



## Trip Analytics at a Glance

- GPS pings expertly analyzed and map-matched to road segments by INRIX
- Complete route of travel reported for each trip
- Real data, not modeled
- Coverage includes all roads that are on a map
- Easier and faster completion of corridor travel times and turning ratios
- Accurate insights for infrastructure planning, vehicle routing and emergency response management
- Use alone or with other INRIX Analytics products

## Faster True Path of Travel Intelligence

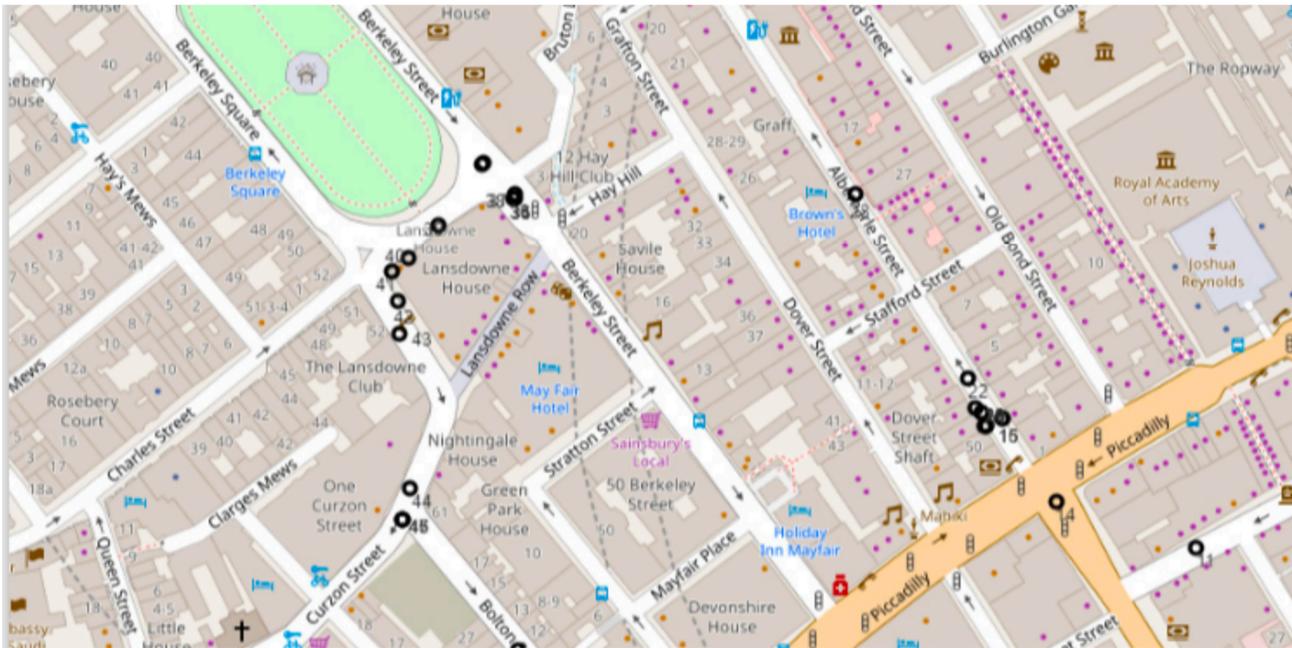
When the answer to your transportation question depends on accurate trip data for a specific road corridor or segment, trust INRIX Trip Analytics powered by CATT Lab as your most reliable, economical resource.

GPS data is massive and messy, requiring time and expertise to clean it up before it can be used. Trip Analytics is GPS pings and road segment data combined and expertly analyzed to accurately calculate the complete true path of travel of a trip.

