



LotaData

Presentation *of* RHS Dashboard/ Data-Driven Analytics Tool: LotaData



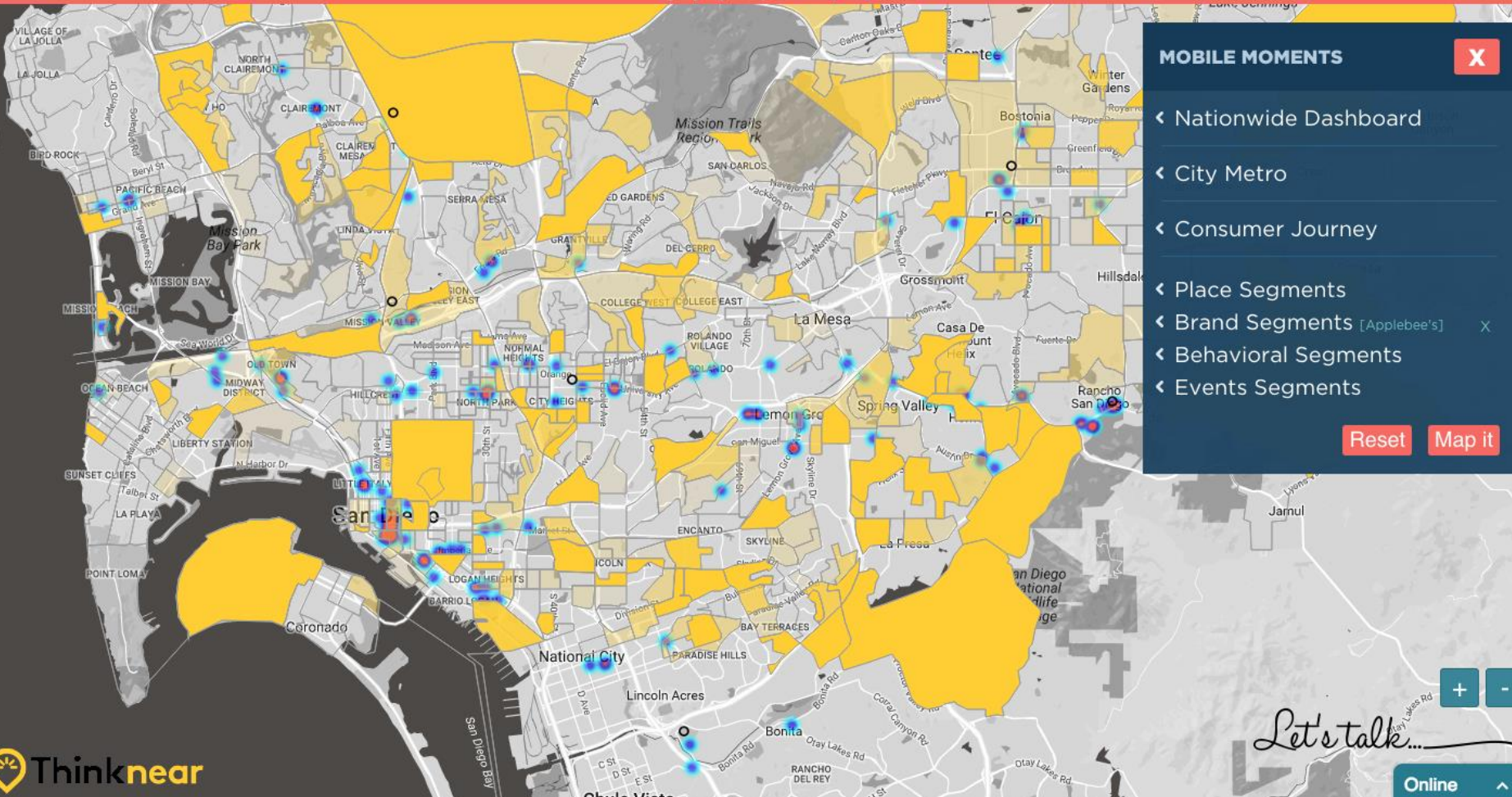


Private Sector

LotaData actively collects
privacy compliant anonymized
data from the **private sector**

