HERE Traffic

HERE Traffic Analytics

About HERE Traffic Analytics

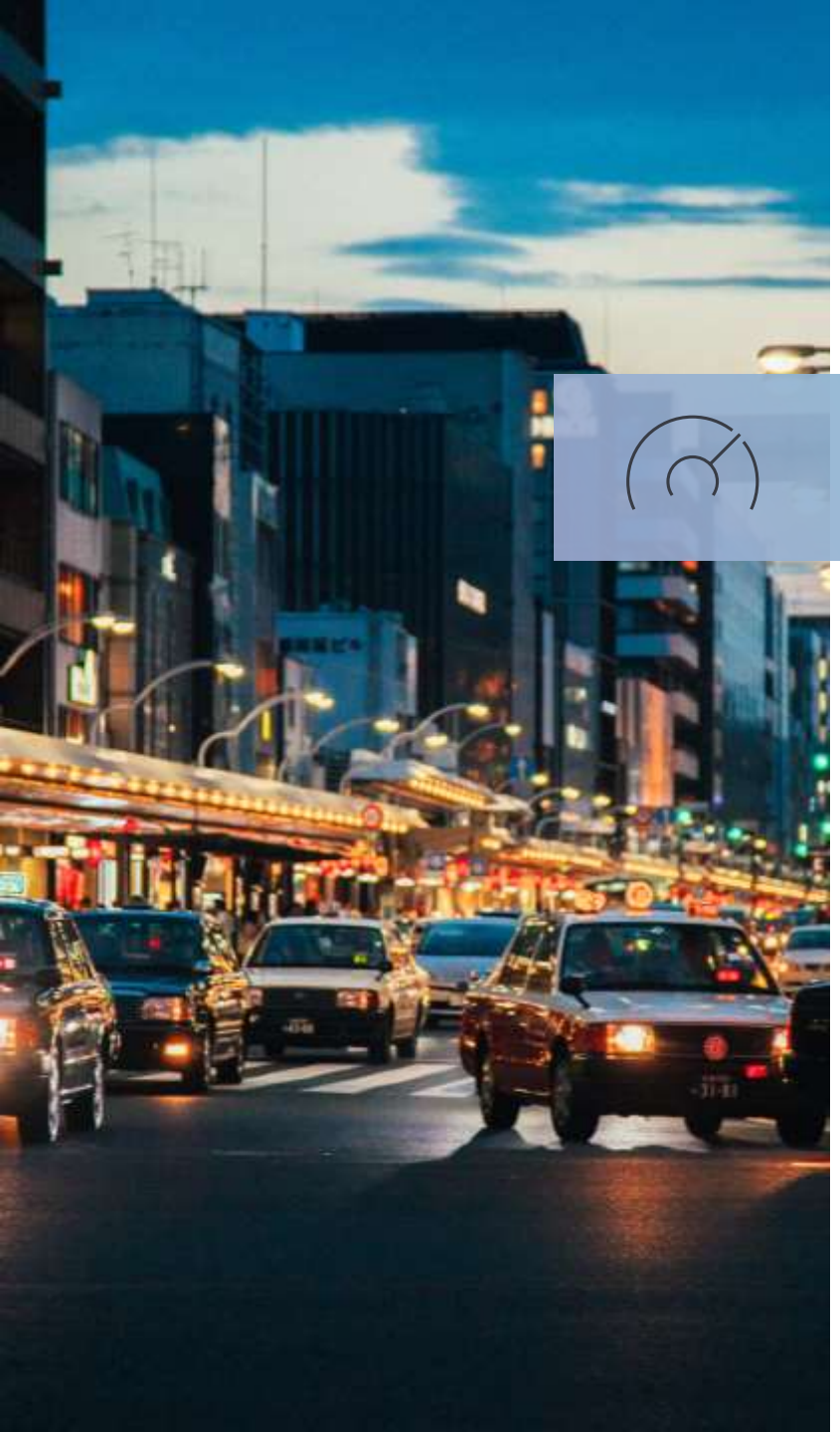
HERE Traffic Analytics helps enterprise and government customers make informed decisions about future traffic flow management by using historical road traffic data. Through HERE Traffic Analytics, customers gain access to specific trends to analyze road network performance and identify patterns to optimize driving, parking, or other requirements such as designing traffic models. Its all about understanding what's happened before improving what's yet to come.

