

Crowd-Sourced Bus Pooling

Scenario

ShareTransport is a bus-pooling app platform, currently offering about 100 bus routes within the entire city. With the mission of improving means of transports for the public, ShareTransport is constantly looking into opening new route for commuters. With the constant growth in volume of new suggestion data, ShareTransport management team found it challenging to consolidate, sort and filter out relevant information needed to initiate potential new routes or even optimize current routes.

In order to overcome the obstacle, ShareTransport has decided to partner with Ent-Vision, an AI and Data Intelligence driven technology company to resolve the challenges.

Challenges

- **Massive Dirty and Unstructured Data**
The Operational Team does not have the time and ability to filter through massive new-route suggestion data due to unstandardized data and constant growth in volume.
- **Unable to plan route with Inaccurate Geocoding**
Without standardised addresses and accurate geocoding, it is impossible to plan optimal route and generate the best pick-up/drop-off points.
- **Restrain growth potential**
The management team is unable to make decision on opening new routes due to unclear profitability, thus hindering company growth.

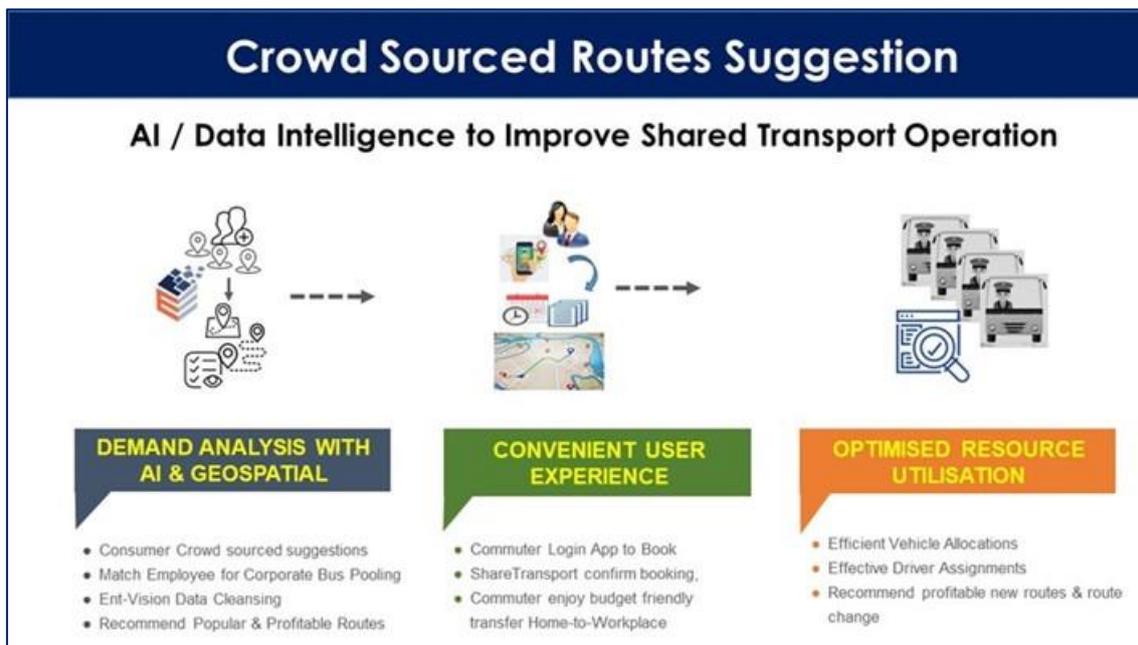
Solutions

Ent-Vision applies Data Quality solution to help bus company remove invalid data and duplicates, standardise addresses in order to obtain accurate Geo Coordinates for route planning.

AI automation and Optimisation Algorithms are used to recommend optimal routes and pick-up locations. Historical data are also fed into Machine Learning algorithms to analyse and prioritise commuter's demand. The analytics help management team to have a better understanding of current route efficiency and spare capacity, the intelligent insights assist to improve accuracy in arrival time, while ensuring frequency of buses allocated for route with higher demand.

Business Benefits

- ✓ **Clean & Healthy Database:** Possible duplicates of suggestions are removed, inconsistent data input are standardized and ready to be analysed.
- ✓ **Efficient Route Planning:** Standardised address data ensure accurate GeoCodes for optimised route planning and efficient pick-up/drop-off points
- ✓ **GeoAnalytics for Clearer Business Insights:** GeoAnalytics of routes performance offer clarity and insights for potential business opportunity



Find Out More!

Visit us at <https://www.ent-vision.com/solutions/smart-transport/> to find out more about how we can help in **Growdsourced Bus-pooling with GeoAnalytics**, email us at **sales@ent-vision.com** or call us now at (65) 6742 7945 for a no obligation discussion.