Location Signals + Deep Learning
= People Intelligence

Displaying 159 profiles [API]



MOBILE MOMENTS



◀ Nationwide Dashboard

◀ City Metro

◀ Consumer Journey

◀ Place Segments

◀ Brand Segments [Applebee's]



◀ Behavioral Segments

◀ Events Segments

Reset

Map it

Let's talk...

Online





Civic Innovation

Through Start-up in Residence (STiR), LotaData now has extended the technology platform to the **public sector**

Data-driven optimization of city programs and facilities



Case Study : San Leandro & San Francisco



Serve thousands of people daily

Plan programs, classes, activities

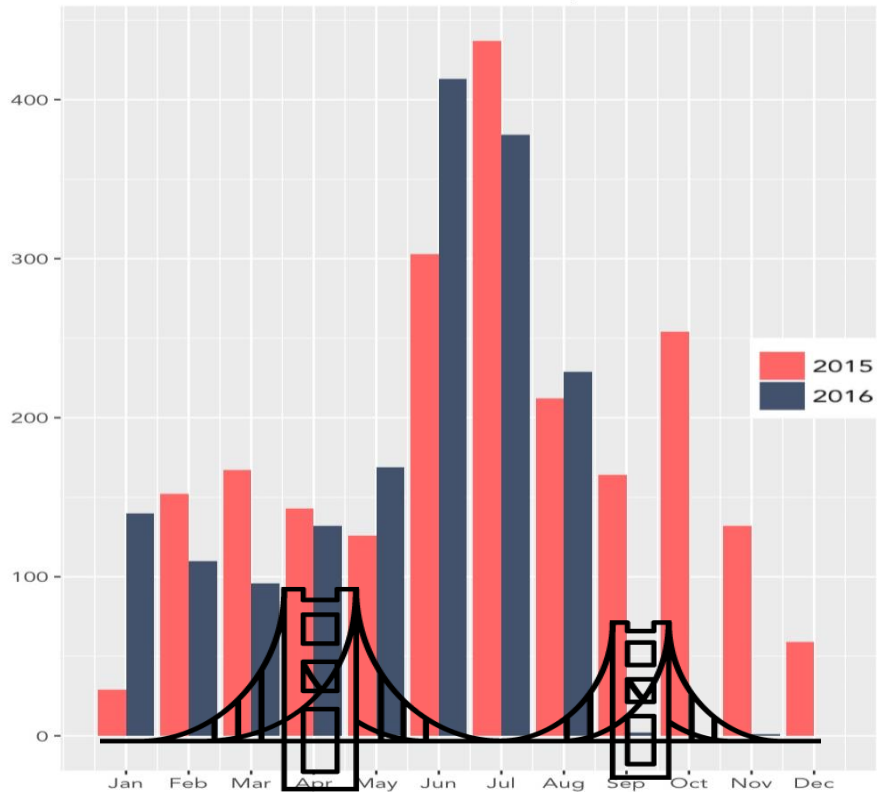
Manage facilities, parks, pools,
community & senior centers