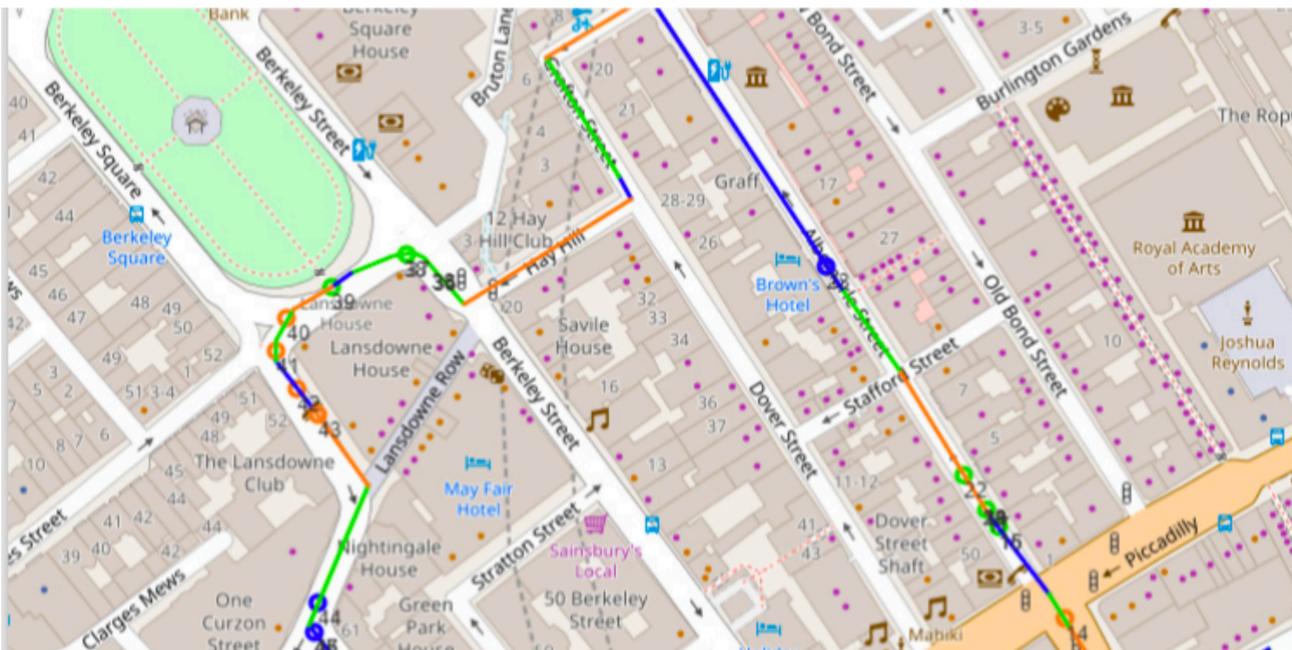
Trip Analytics saves public agencies significant data processing costs and time because the onerous task of dealing with messy raw GPS data has been eliminated. It also makes costly manual surveys and data gathering to plan diversion routes and optimize corridor usage obsolete. And because you can be highly confident in the data due to the vast quantity of anonymized GPS origin-destination and waypoint input used to create Trip Analytics, you can also be highly confident in your resulting insights and solutions.

## An Advancement in Analyzing Path-of-Travel Data

Trip Analytics uses billions of anonymous GPS data points transmitted by moving vehicles or devices map-matched by INRIX to road segment data (from sources like OpenStreetMap). Trip Analytics is actual observed individual trips, including associated entry and exit times for each segment of road. Answers are achieved in minutes or hours, not weeks or months, because Trip Analytics is ready-to-query, clean, robust, accurate data about paths of travel. No software installation is required; just download Trip Analytics and start gaining valuable transportation insights.



GPS pin data has discrepancies and missing information.



Trip Analytics utilizes state-of-the-art geospatial and mapping expertise to clean up GPS data and map-match it to road segments, reporting true path of travel.

## Speed Up Your Transportation Analysis Project With INRIX

- Packaged for analysis without restrictions or pre-defined models
- State-of-the-art INRIX trip routing and raw point interpolation yield greater certainty in complete trip reporting
- Includes reporting of all data for each individual trip
- Road segments clearly identified and easily ordered
- Delivered on XD, OSM and custom map segments to provide maximum mapping flexibility
- Quickly accessible data for any region and date range from 2015 to the present
- Backed by INRIX experts in GPS analytics using standardized procedures and high-quality source maps and cleaning, and providing metrics around results
- Full transparency and rigorous reporting of edge cases and the handling of anomalies
- Efficiency in analytical queries completed at road segment levels instead of individual waypoints
- Conduct a variety of studies including: corridor analysis, travel demand studies, congestion studies, performance measures, project assessments, etc.



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