



## Development Issues Concerned in traffic Sector

- Issue of urban planning (Traffic jam, tourism)
- Transportation depending on automobile
- Emission of Green House Gases (GHG)
- Increasing pollution gases & noise

## Products/Technologies of the Company

- Understanding floating population by smartphone App
- Visualized and analyzed traffic situation
- Consulting related in traffic planning

## Survey Outline

- Survey Duration : Feb, 2021 ~ Dec, 2019 (extend)
- Country/Area : Danang and Quảng Nam, Vietnam
- Name of Counterpart : Department of Planning & Investment
  - Survey Overview : Floating map, which can visualize the load situation among city, airport and tourism area, contributes to develop urban planning & tourism development.



Floating map  
produced by Agoop

## How to Approach to the Development Issues

- Commit to master plan of urban planning  
ex.,
  - ① Supporting of planning and valuation for traffic, tourism and development of government
  - ② Supporting of selecting of store rollout and choosing tenants which enter the commercial building
  - ③ Supporting of reconstructing route for regional transportation, such as bus, train
  - ④ Marketing and analyzing of consumer behavior

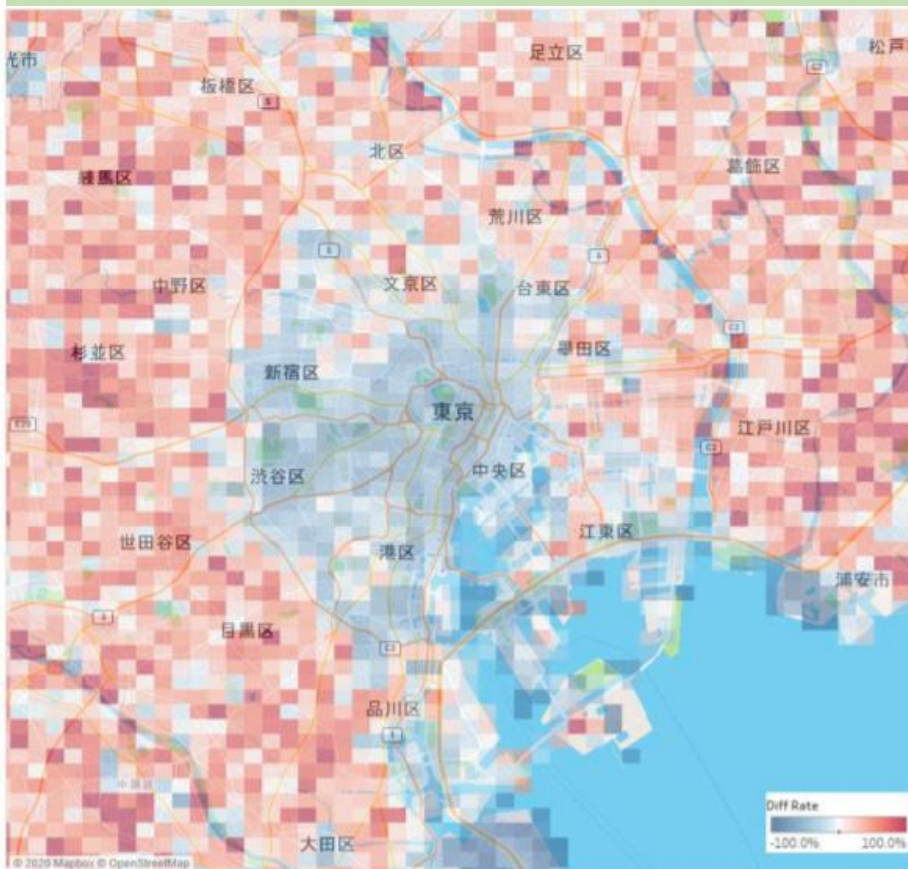
## Expected Impact in the Country

- Building base for used floating map on policy making in Danang
- Contributing solve the following issues by achieving the above; traffic planning & efficiency evaluation, supporting tourism planning and coping with reduce in GHG

