2017:

**In 2017, we will create more data than ever before, creating new challenges around consuming that data to make strategic and tactical decisions.**

## DATA GROWTH



Note: Post-2013 figures are predicted. Source: UNECE

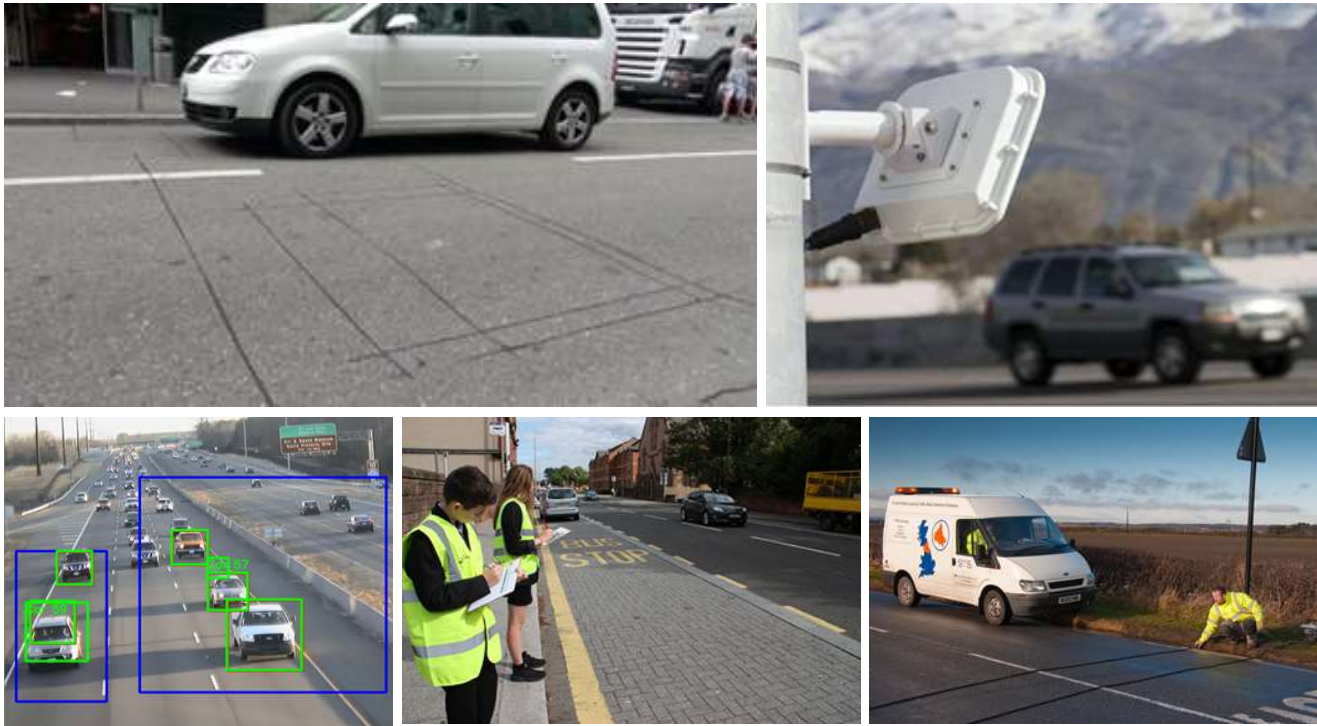
# Potential of Analytics in Smart Cities



“Boosting asset utilization, optimizing maintenance planning, and expanding the use of demand-management measures can generate savings of up to \$400 billion a year.” – McKinsey