Intuition-based decision making

No Analytics



Nationwide : Cities



15M Programs

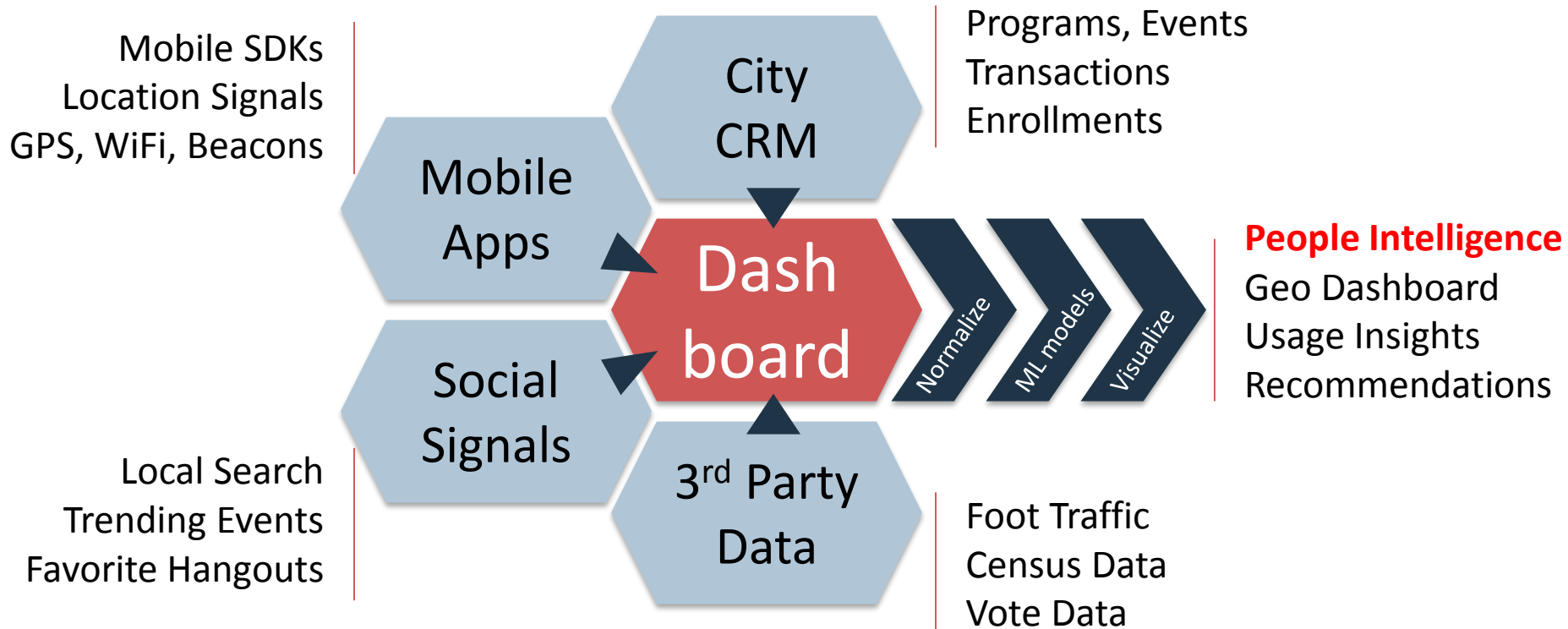
40M Participants

\$35 Average \$ Per Person

No solution to collect, analyze
& visualize data to generate
actionable insights for cities



Solution : Geo Dashboard





Value : People Intelligence

LotaData brings **analytics** and **deep insights** about people that cities were previously unable to obtain

City-wide Geo-Dashboard

DISTRICT 3 - LEE TH...