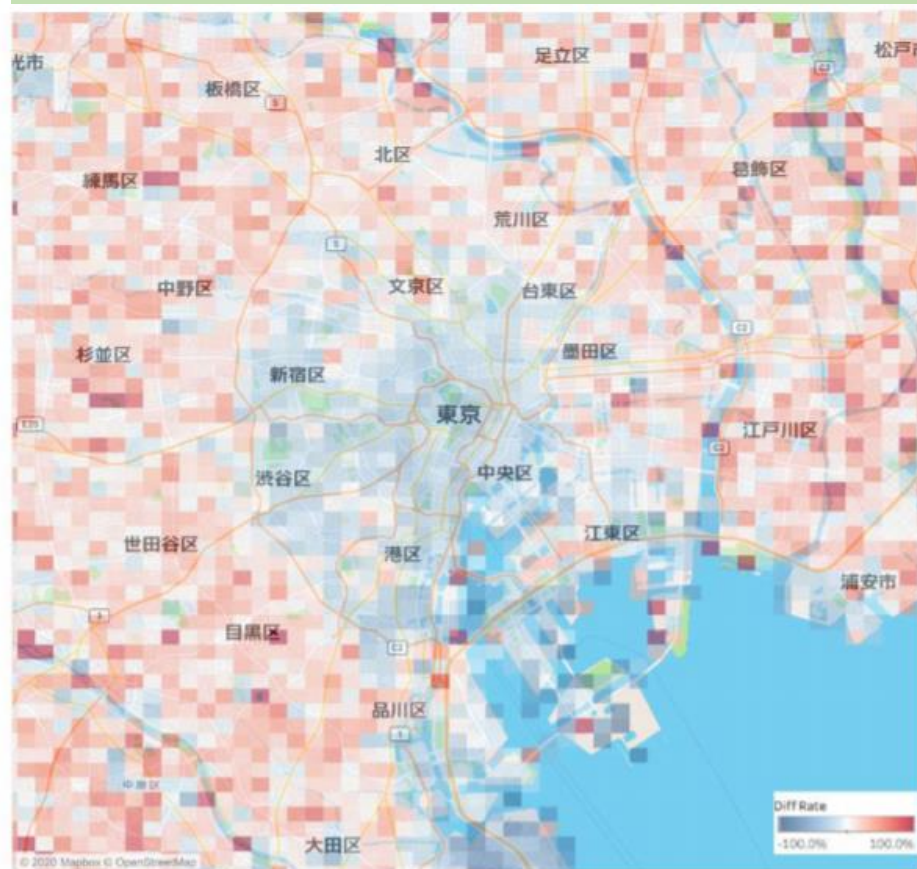
## 2. Example of Data Analysis (in Japan, COVID-19)

### Transient Population Trend Analysis (Comparison of Pre/With-COVID19)

April 2020(Average of Weekday)



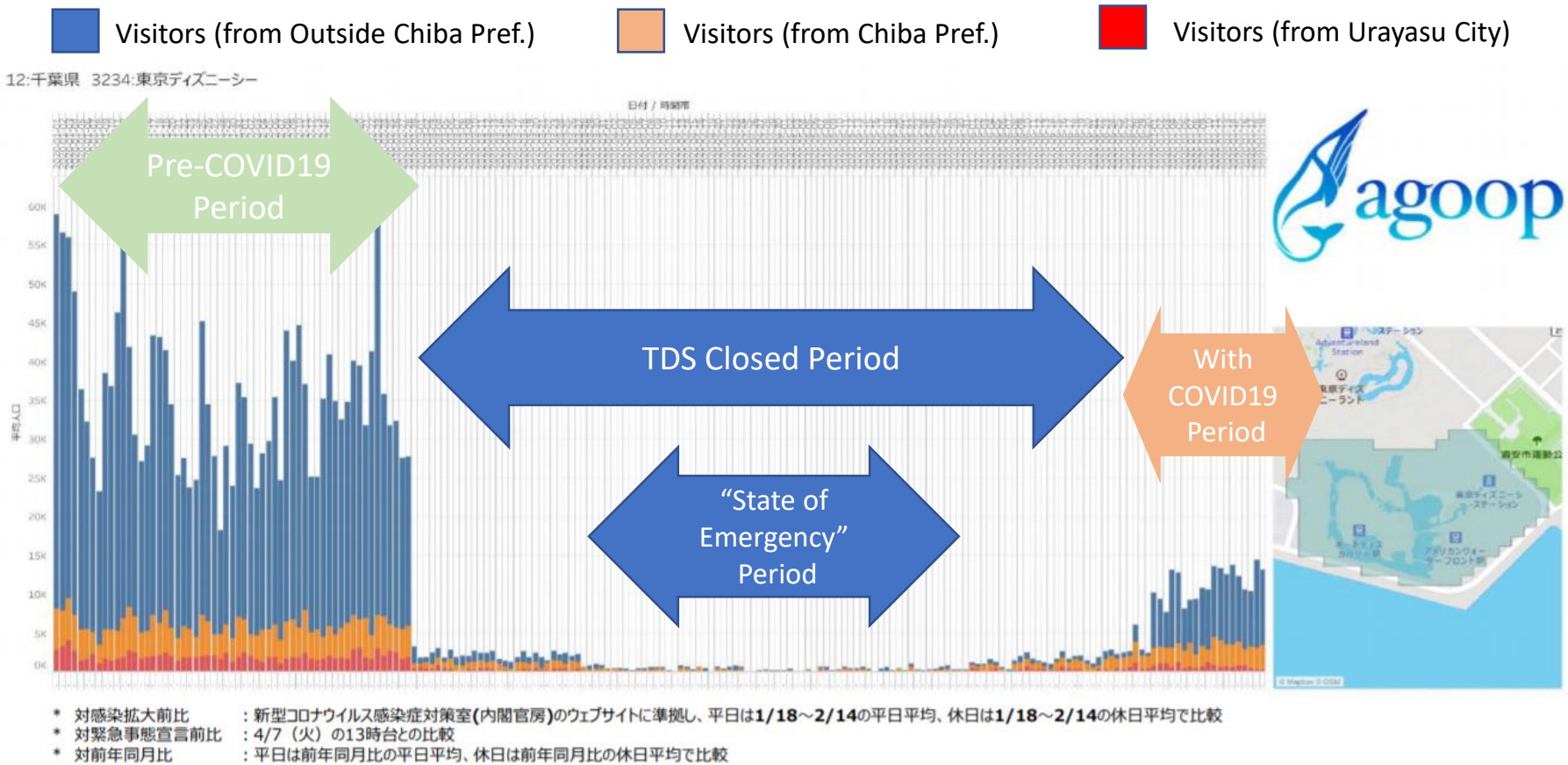
October 2020(Average of Weekday)