# Explosion of Data Sources for Communities



# Difficult to Access and Consume

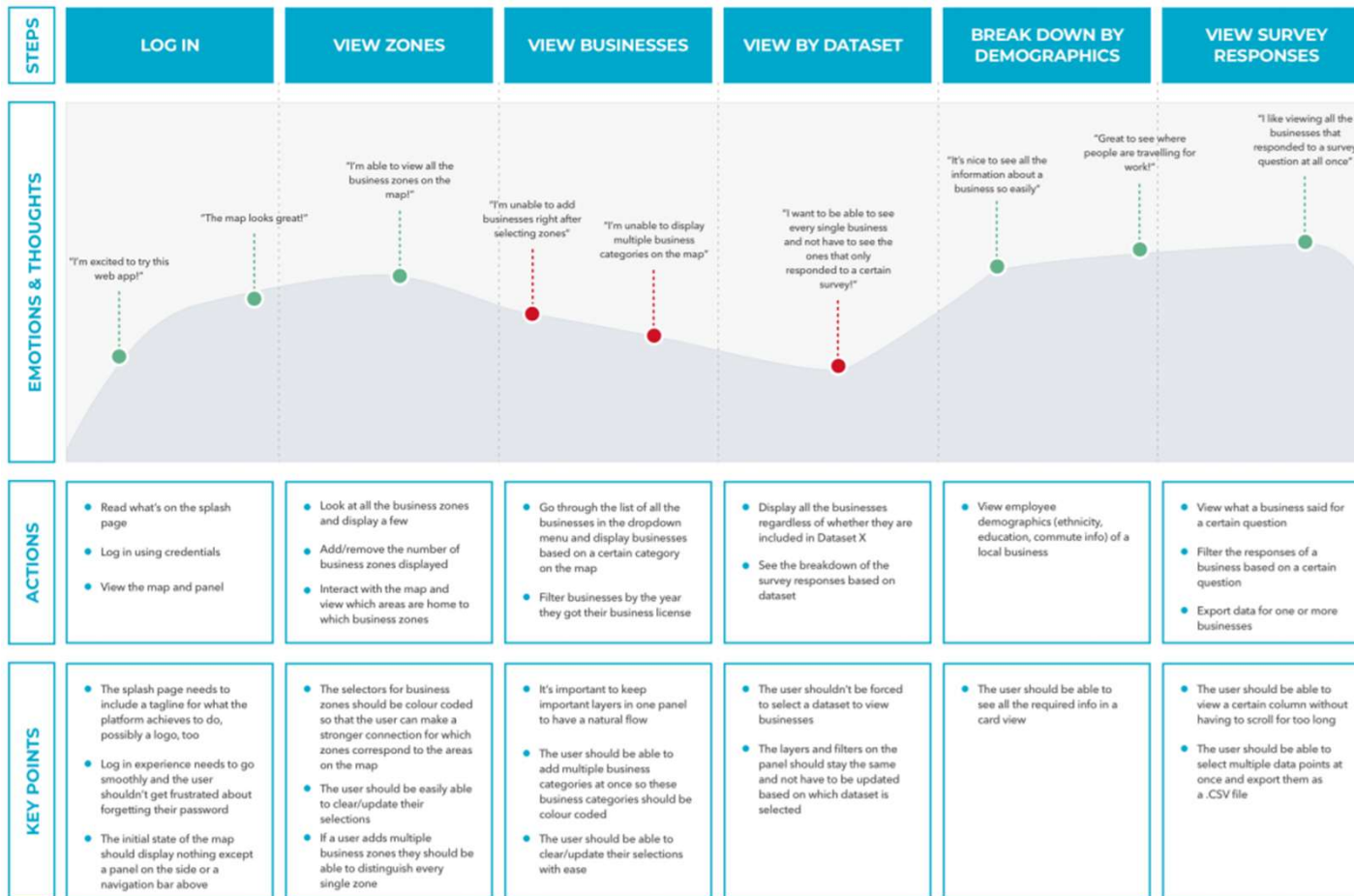


