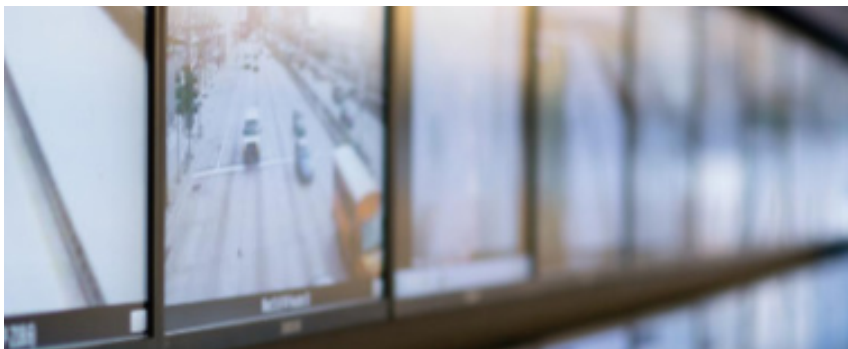# HERE Traffic Analytics

Using historical data to predict the future

HERE Traffic Analytics is historical traffic speed data processed and referenced to the map. It helps enterprise and government customers make informed decisions about future traffic management by using historical road traffic data.

Customers gain access to the data behind specific trends to analyze road network performance and identify patterns in order to optimize driving, parking, retail selection or other analytical requirements.

HERE Traffic Analytics is a product family, allowing for flexibility and customization. This modular approach is designed for customers to choose the required data to fit their analytical needs. The offering has two components:

→ **Speed Data:** historic traffic speed observations

→ **Traffic Patterns:** usual traffic speeds on every road in the HERE Map

Key industry use cases

Speed data

→ **Public Sector Traffic Operations**

   → Real-time traffic optimization

   → Congestion Response and Management

   → Incident Analysis

   → Variable Tolling Optimization

→ **Transportation Planning**

   → Before and After Construction Analysis

   → Temporal and Spatial Trend Analysis

   → Economic Efficiency Analysis

Traffic Patterns:

   → Routing and ETA

   → Traffic Patterns provides a significant quality lift over using speed limits or fixed average speeds.

   → It can be used in a non-connected use case or as a complement to real-time traffic speeds.

Comprehensive
Covers 100% of every road classification, in the markets we serve.

Proven
Identifies patterns and road network performance for robust analysis.

Accurate
Based on trillions of GPS/GNSS data points to accurately model the effect of planned changes.

Product features

Speed Data content includes:

→ Based on trillions of GPS speed probes worldwide

→ 5 years of history, updated daily

→ Guaranteed freshness of 2 weeks; typically, 48 hours

→ Customizable queries, with options to refine the roads of interest and level of statistical detail

→ Includes measures of speed distribution, for deep analysis

→ Truck speed data

   → Historical speeds primarily for heavy trucks

   → Choose trucks, passenger vehicles, or both combined

   → Limited coverage – Available in ~40 countries

Traffic Patterns content includes:

→ Average speed data available for every road in map database

→ Average speed data in 15- or 60-minute intervals for each day of the week

→ Built semi-annually based on previous 2 years' worth of probe observations

→ Provided in local time, as well as mph and kph

Data format

CSV

Coverage

→ **Traffic Patterns:**
available in 86 countries around the world

→ **Speed Data:**
available in 57 countries globally

About HERE

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit http://360.here.com and www.here.com.

Want to talk? We do, too. Get in touch here.