

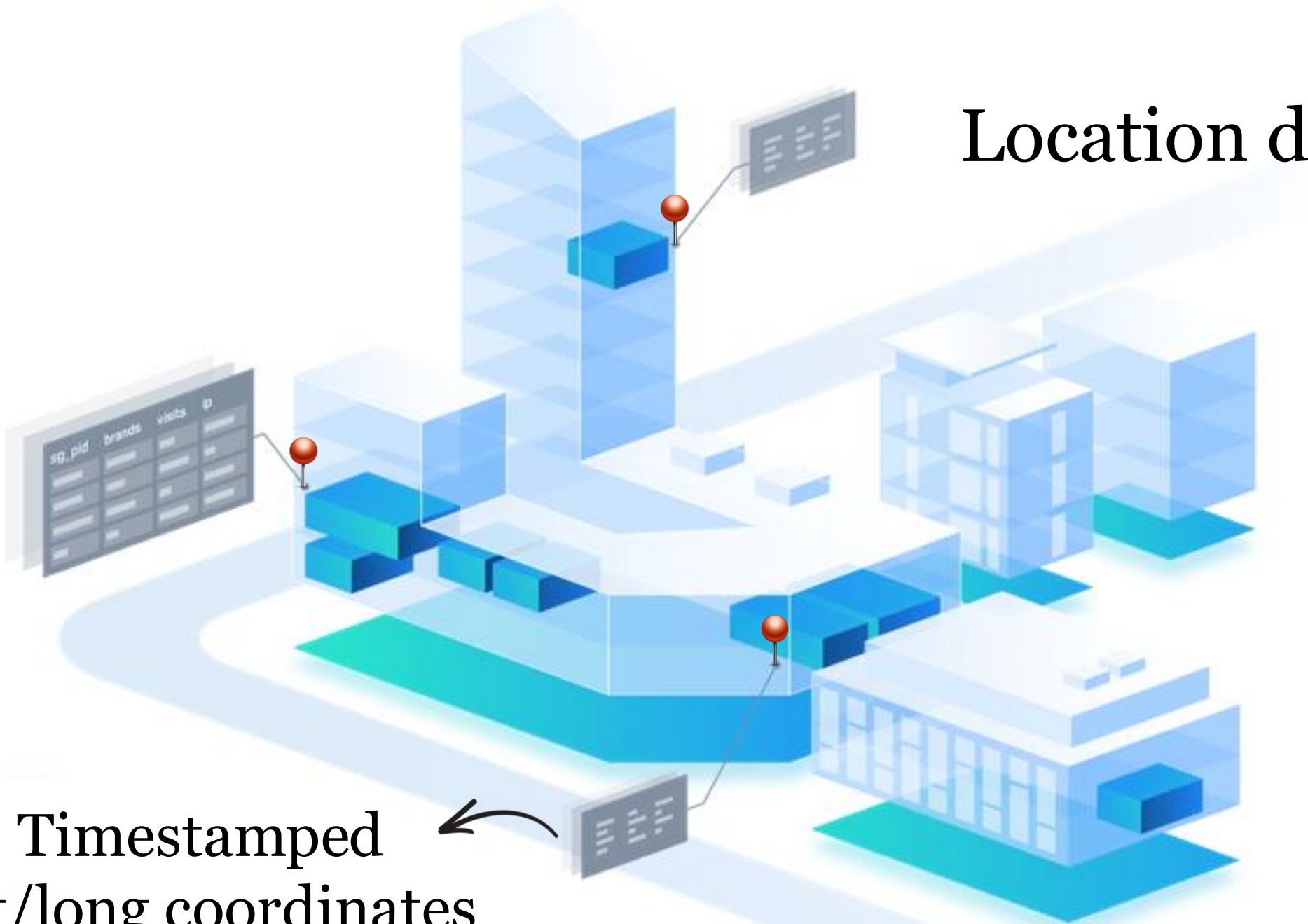
Michelle Andrews

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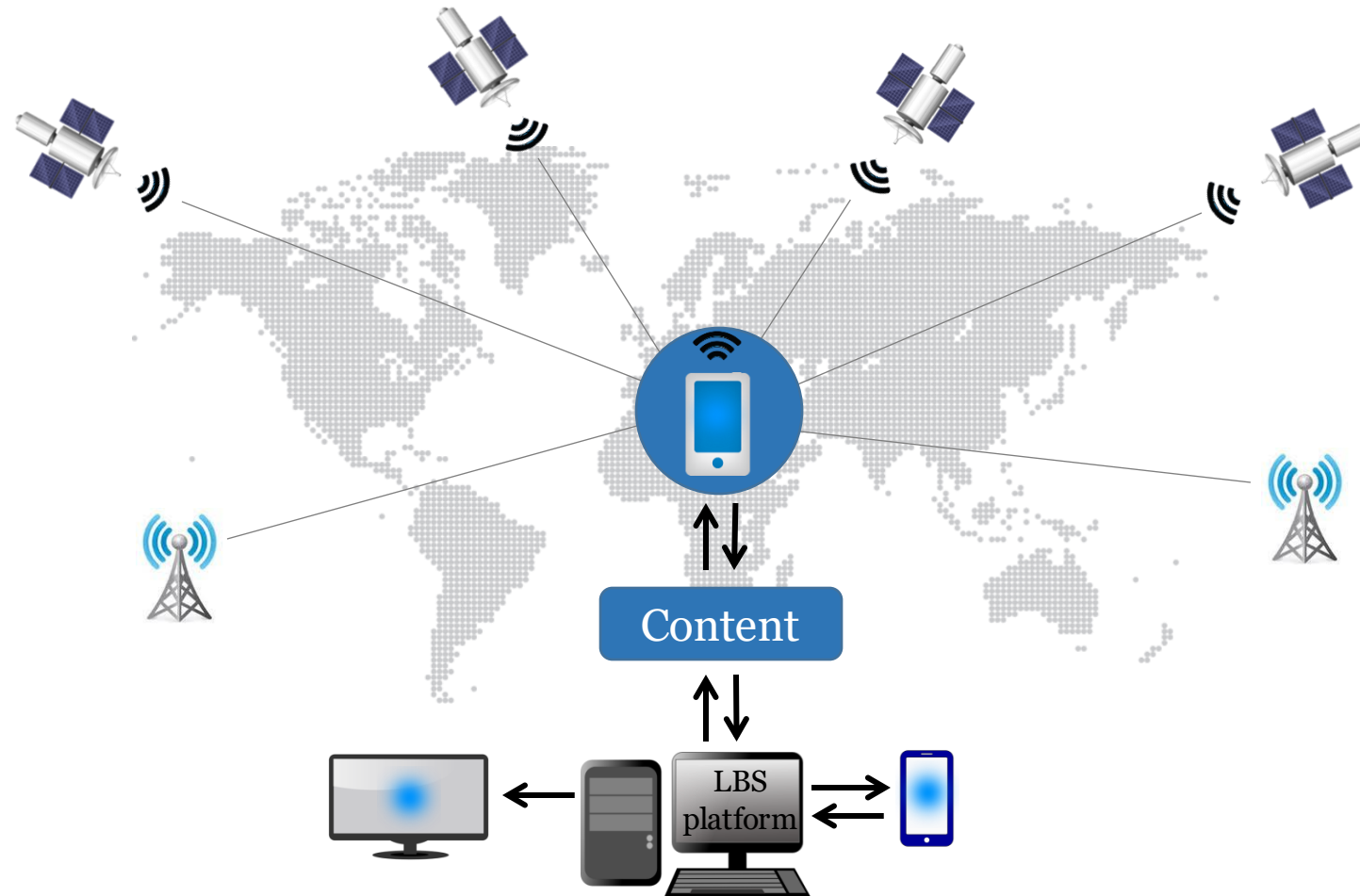
# Extracting Insights from Location Data