Product features

HERE Traffic Analytics

Speed Data

Traffic Patterns



Speed data

Daily historical traffic speed observations across the HERE map

- Daily traffic speeds aggregated with 5-minute granularity
- Available everywhere probe data was collected
- Includes observation counts
- *Unmodelled* – different from an archive of real-time traffic
- Separate truck speeds (in some countries)
- Usable with any map viaTMC codes, or with the HERE map via link IDs for higher precision

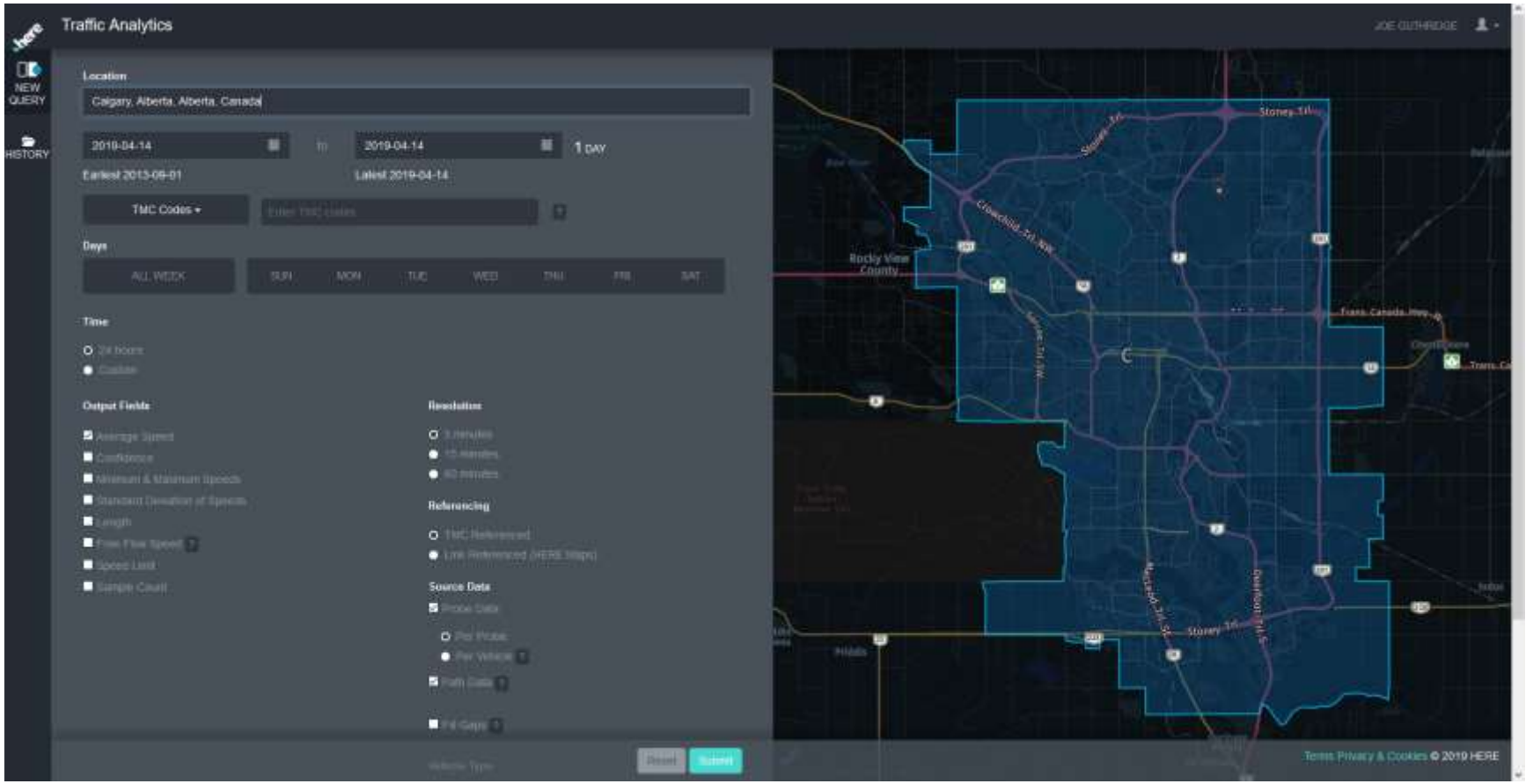
Benefits:

