UITP Training Programme
Use of Data Analysis and Business Intelligence in Public Transport

3-4 March 2017, Bengaluru

Organizer

Supported by

Introduction

Most transport operators in India are installing systems like vehicle tracking and fare collection machines. With these technologies operators generate large amounts of data related to their services, like driver hours, bus kms, ridership, etc. In many cases this data is not used to improve decision making. In this training program, we help operators and authorities to use this data to improve their profit, performance and customer satisfaction.

Business Intelligence in Public Transport

Business Intelligence (BI) is one of today's greatest opportunities in the Public Transport Industry. Huge amounts of data are registered in systems like planning, e-ticketing / automated fare collection, fleet management, asset management etc. Operators are facing the challenge to unlock the value of that data to increase profit, performance and customer satisfaction (Source: Zight). Data analytics tool for use of GPS and ETMs data for optimization of performance of routes.

Objectives

The key objectives of the program are:

- Increase your awareness of how data is reshaping Public Transport
- Gain insights into how data-driven your organisation is.
- Define where your organisation needs to be in terms of data usage
- Get to learn the advantages of Business Intelligence in Public Transport
- Learn how to get from data to results
- Learn from best practices in the world of Public Transport

Program

March 3, 2017 (Friday)	
09:00 – 09:30	**Welcome: Setting the scene** Programme introduction. What is UITP? [Jaspal Singh, UITP India Office]
09:30 – 10:30	**Session 1: Impact of data on PT** In what way is data reshaping the world, our passengers and our public transport? What changes will operators have to go through to live up to the expectations or to stay on top? [Luc van Wijngaarden, CEO, Zight, Netherlands]
10:30 – 10:45	Coffee break
	Session 2: The use and impact of new technologies to collect data and measure mobility This session will look into the use and impact of new technologies, which open up new perspectives in the way data is collected and mobility is measured. From smart cards, floating data and GPS systems to Bluetooth and vehicle detection systems or crowd sourcing, an increasing number of options exist to collect data, generating huge amounts of information. [Speaker to be identified]
13:00 – 14:00	Lunch break
14:00 – 15:00	**Session 3: How data-driven should your organisation be?** Based upon Gartner's BI maturity model participants will rank their own company: how data driven is your organisation? How data driven does it need to be? How to get there? [Luc van Wijngaarden, CEO, Zight, Netherlands]
15:00 – 15:15	OK
15:15 – 17:30	**Session 4: KPI selection** What is a good KPI? And how to select KPIs that really make a difference in terms of quality, profit and customer satisfaction? In this workshop this process is explained and executed. [Luc van Wijngaarden, CEO, Zight, Netherlands]

March 4, 2017 (Saturday)	
10:00 – 11:00	**Session 5: How to get from data to results?** Many operators struggle to optimize the impact of data. What should be done to get the max out of data? How to avoid failure? How to get a high ROI (Return on Investment)? In this session conditions for success will be discussed. [Luc van Wijngaarden, CEO, Zight, Netherlands]
11:00 – 11:15	Coffee break
11:15 – 12:45	**Session 6: Use of Data Analysis for Contract Management – Case Study of Delhi** This session will share the case study of Delhi to use data analytics for contract management for Gross cost operation. The data can be used for the day to day planning and operation. [Manish Kumar, SVP – Information Technology, DIMTS Limited]
12:45 – 14:00	Lunch break
14:00 – 15:45	**Session 7: International Case Studies to use Data Analytics** The session will showcase various case studies from different parts of the world, showing how different operators and authorities are using data to improve their business. [Luc van Wijngaarden, CEO, Zight, Netherlands]
15:45 – 16:00	Coffee break
16:00 – 17:30	**Session 8: Group work** One of the biggest challenges is to use data not just for monitoring but also for improving quality, profit and customer satisfaction. But how do you do that? In this session this process is explained and executed. [Luc van Wijngaarden, CEO, Zight, Netherlands]
17:30 – 18:00	**Wrap up, Evaluation and Diplomas**

Registration Details

Course Fee	Early Bird Price 31 January 2017	Price After 31 January 2017
Members	INR 8,000	INR 10,000
Non-Members	INR 12,000	INR 15,000

Duration

- Two training days (3-4 March 2017) which includes technical discussion and group exercises.

Trainers

- UITP experts with extensive experience and international knowledge of data analytics and data management in public transport.
- Industry specialists equipped with practitioner knowledge and experience of data management.

Training Venue

Auditorium
Bengaluru Metropolitan Transport Corporation
4th Floor, BMTC Shanthinagar Bus Station Complex,
K.H. Road, Shanthinagar
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Contact Details

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