Location data



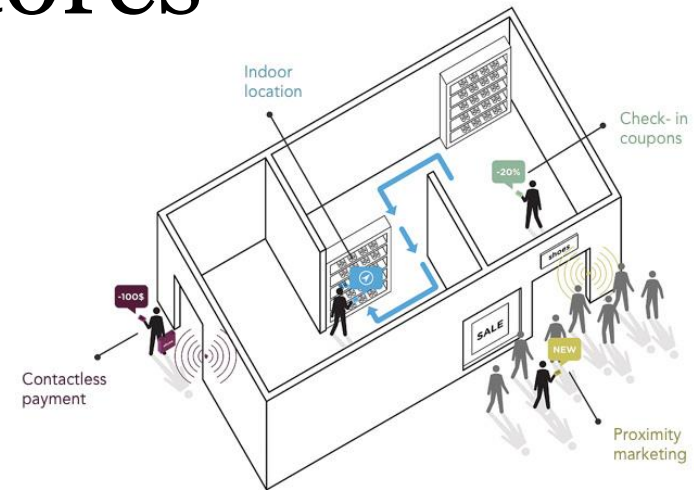
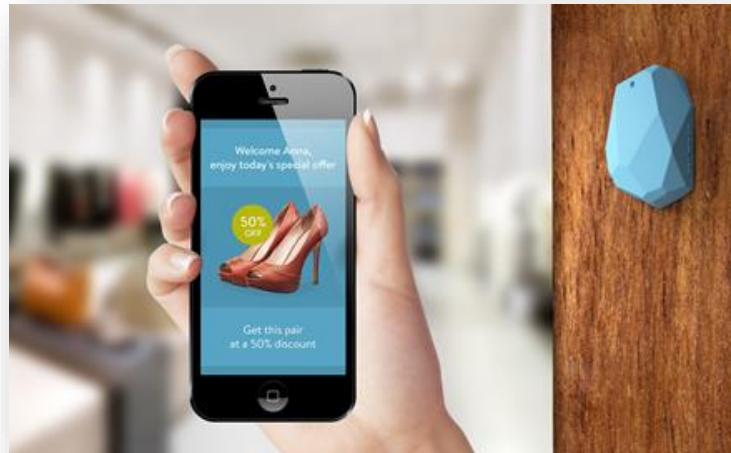
# Current uses of location data



# Outside stores




# Inside stores



4:21 PM

My Journal




31 TOTAL CHECK-INS

13 Ballparks >

21 Teams >

PHOTOS SEE ALL >



HISTORY

Wednesday, October 30, 2013  
STL 1, BOS 6  
Fenway Park, Boston, MA

4:21 PM

Concourse Level List




Levels ▼

AT&T 4:45 PM 21%


MLB.com

Now Visiting Citi Field >

Special Offer for your 1st visit




Get \$2 off a Hot Dog  
Presented by Nathan's  
[Offer Details](#)