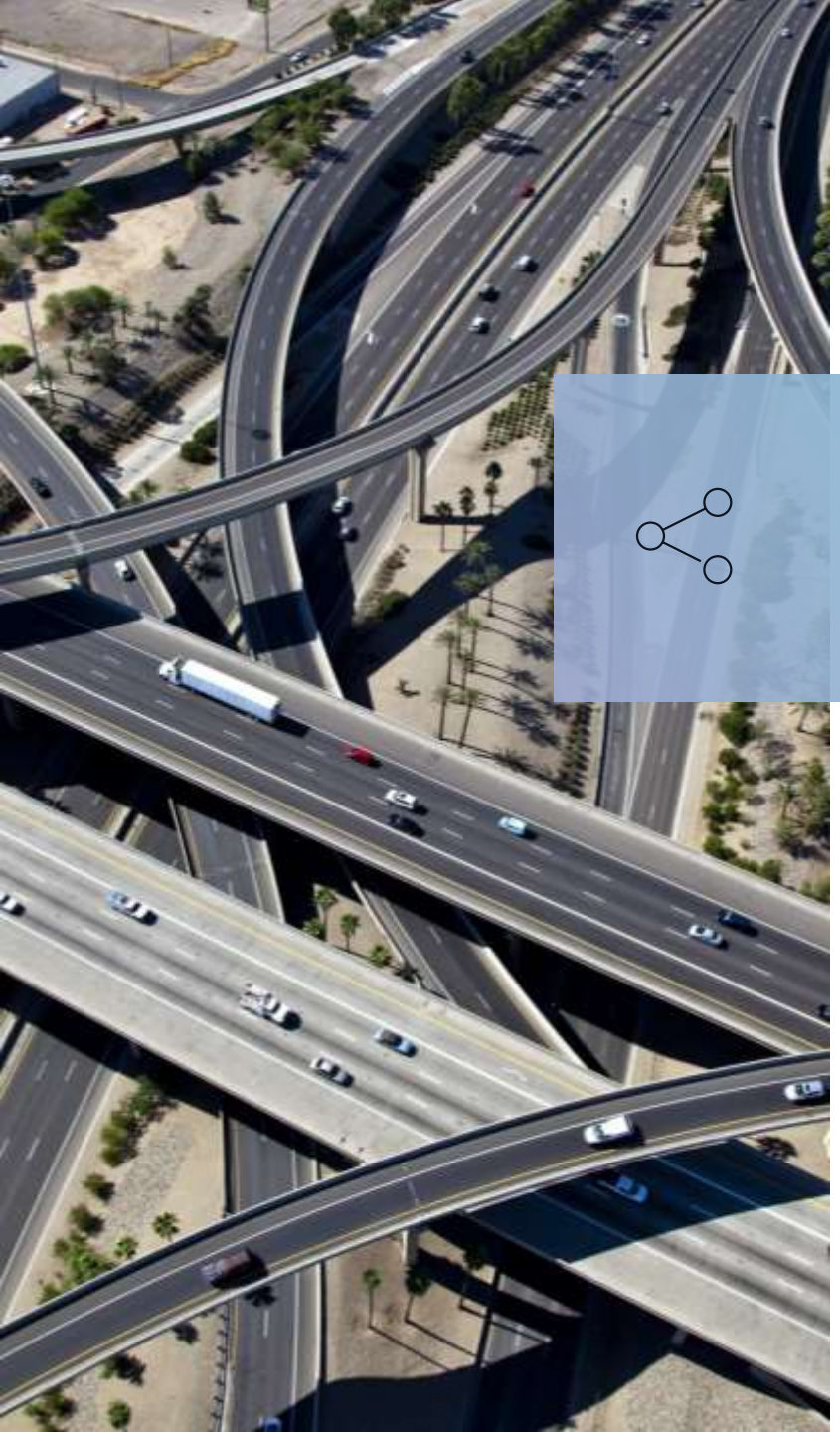
- Based on trillions of GPS speed probes worldwide
- 5 years of history, updated daily
- Guaranteed freshness of 2 weeks – typically 48 hours
- Customizable queries, with options to select roads and statistical details
- Includes measures of speed distribution, for deep analysis
- Compatible with Iteris ClearGuide and iPeMS, and any tool that can read CSV format