# Understand Needs of Public Servants

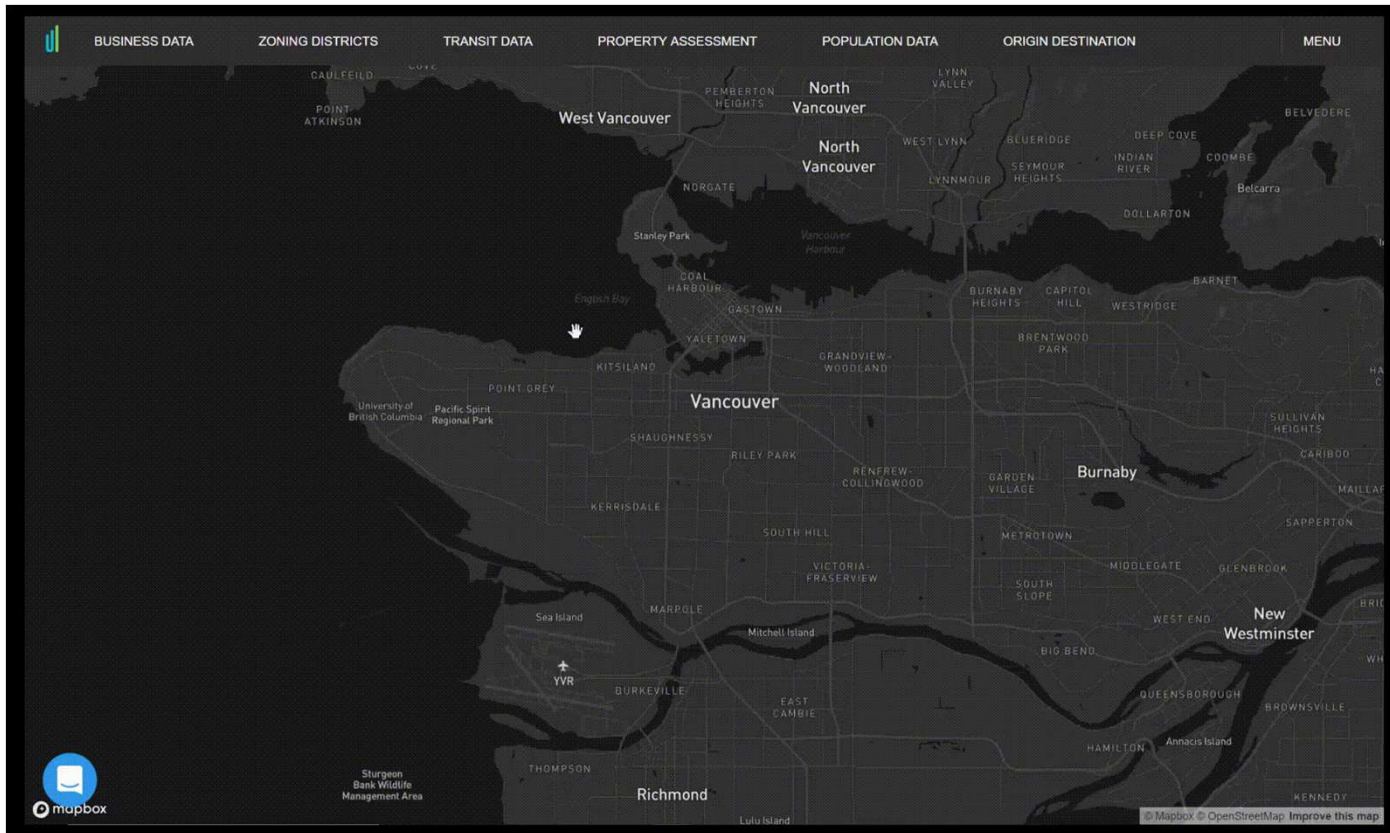




# Customer Journey Mapping