123-45-6789

Save for Later

Every 10th visit unlocks a special offer





Geotargeting to fill seats



Leveraging the surrounding environment



Car lots for auto  
loan targets



College campuses  
for student loans







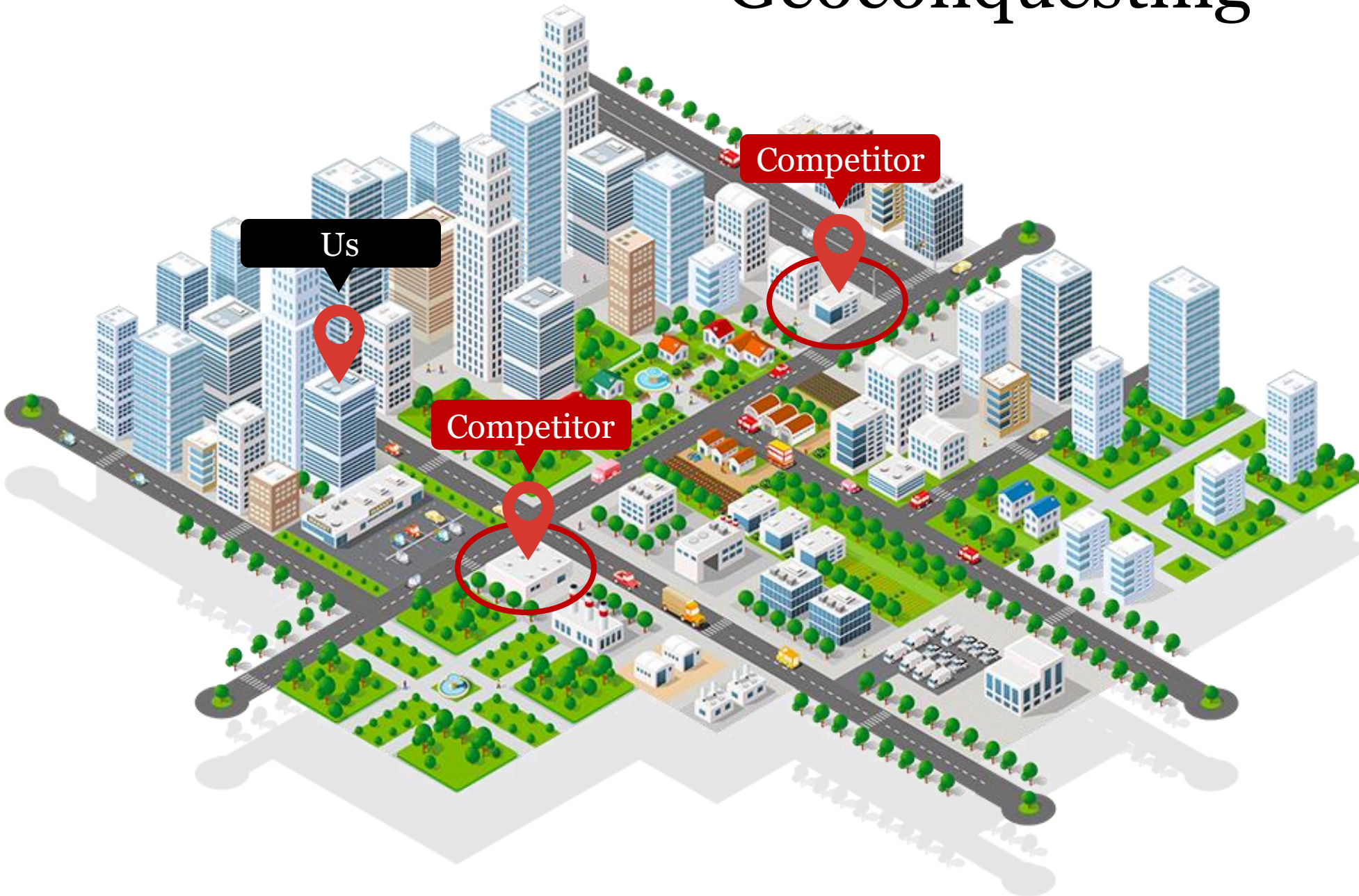
Local patrons  
for local bank  
business



# Houses for sale for mortgages



# Geoconquesting

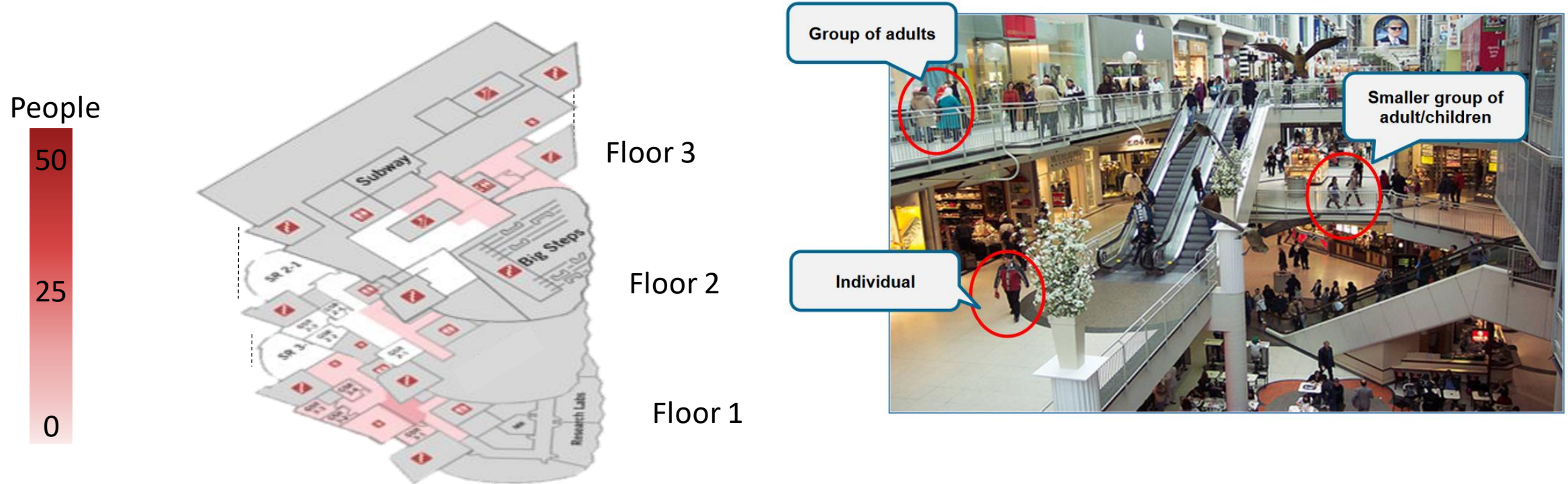


**IMAX**<sup>®</sup>

**OUTBACK**<sup>®</sup>  
STEAKHOUSE<sup>®</sup>


**CHRYSLER**<sup>®</sup>

# Using trajectories to boost response rates



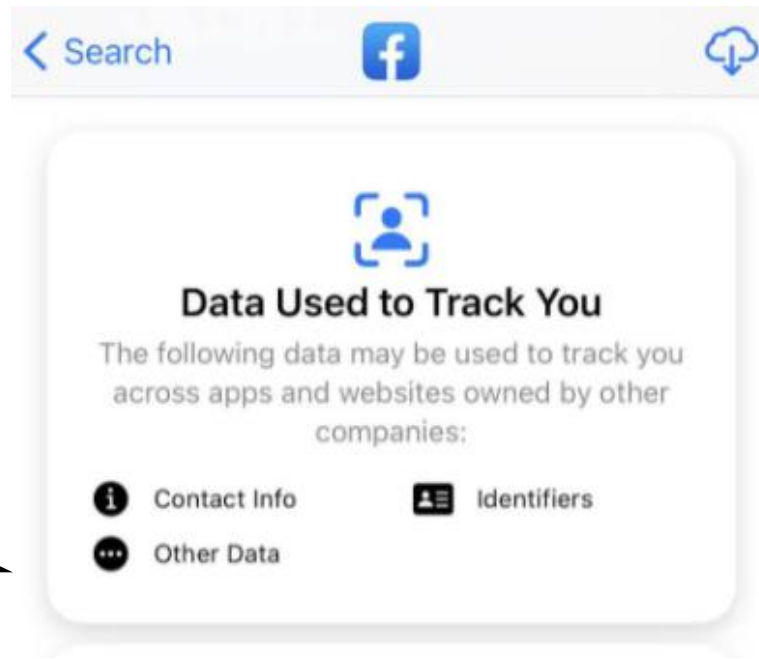
Extracting  
deeper insights  
from location  
data