Traffic analytics speed data | query options

Filtering options	Output fields
Geographic area (Administrative areas from HERE map, levels 1-4)	Observed average speed (mean)
Start & end date: 1 day to 5 years	Min/Max observed speeds
Time of day (rush hours, …)	Standard deviation of speeds
Day of week	Confidence factor and sample count
Road name or Functional Class or TMC list or link list	Speed limit and free flow speed
Time resolution (5, 15, or 60 minute)	Percentiles (5th, 10th, …, 90th, 95th)
Truck, passenger car, or both	Referenced by TMC or HERE Map link

Traffic Analytics speed data web portal





Traffic Patterns/historical data

Delivers accurate, comprehensive average traffic speed data for 83 countries by using billions of multi-year vehicle speed observations on every type of road

- Speed data available for every road in map database
- Average speed in 15-minute intervals for each day of the week
- Built semi-annually based on multiple years of probe observations
- Provided in local time, as well as mph and kph, in .csv format

Traffic Patterns | COVID Release

Additional content to provide customers with improved traffic patterns during COVID

Traffic Patterns (standard)

Delivers accurate, comprehensive average traffic speed data for 83 countries by using billions of multi-year vehicle speed observations on every type of road.

Key features

- Speed data available for every road in map database
- Typical speed in 15-minute intervals for each day of the week
- Built semi-annually based on multiple years of probe observations
- Provided in local time, as well as mph and kph, in .csv format
- *Content of Standard Traffic Patterns based on date prior to March 2020*

Traffic Patterns – COVID release

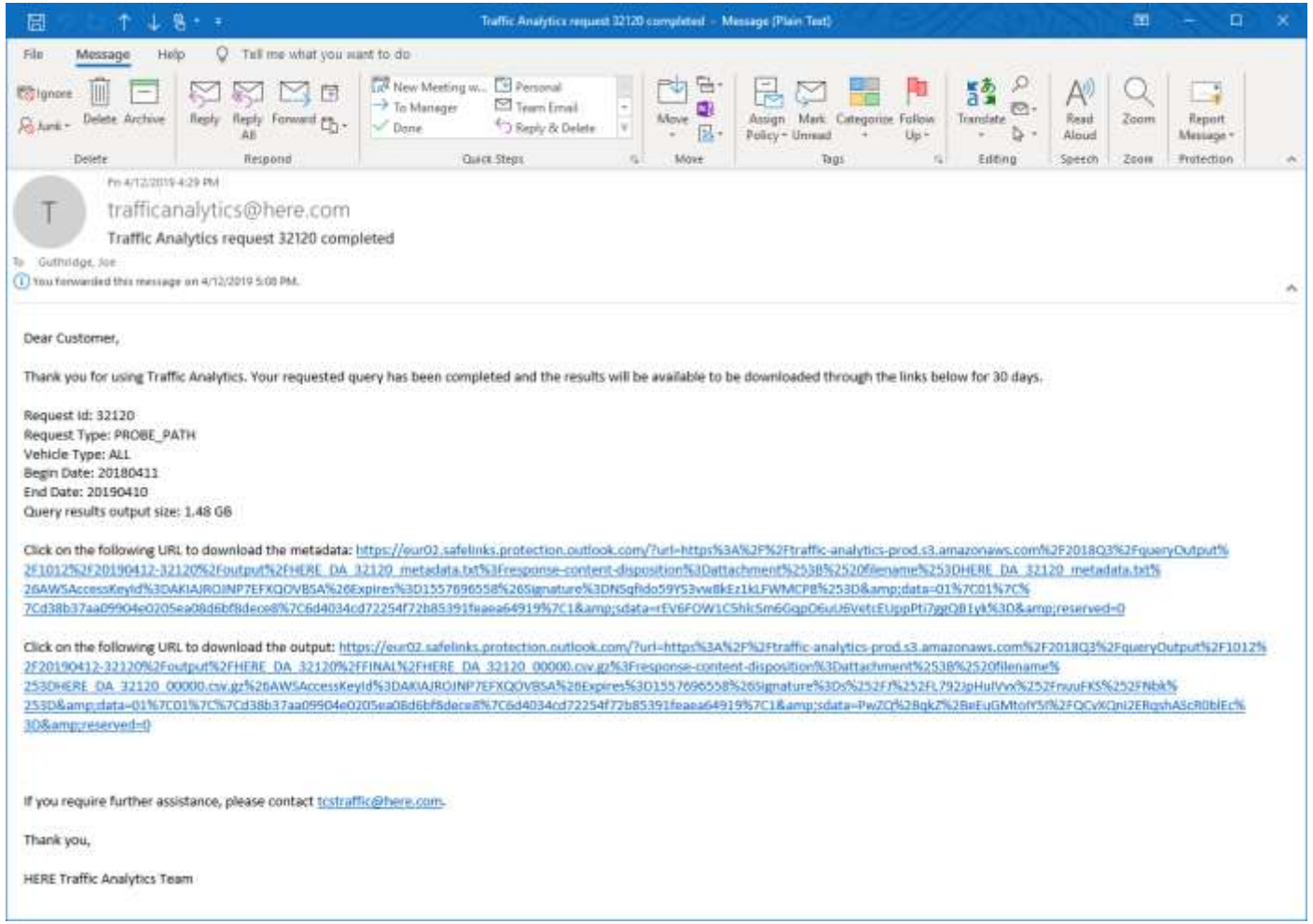
Same format as standard Traffic Patterns Product.