※平常時：2020/01/14～2020/02/14の15時台の平日平均  
※平常時におけるMESH内の平均人口が25人未満の場合は非表示にしています。

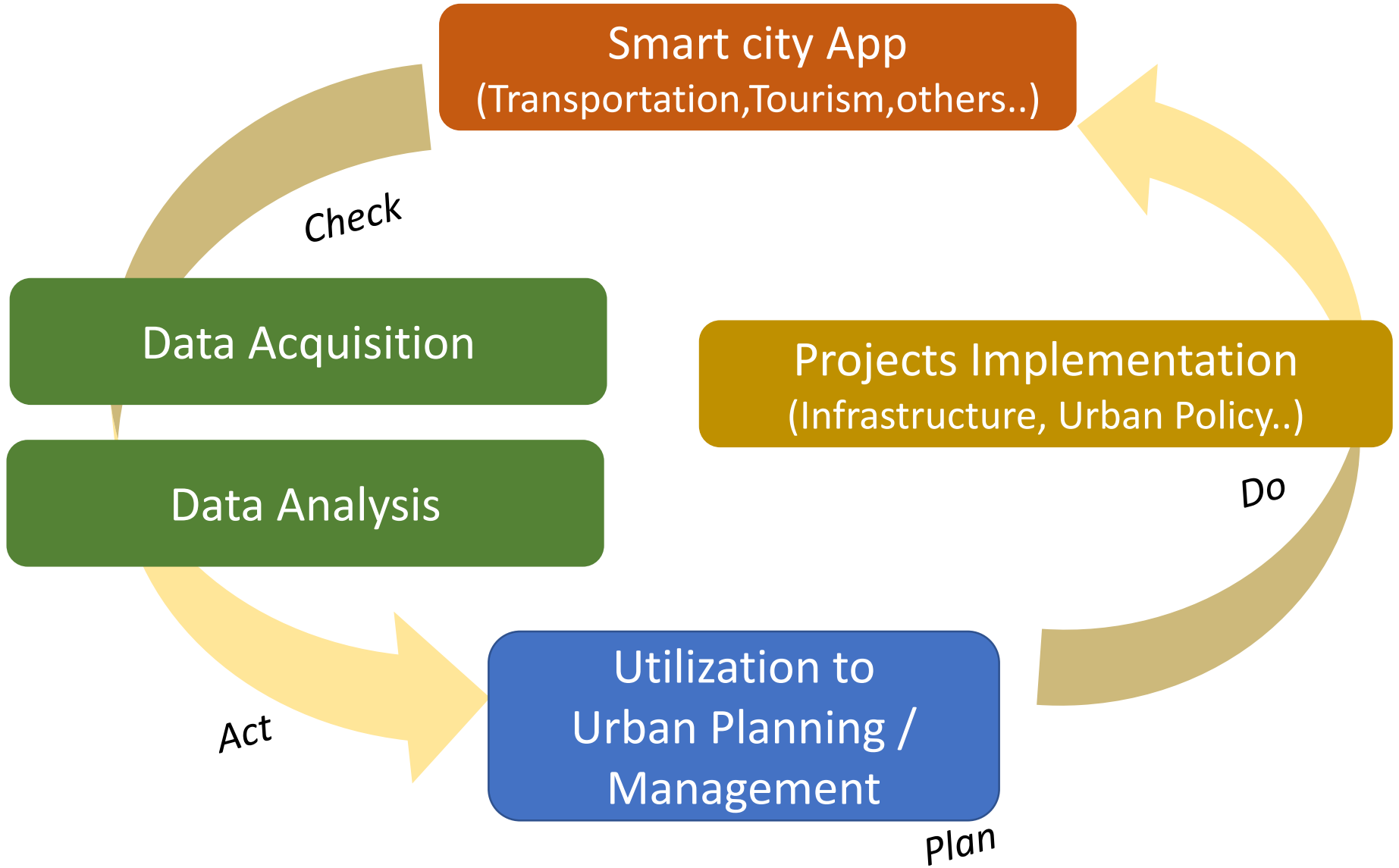
# 2. Example of Data Analysis (in Japan, COVID-19)

## Visitor Trend Analysis (to Tokyo Disney Sea(TDS)®)



### 3. "Data Driven" Development for Smart City

- People Floating Map Data is essential & useful for Urban Planning and Management
- By utilization of People Floating Map Data in "PDCA cycle", Developing to "Smart City"



Please let us know if you have any questions or if you need more information.

Thank you.

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