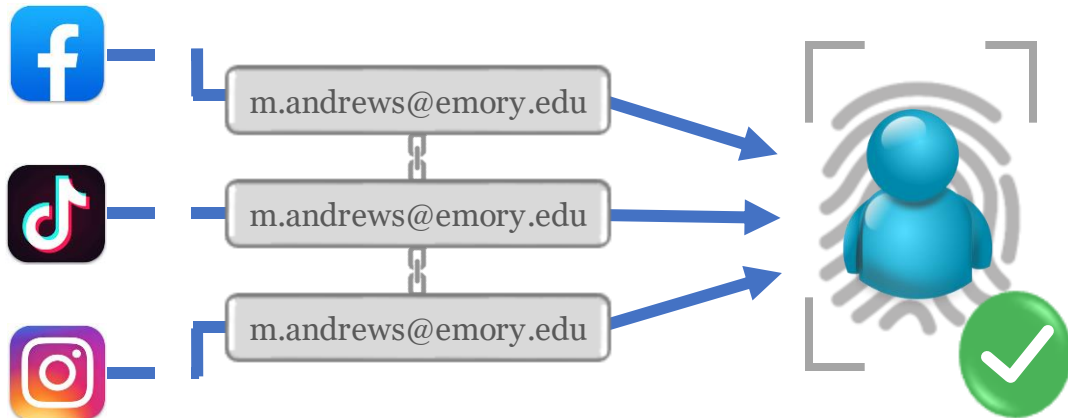


Location data  
often come from  
mobile apps

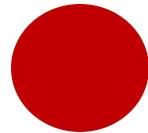
# How app tracking works



**Deterministic identifiers** can match users across apps



# Apps log raw Lat/Long coordinates





Free to play games and apps



Registered loyalty cards



Purchase history



Data from public social media profiles



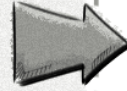
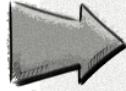
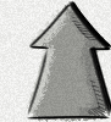
Publicly available information



Data broker



Other data brokers



People with depression and substance abuse



People who recently got married



People who donate to international aid charities



Compulsive buyers



Expectant parents



**FOURSQUARE**



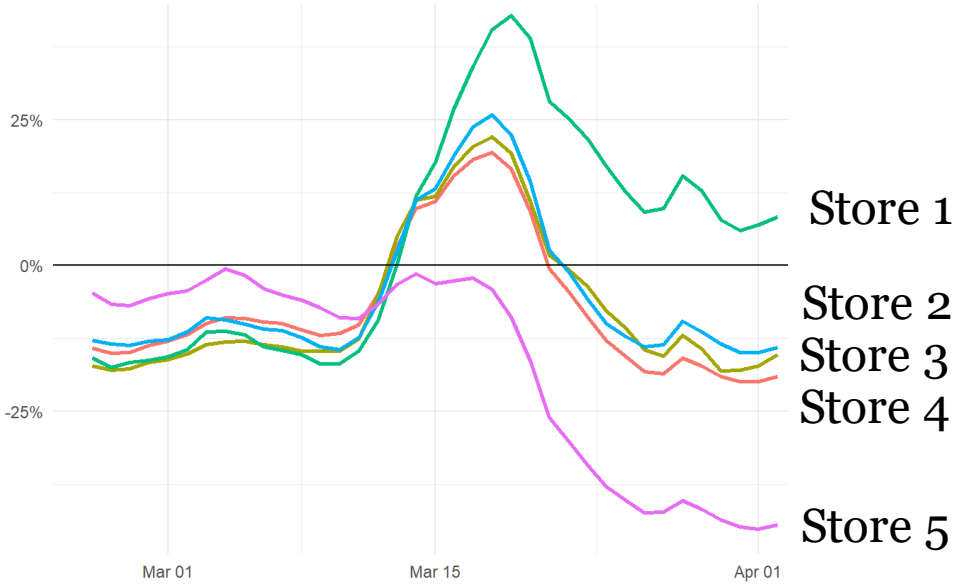
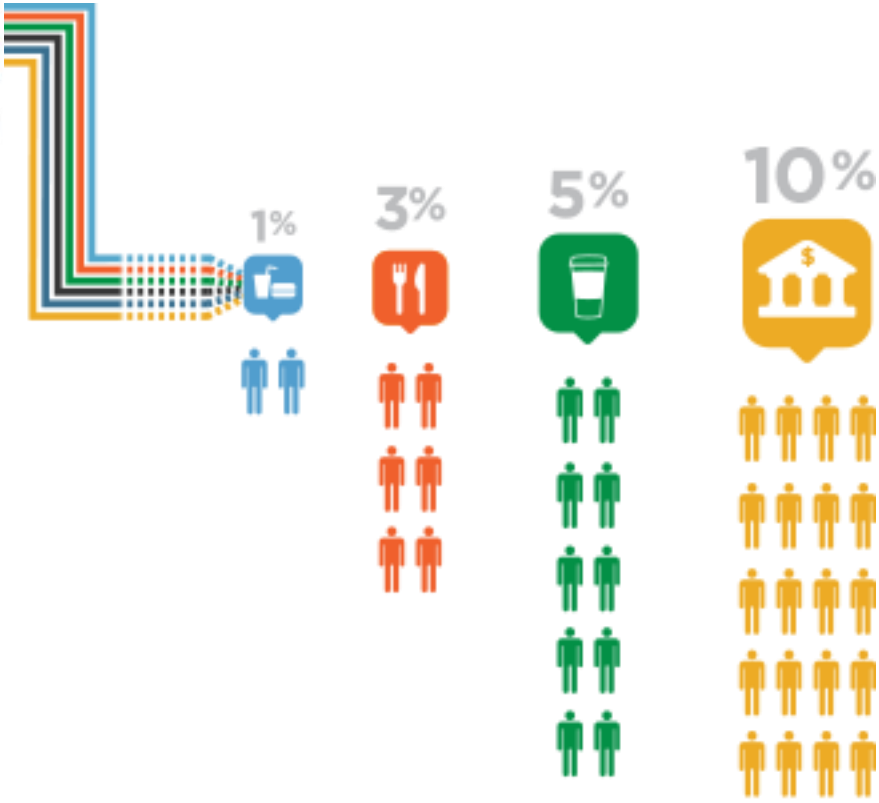