Additional features and notes

- Additional dataset available for customers with Traffic Patterns license
- Content built from data mid-2020 to late 2020
- As of early 2021, this was a better estimate for typical traffic
- Customers have access to standard Traffic patterns release and Traffic Patterns COVID release

Backup

Traffic Analytics speed data notification email (example)



Traffic Analytics request 32120 completed - Message (Plain Text)

File Message Help Tell me what you want to do

Ignore Junk Delete Archive Reply Reply All Forward New Meeting w... To Manager Done Personal Team Email Reply & Delete Move Assign Policy Mark Unread Categorize Follow Up Translate Read Aloud Zoom Report Message

Delete Respond Quick Steps Move Tags Editing Speech Zoom Protection

Fri 4/12/2019 4:29 PM

T

trafficanalytics@here.com

Traffic Analytics request 32120 completed

To Guthridge, Joe

You forwarded this message on 4/12/2019 5:08 PM.

Dear Customer,

Thank you for using Traffic Analytics. Your requested query has been completed and the results will be available to be downloaded through the links below for 30 days.

Request Id: 32120
Request Type: PROBE_PATH
Vehicle Type: ALL
Begin Date: 20180411
End Date: 20190410
Query results output size: 1.48 GB

Click on the following URL to download the metadata: https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftraffic-analytics-prod.s3.amazonaws.com%2F2018Q3%2FqueryOutput%2F1012%2F20190412-32120%2Foutput%2FHERE_DA_32120_metadata.txt%3Fresponse-content-disposition%3Dattachment%2538%2520filename%253DHERE_DA_32120_metadata.txt%26AWSAccessKeyId%3DAKIAJROJNP7EFXQOVB5A%26Expires%3D1557696558%26Signature%3DN5qfido59Y53vwBkEz1kLFWMCP8%253D&data=01%7C01%7C%7Cd38b37aa09904e0205ea08d6bf8deee8%7C6d4034cd72254f72b85391feaea64919%7C1&sdata=rEV6FOW1C5hlc5m6GqpO6uU6VetcEUppPti7ggQB1yk%3D&reserved=0