# Unified Vision of Community Intelligence

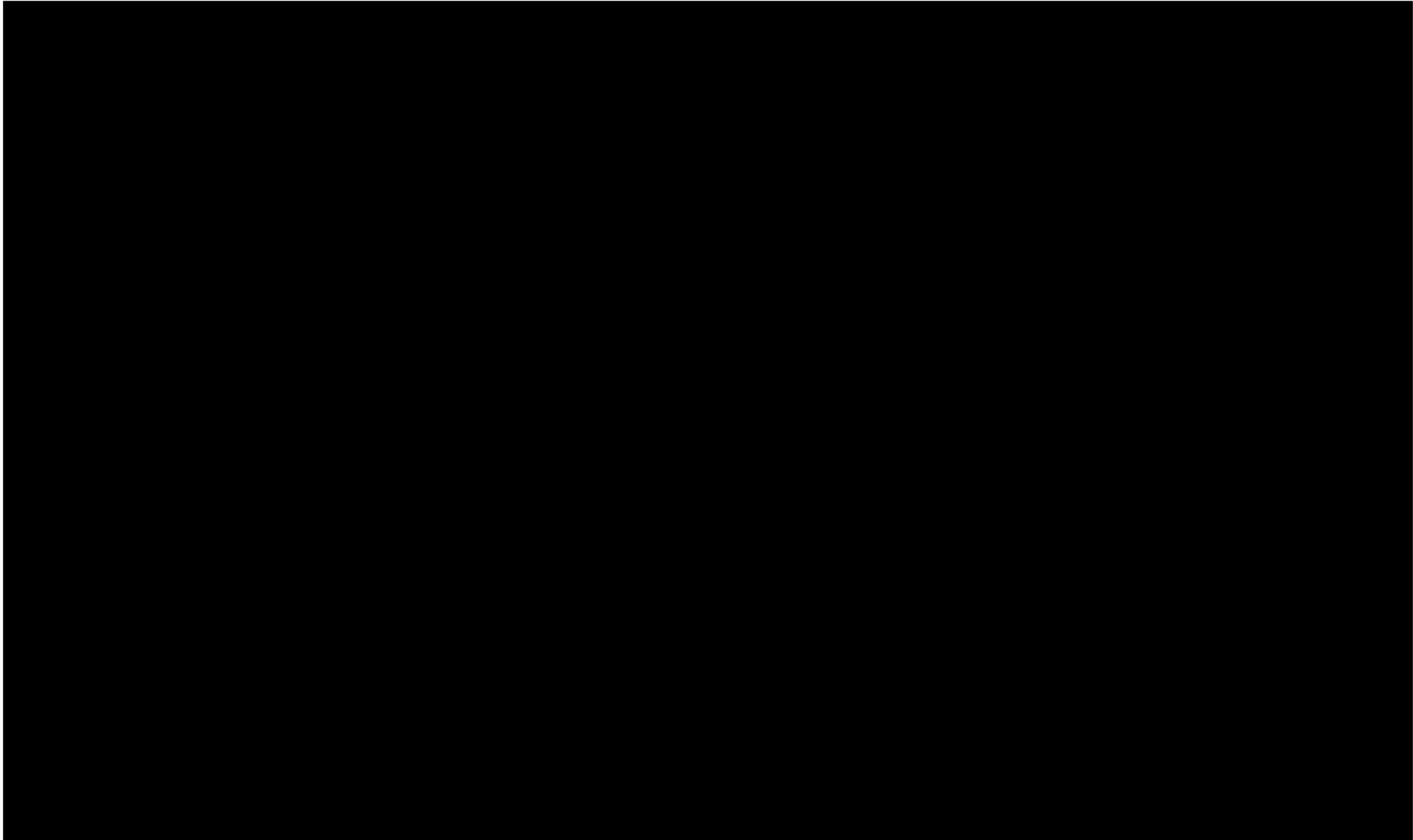




Use the drawing tool to select