Could Tesla meet its projections?



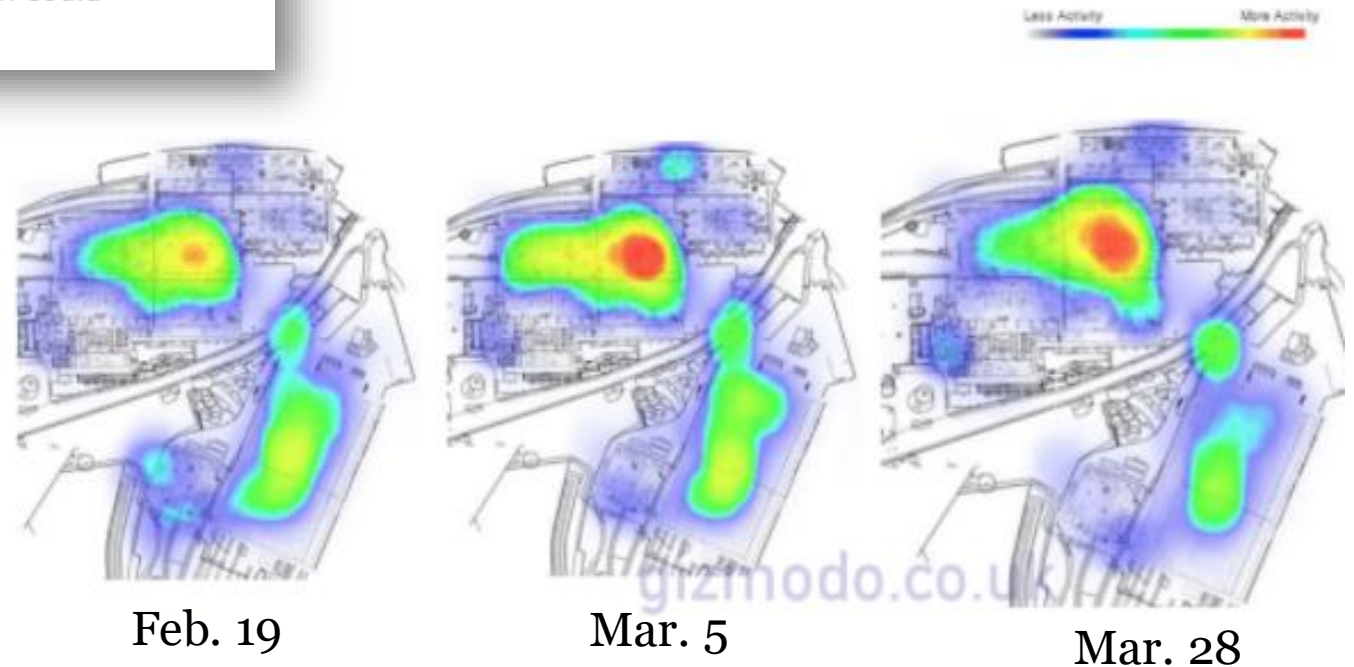


# Foot traffic



# Improve the in-store experience

At least three of Britain's most popular cultural institutions have been tracking visitors using the wifi on their phones, Gizmodo UK can exclusively reveal. Following a series of Freedom of Information Requests, the National Gallery and Natural History Museums in London, as well as the National Railway Museum in York, have all revealed that they have tested or deployed tracking software - which could conceivably help curators and managers make decisions.