14351 Population

564 Enrollments

\$19974 Revenue

33 Withdrawals

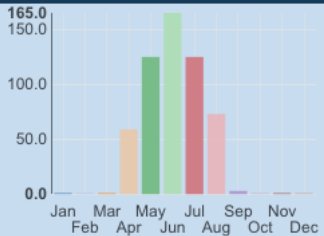
41 Wait List

3 Transfers In

8 Transfers Out

272 Survey Takers

MONTHLY ENROLLMENTS



ADVANCED SORT

SMART CITIES



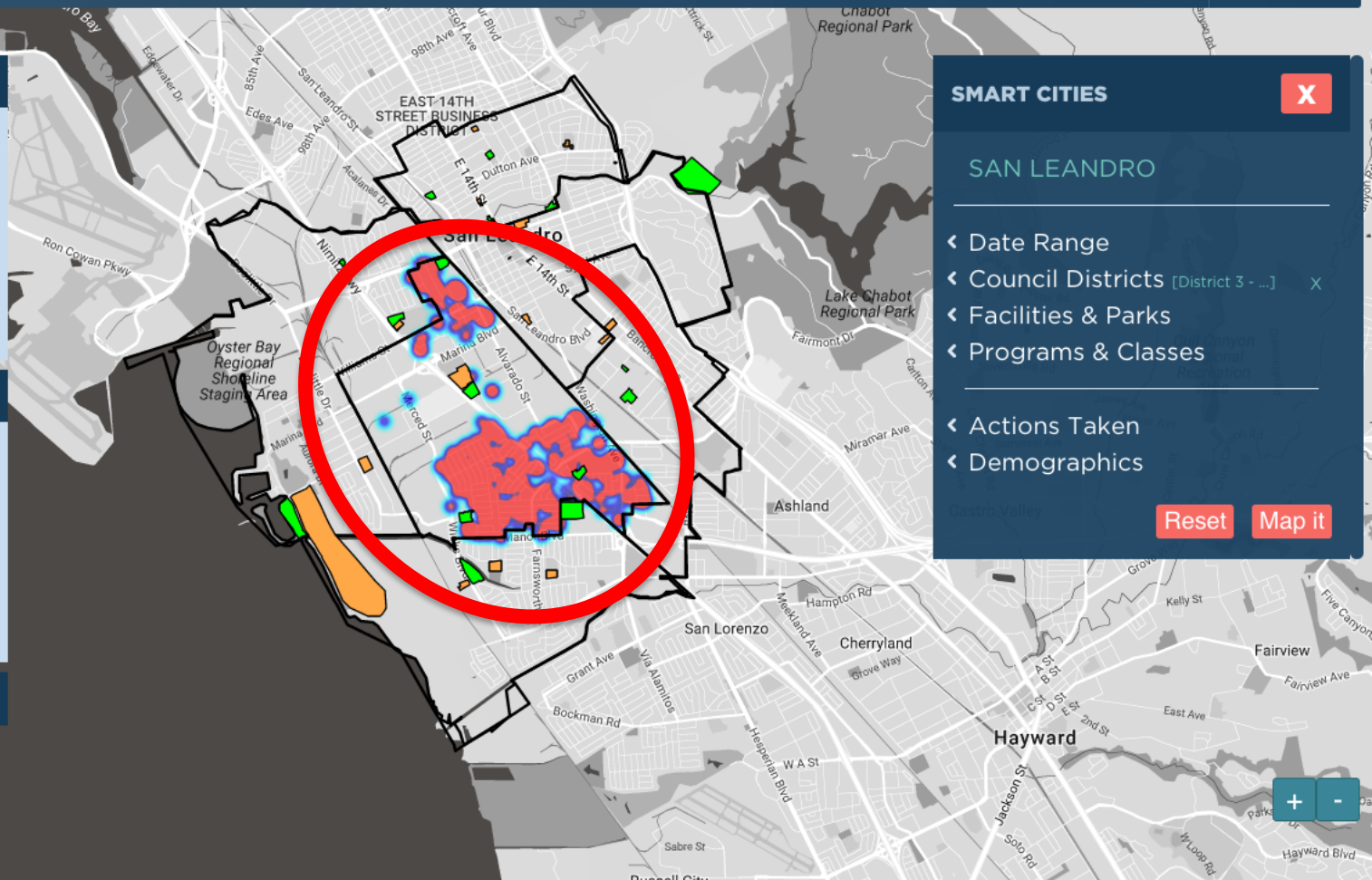
SAN LEANDRO

- ◀ Date Range
- ◀ Council Districts [District 3 - ...] X
- ◀ Facilities & Parks
- ◀ Programs & Classes
- ◀ Actions Taken
- ◀ Demographics

Castro Valley

Reset

Map it



Woo hoo! Your API key is valid and will be used for "Smart Cities"

MARINA COMMUNITY CE...