groups of businesses










# Deep learning: Prediction...

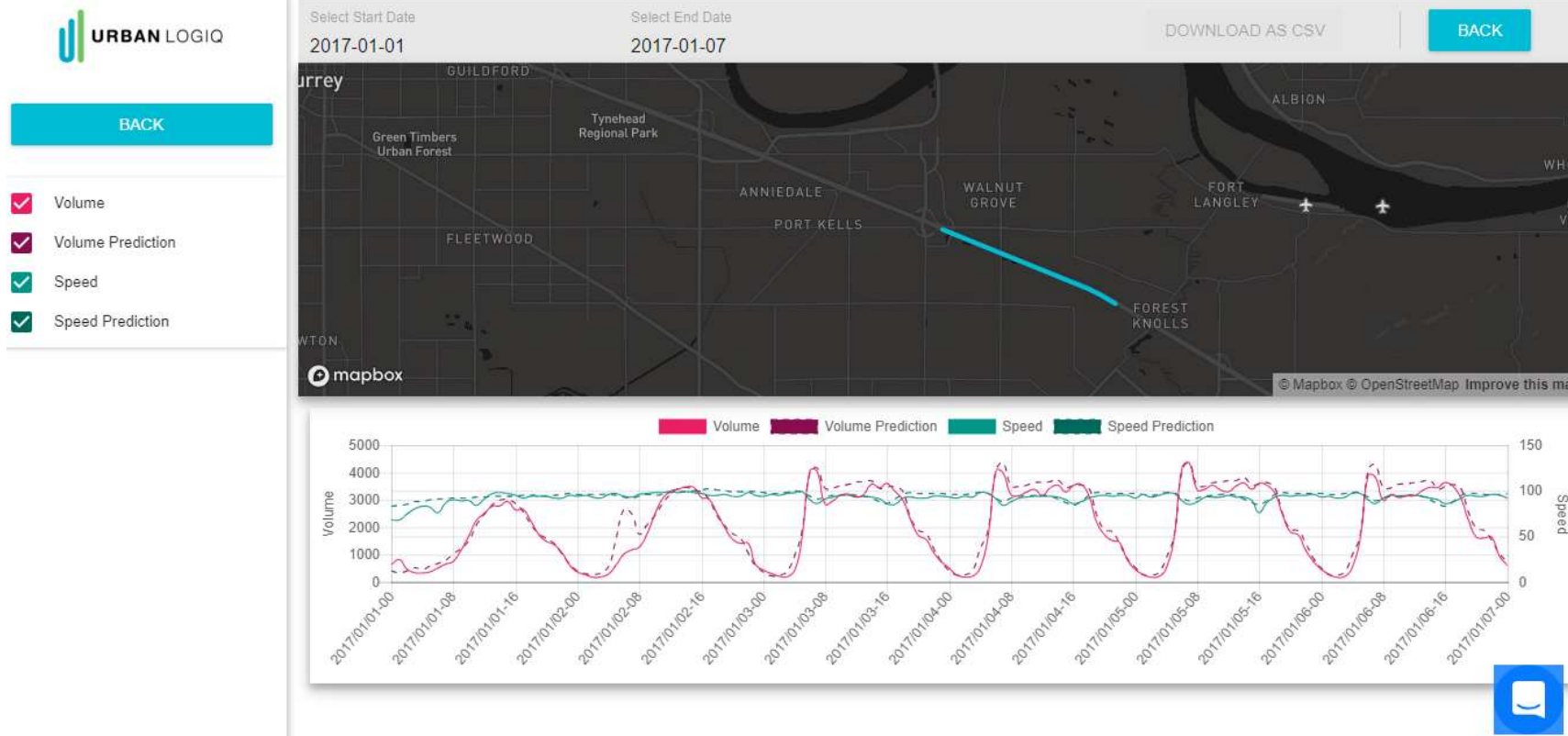


[BACK](#)