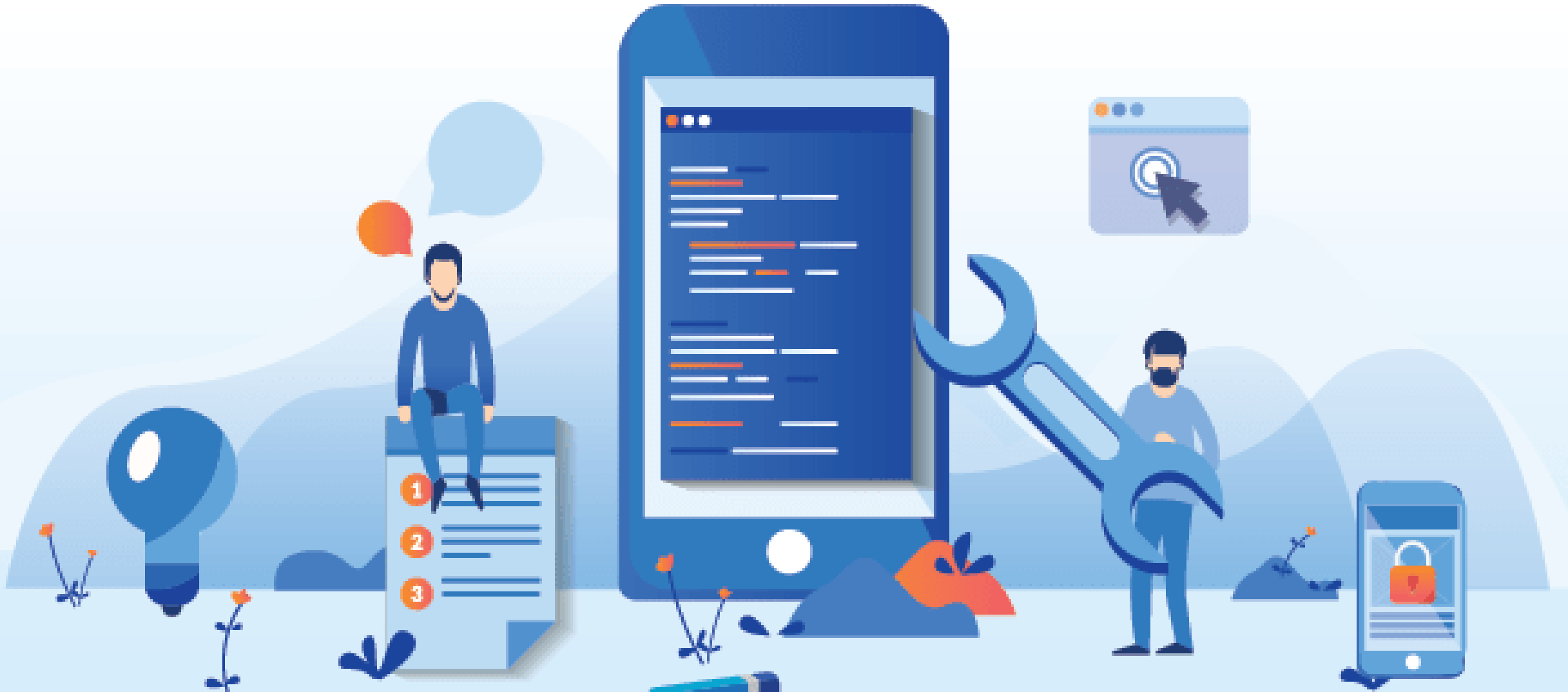


Reveal  
exposure



Subsequent  
behaviors


# Exercise: using location data to derive insights





# Privacy issues



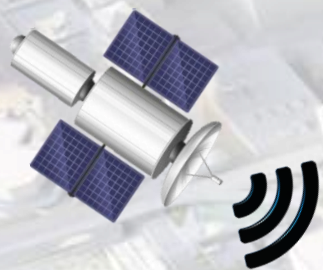
A network diagram on a blue background. It features several white location pins (teardrop shapes) and search icons (magnifying glasses) connected by white lines. Some nodes are highlighted with glowing blue circles. The overall theme is digital connectivity and data analysis.

How many pings  
from a phone do we  
need to identify an  
individual from an  
anonymized dataset?