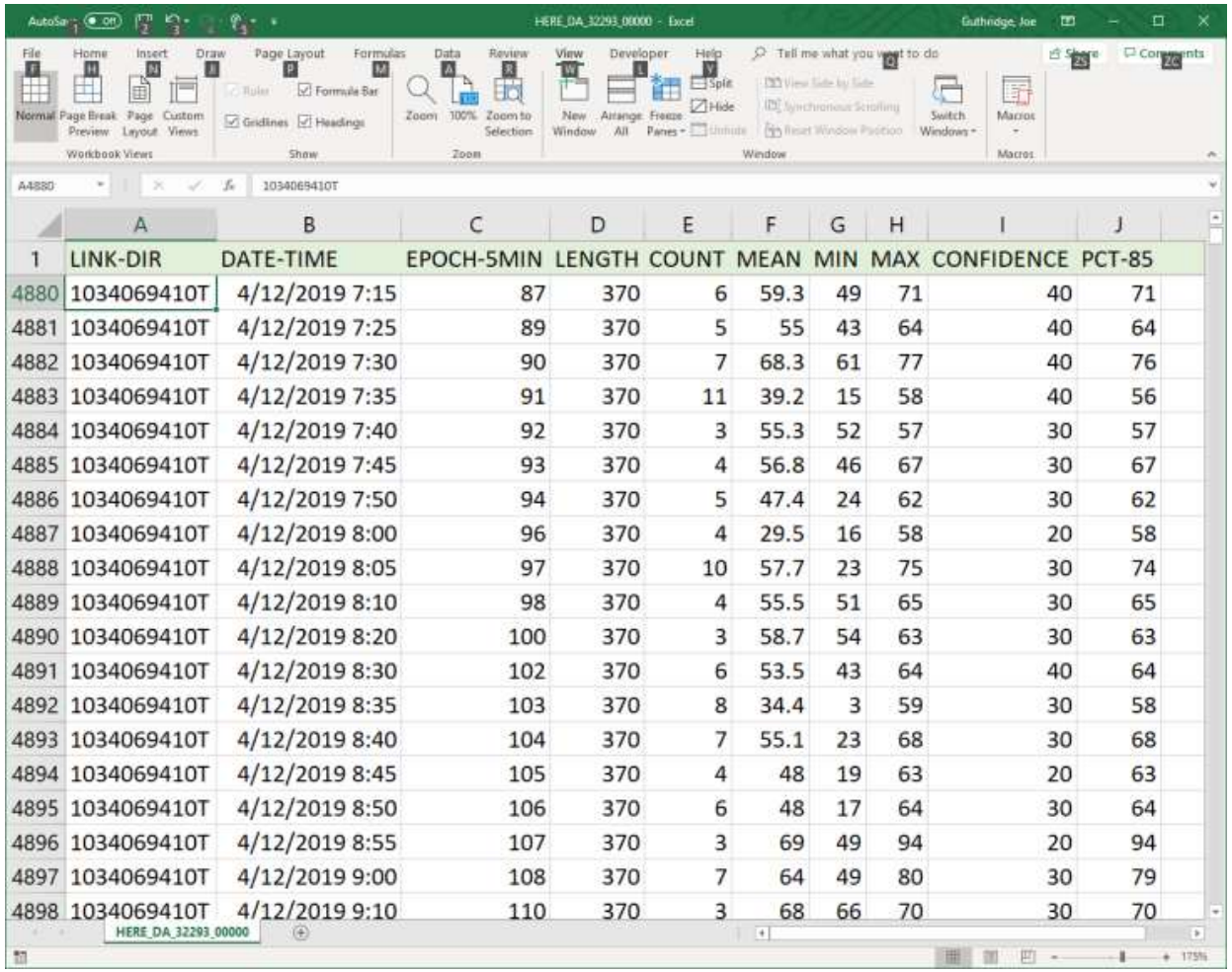
Click on the following URL to download the output: https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftraffic-analytics-prod.s3.amazonaws.com%2F2018Q3%2FqueryOutput%2F1012%2F20190412-32120%2Foutput%2FHERE_DA_32120%2FFINAL%2FHERE_DA_32120_00000.csv.gz%3Fresponse-content-disposition%3Dattachment%2538%2520filename%253DHERE_DA_32120_00000.csv.gz%26AWSAccessKeyId%3DAKIAJROJNP7EFXQOVB5A%26Expires%3D1557696558%26Signature%3Ds%252Fj%252FL792JpHuIVvv%252FnvuFK5%252FNbk%253D&data=01%7C01%7C%7Cd38b37aa09904e0205ea08d6bf8deee8%7C6d4034cd72254f72b85391feaea64919%7C1&sdata=PwZQ%2BqkZ%2BeEuGMtofY5f%2FQCvKQni2ERqshASc80bIEc%3D&reserved=0

If you require further assistance, please contact tcstraffic@here.com.