- Volume
- Volume Prediction
- Speed
- Speed Prediction



# Deep learning: ...and Result



# Featured Speakers on Smart Cities At White House, World Bank, State Department, Harvard

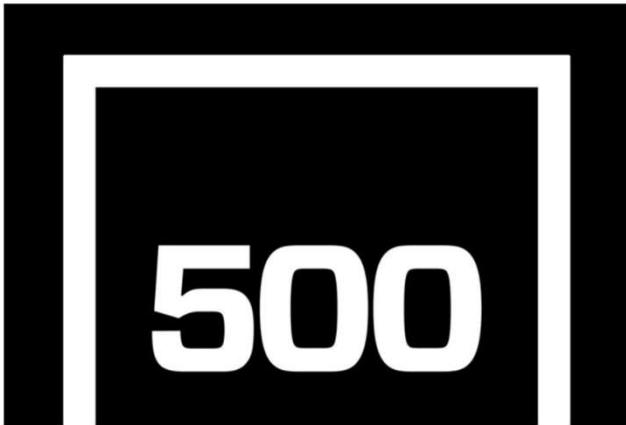




## Silicon Valley Accelerator Takes on Gov Tech Companies

500 Startups' 20th batch of companies includes several government-facing firms.

BY NEWS STAFF / FEBRUARY 9, 2017



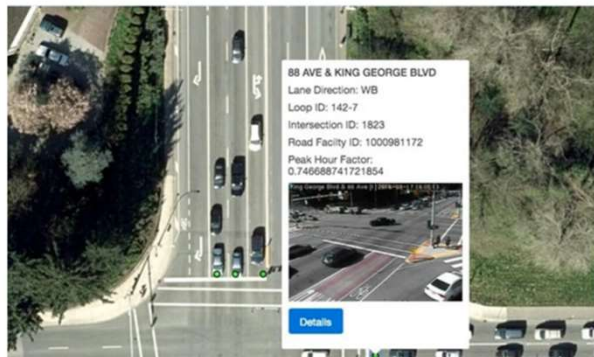
GOVTECH BIZ

GOVTECH 100

## City Planning-Focused Data Startup UrbanLogiq Wins \$10K Prize

The young company is fresh out of the 500 Startups accelerator.

BY NEWS STAFF / SEPTEMBER 27, 2017



## City of Toronto and UrbanLogiq Announce Strategic Partnership for Economic Development

by **DMS** Digital Main Street | November 15, 2017 | Share this: [f](#) [t](#)

The City of Toronto, the Toronto Association of Business Improvement Areas (TABIA) and UrbanLogiq are pleased to announce a strategic partnership with the aim of giving greater insight into the economic health and well-being of the city's main streets and Business Improvement Areas (BIAs).

## Canadian Tech Start-up Uses Machine Learning, Data Analytics to Show Traffic Has Its Own Logic

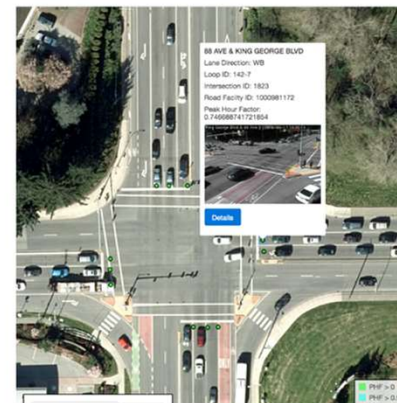
BY: LEE RICKWOOD

November 6, 2017

Traffic in most major North American cities is often called chaotic. Or worse.

For many drivers and urban traffic analysts, trying to figure out where all the cars are coming from and where they're all going – especially during rush hours – is like, well, being stuck in traffic.

Lots of cars, little movement. Lots of evidence but few conclusions.









## Five New York Tech Companies to Watch (April 2018)

April in New York is a month of transformation, with temperatures changing rapidly, sidewalks littered with tables again, and spring cleaning our apartments. So for this month's companies to watch, we're featuring five startups that have focused their energies on urban transformation.