Location data provide a  
revealing montage of an  
individual's life



# Reveal demographic & psychographic information

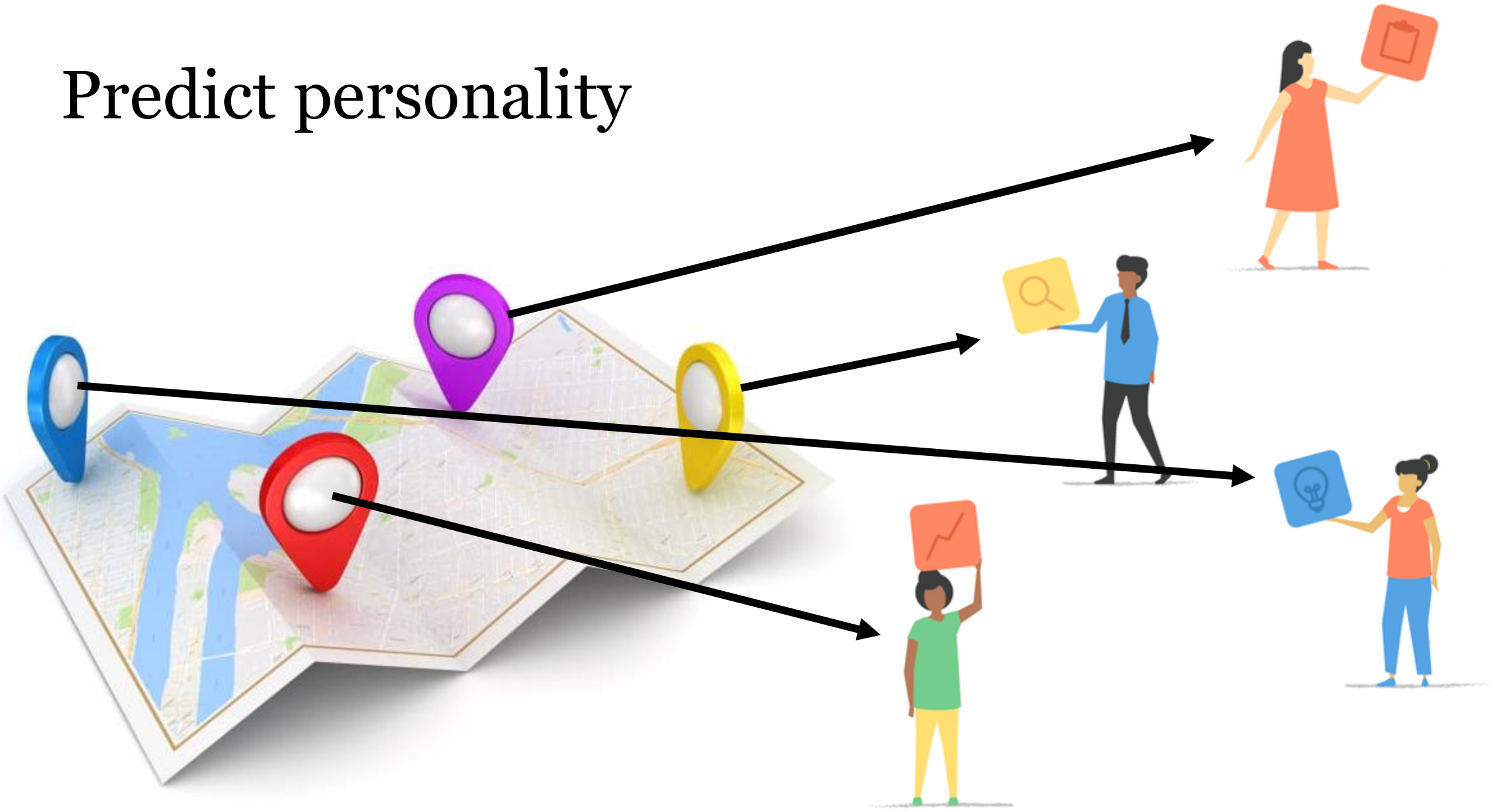


Andrews

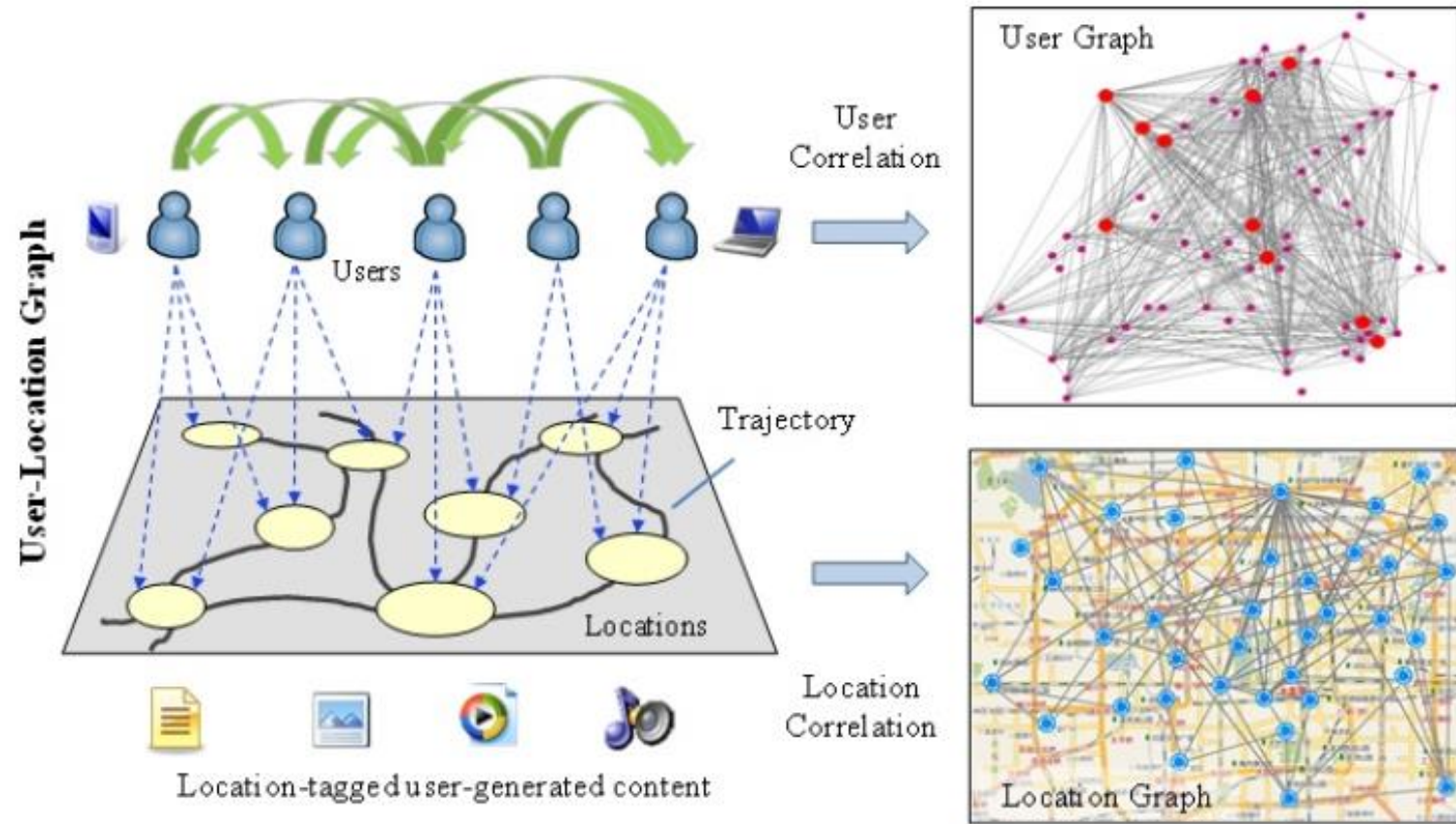


The top 3 most visited places tend to be home or work

# Predict personality



# Predict social networks





Have apps  
recently asked  
to track you?

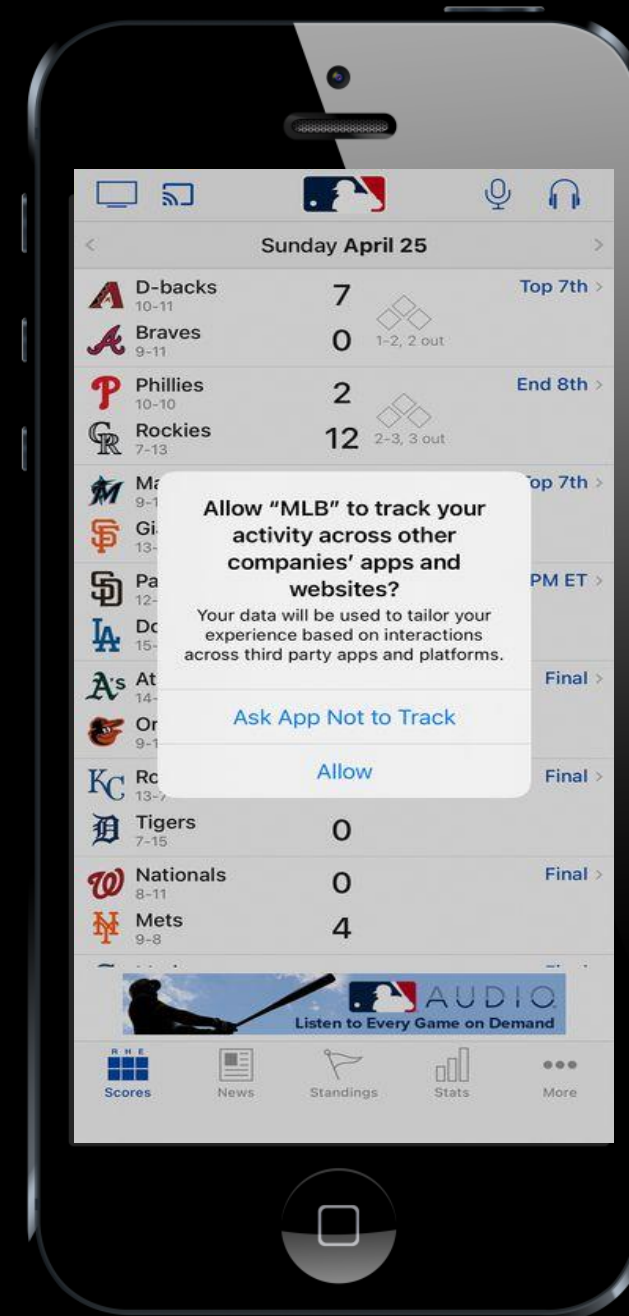
**“Some people  
want to share  
more data than  
other people do.  
Ask them. Ask  
them every  
time.”**