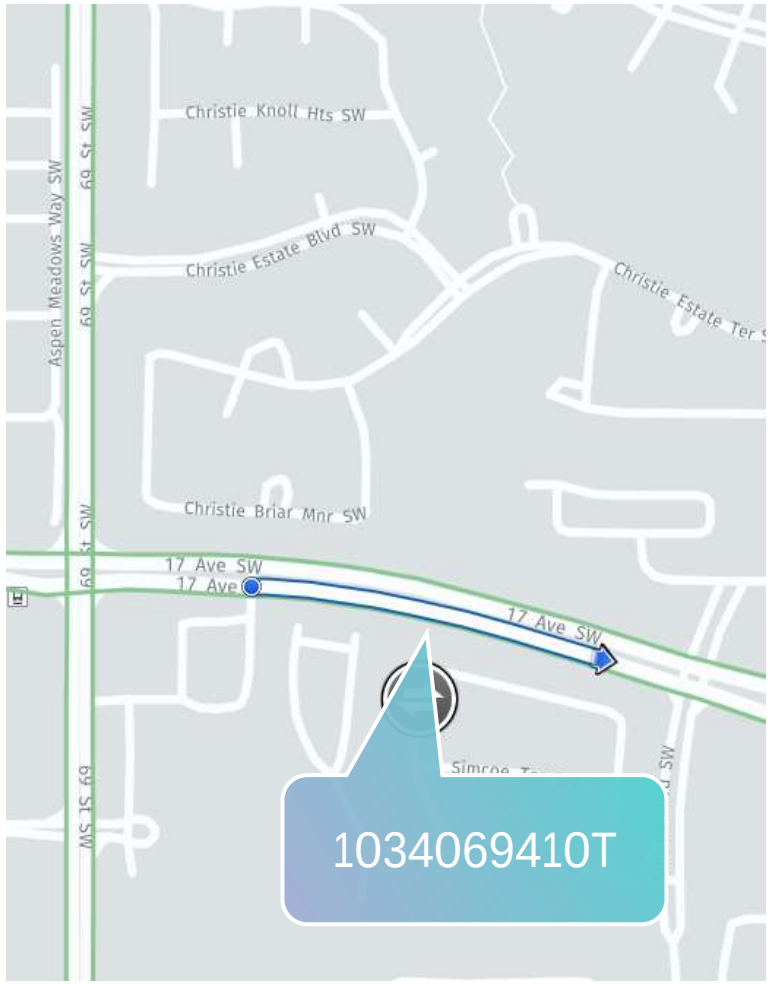
Thank you,

HERE Traffic Analytics Team

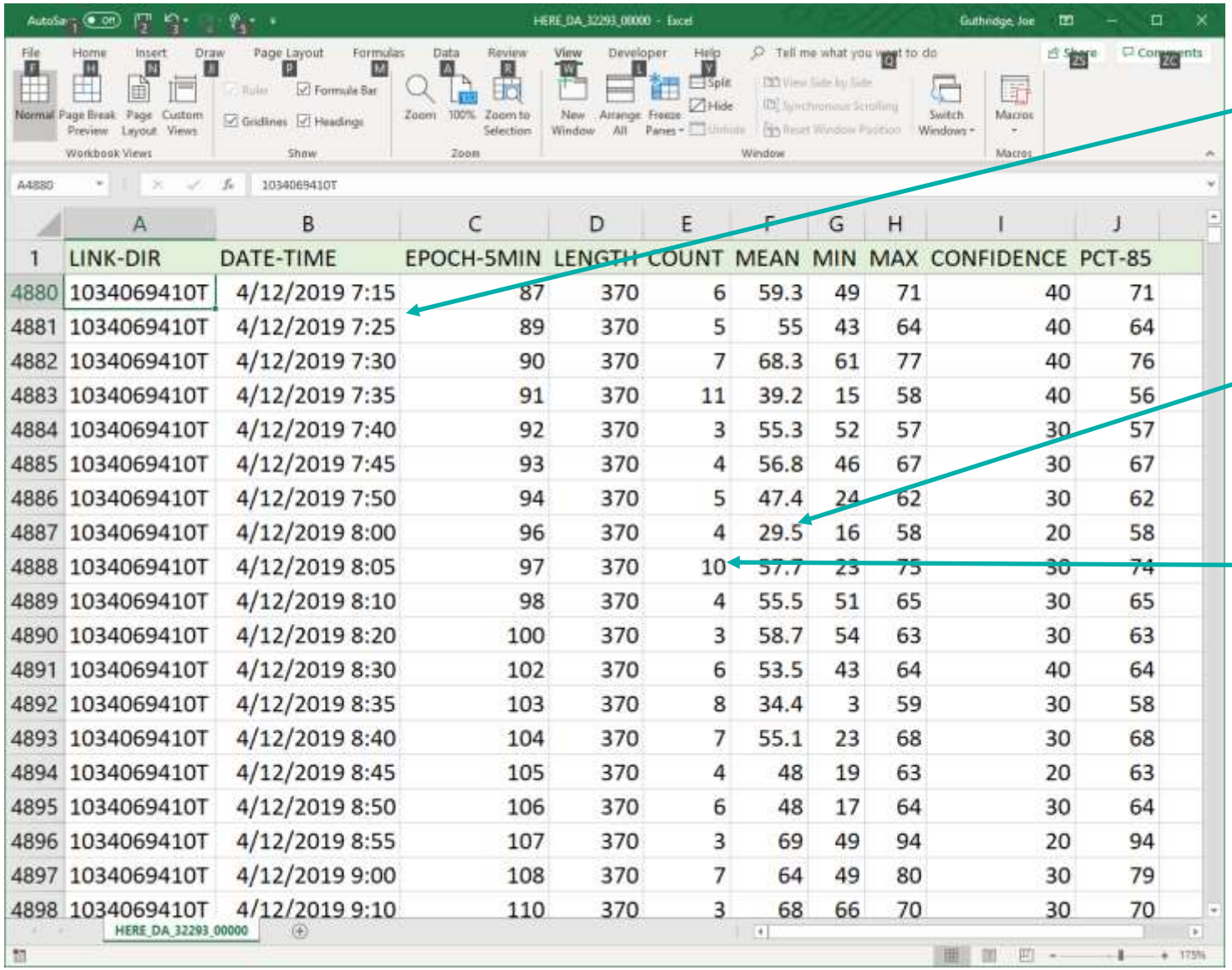
Traffic Analytics query results (example)



