Abstract
By analyzing data on traffic, people flow, and purchase in local cities, we will contribute to regional revitalization. We will introduce a transportation routes simulation example to promote tourism and purchase of citizens by analyzing the relationship between the regional transportation and purchase data.

Features
- Valuable feature extraction by combining complex traffic route data and purchase data
- People purchase behavior estimation with data complementation using macro-statistics

Application Scenarios
- Revitalization of purchase by reducing regional disparities and promoting excursion
- Traffic congestion and operation cost reduction with public transportation optimization

Roadmaps
- We will continuously verify the effectiveness of our analysis technology for regional cities. We aim to solve other regional issues by service development with data utilization and analysis.

Exhibitors
NIPPON TELEGRAPH AND TELEPHONE CORPORATION

Contact: rdforum-sv-ml@hco.ntt.co.jp

NTT R&D FORUM – Road to IOWN 2021