**-Steve Jobs, 2010**

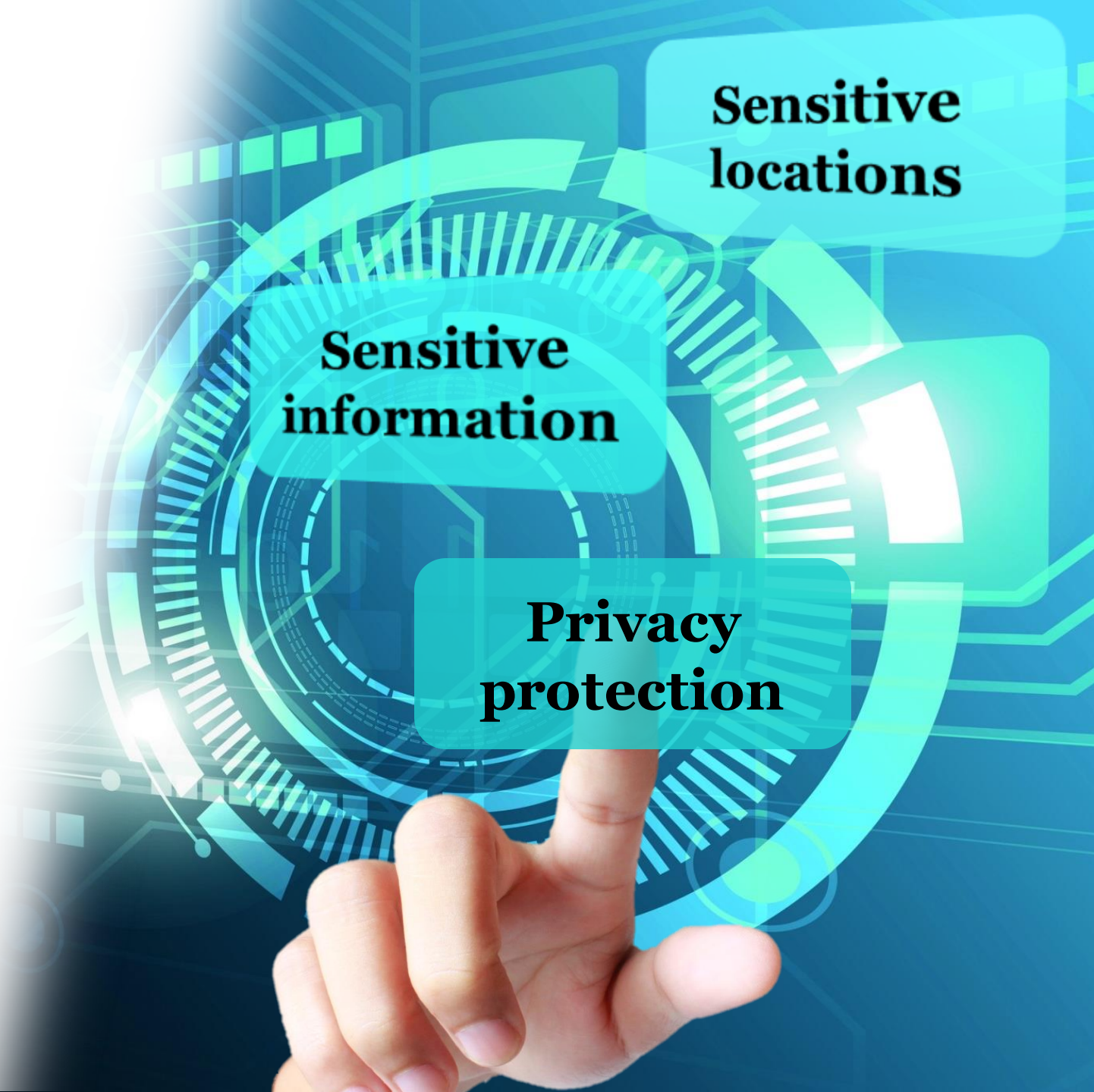




Apple's  
app  
tracking  
transparency



Who is more privacy-  
concerned?



# Google's approach

## Turn "Do Not Track" on or off

When you browse the web on computers or Android devices, you can send a request to websites not to collect or track your browsing data. It's turned off by default.


However, what happens to your data depends on how a website responds to the request. Many websites will still collect and use your browsing data to improve security, provide content, services, ads and recommendations on their websites, and generate reporting statistics.

Most websites and web services, including Google's, don't change their behavior when they receive a Do Not Track request. Chrome doesn't provide details of which websites and web services respect Do Not Track requests and how websites interpret them.

[Computer](#)


[Android](#)

[iPhone & iPad](#)

1. On your computer, open Chrome.
2. At the top right, click More  > **Settings**.
3. Click **Privacy and security** > **Cookies and other site data**.
4. Turn **Send a "Do not track" request with your browsing traffic** on or off.













Give feedback about this article

  
Ideal customer



Potential customers

	 Movie Theaters	 Hotels	 Car Dealers	 Super Markets	 Train Stations
	✓		✓		
		✓	✓		✓
	✓			✓	
	✓	✓		✓	
			✓		✓

**Thank you.**

I hope you appreciate location data and its potential more after today.

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Questions?

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Comments?