	A	B	C	D	E	F	G	H	I	J
1	LINK-DIR	DATE-TIME	EPOCH-5MIN	LENGTH	COUNT	MEAN	MIN	MAX	CONFIDENCE	PCT-85
4880	1034069410T	4/12/2019 7:15	87	370	6	59.3	49	71	40	71
4881	1034069410T	4/12/2019 7:25	89	370	5	55	43	64	40	64
4882	1034069410T	4/12/2019 7:30	90	370	7	68.3	61	77	40	76
4883	1034069410T	4/12/2019 7:35	91	370	11	39.2	15	58	40	56
4884	1034069410T	4/12/2019 7:40	92	370	3	55.3	52	57	30	57
4885	1034069410T	4/12/2019 7:45	93	370	4	56.8	46	67	30	67
4886	1034069410T	4/12/2019 7:50	94	370	5	47.4	24	62	30	62
4887	1034069410T	4/12/2019 8:00	96	370	4	29.5	16	58	20	58
4888	1034069410T	4/12/2019 8:05	97	370	10	57.7	23	75	30	74
4889	1034069410T	4/12/2019 8:10	98	370	4	55.5	51	65	30	65
4890	1034069410T	4/12/2019 8:20	100	370	3	58.7	54	63	30	63
4891	1034069410T	4/12/2019 8:30	102	370	6	53.5	43	64	40	64
4892	1034069410T	4/12/2019 8:35	103	370	8	34.4	3	59	30	58
4893	1034069410T	4/12/2019 8:40	104	370	7	55.1	23	68	30	68
4894	1034069410T	4/12/2019 8:45	105	370	4	48	19	63	20	63
4895	1034069410T	4/12/2019 8:50	106	370	6	48	17	64	30	64
4896	1034069410T	4/12/2019 8:55	107	370	3	69	49	94	20	94
4897	1034069410T	4/12/2019 9:00	108	370	7	64	49	80	30	79
4898	1034069410T	4/12/2019 9:10	110	370	3	68	66	70	30	70



Traffic Analytics query details



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4880	1034069410T	4/12/2019 7:15	87	370	6	59.3	49	71	40	71
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4889	1034069410T	4/12/2019 8:10	98	370	4	55.5	51	65	30	65
4890	1034069410T	4/12/2019 8:20	100	370	3	58.7	54	63	30	63
4891	1034069410T	4/12/2019 8:30	102	370	6	53.5	43	64	40	64
4892	1034069410T	4/12/2019 8:35	103	370	8	34.4	3	59	30	58
4893	1034069410T	4/12/2019 8:40	104	370	7	55.1	23	68	30	68
4894	1034069410T	4/12/2019 8:45	105	370	4	48	19	63	20	63
4895	1034069410T	4/12/2019 8:50	106	370	6	48	17	64	30	64
4896	1034069410T	4/12/2019 8:55	107	370	3	69	49	94	20	94
4897	1034069410T	4/12/2019 9:00	108	370	7	64	49	80	30	79
4898	1034069410T	4/12/2019 9:10	110	370	3	68	66	70	30	70

Gap, could possibly be:
- No vehicles
- Outage
- No cell coverage (unlikely)

Possible outlier speed
- Use sample count to reject or average

Sample count, not vehicle count

No vehicle or demographic identification
- Only speeds