

## Data Discovery Challenge

### Winner – First Prize and Singtel Smart Nation Innovation Award

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**Company/Team:** Decision Architects

**Submission:** Plotting human footfall against business strategy for retailers

#### Submission Description

This project aims to perform data visualisation to reveal discernible trends and patterns from the given dataset to enable business owners to ask the right questions to develop better business strategies based on the landscape of human flows over different areas of interest.

#### Benefits of the Submission

##### Marketing Promotions

- Targeted business strategies based on insights into target market profile and specific opportunity times and locations
- Allows for measurement of effectiveness of promotions as a form of ROI measurement. When combined with area sales data, such analyses would give even better insights in to consumer patterns and behaviour.

##### Crimewatch

- Correlation with crime statistics will allow for better prediction of crime trends and hence deployment crimewatch strategies, e.g. finding ideal locations for check-points when law enforcement agencies conducting specific types of anti-crime operations, i.e. pickpocket, snatch-theft, illegal car-racing
- When matched with specific mobile signatures, correlated data could make triangulation of suspected bookies and loanshark activities and their agents.

##### Retail/F&B Opportunities

- When mashed with job employment or housing figures around specific location, businesses can identify emerging trends and be first-movers in new markets.

#### About Company/Team

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**Data Discovery Challenge**  
**Winner – Second Prize and Best Business Concept Prize**

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**Company/Team:** CompareRoute

**Submission:** CompareRoute - Compare.Visualize.Validate For better delivery plans

**Submission Description**

CompareRoute allows users to optimize their travel/delivery routes by comparing their current total route distance with the Urban Dynamic Routing Algorithm. The route visualization aspect of CompareRoute helps delivery planners incorporate truck capacity and time window considerations to minimize resource use for not just eCommerce companies, but any company with deliveries.

**Benefits of the Submission**

With all the features taken together, CompareRoute can also help facilitate ultrafast premium delivery services, as well as collaborative and crowdsourcing business models involving routing. It can also be adapted to other industries, such as healthcare for home-care patient visitation routes

**About Company/Team**

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## **Data Discovery Challenge Winner – Third Prize**

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**Company/Team:** Data Rookies

**Submission:** Plan B – Beat the Crowds!!

### **Submission Description**

This service proposed alternative locations based on a proximity radius within walking distance. It required both push and pull factors. Push factors at initial attractions will report one of the crowd situation through footfall data and pull factors will suggest relevant alternative attractions that are "oh so close".

### **Benefits of the Submission**

To increase quality of experience at each tourist attraction by informing the user of onsite crowd scenario, and by proposing relevant places to go within the vicinity in the event in case the first attraction is very crowded or if there are other unforeseen circumstances.

### **About Company/Team**

- 1) Ng Pek Gnee
- 2) Satya Sreenivasan
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## **Data Discovery Challenge**

### **Winner – Best Business Concept Prize**

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**Company/Team:** Qliknic

**Submission:** Improving Polyclinic Visits

#### **Submission Description**

A smartphone application which aggregates information about the current queue times at each polyclinic, as well as the traffic conditions and travel times between the user's current location and his nearby polyclinics. This project aims to make information about the queue lengths at the various polyclinics in Singapore more accessible to potential visitors.

#### **Benefits of the Submission**

- Reduces time spent in queues at polyclinics.
- Provides a data aggregation service regarding all of the polyclinics and travelling conditions to each of them.
- Allows Singaporeans to make an informed choice based on real time data as to which polyclinic they should go to.

#### **About Company/Team**

- 1) Yuxin Seow
- 2) Yan Wei Tan
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