373 Enrollments

\$24972 Revenue

13 Withdrawals

10 Wait List

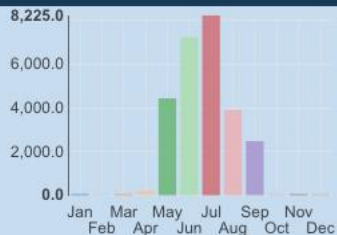
2 Transfers In

1 Transfers Out

MONTHLY ENROLLMENTS



MONTHLY REVENUE



FACILITIES & PARKS

Marina Community Center

Search by facility

Aikido of San Leandro

Asian Cultural & Performing Arts A

Bal Theatre

Bonaire Park

Boys & Girls Club Pool

SMART CITIES

SAN LEANDRO

◀ Date Range

◀ Council Districts

◀ Facilities & Parks [Marina...] X

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Reset

Map it

Geo Dashboard

Usage and Revenue by Program, Facility
Participation by Ethnicity, Income, Household

Woo hoo! Your API key is valid and will be used for "Smart Cities"

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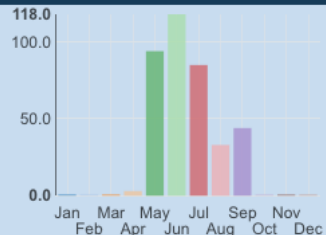
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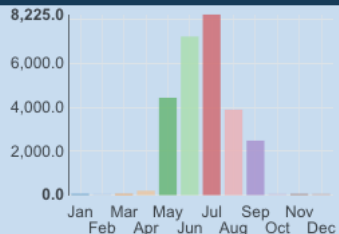
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MONTHLY ENROLLMENTS



MONTHLY REVENUE



DEMOGRAPHICS

Hispanic or Latino

Caucasian

Household Size - 3

Asian

Income Below \$41K

Household Size - 5

SMART CITIES

SAN LEANDRO

< Date Range

< Council Districts

< Facilities & Parks

< Programs & Classes

< Actions Taken

< Demographics [Hispanic or L...] X

Reset

Map it

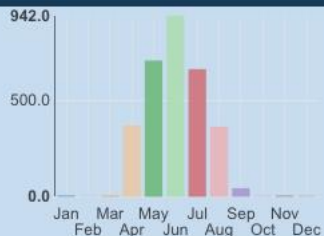
Geo Dashboard

Usage and Revenue by Program, Facility
Participation by Ethnicity, Income, Household
Operational Performance: Top-10, Bottom-10 Lists

SUMMARY

84950 Population
3185 Enrollments
\$96992 Revenue
105 Withdrawals
283 Wait List
39 Transfers In
50 Transfers Out
1830 Survey Takers

MONTHLY ENROLLMENTS



ADVANCED SORT

Programs & Classes Summary

☒ All ☐ Open ☐ Closed

Class Name ▾	Attendance ▾	Revenue ▾	0 - 18 Yrs. ▾
1. Intermediate Swim Lessons	100%	\$ 1235.00	100%
2. Beginner Swim Lessons	100%	\$ 1095.00	100%
3. Line Dancing w/ Norma	100%	\$ 1000.00	25%
4. Kiddie Kollege Session 1	100%	\$ 900.00	100%
5. Zumba Gold	90%	\$ 800.00	50%
6. Driving Lessons	90%	\$ 800.00	75%
7. Private Swim Lessons	90%	\$ 600.00	100%
8. Week 1 Summer Adventure	70%	\$ 500.00	100%
9. Week 2 Summer Adventure	70%	\$ 500.00	100%
10. Golfing Lessons	70%	\$ 400.00	5%
11. ABC Daycare	70%	\$ 300.00	100%
12. Week 3 Summer Adventure	50%	\$ 200.00	100%
13. Week 4 Summer Adventure	50%	\$ 200.00	100%
14. Kiddie Kollege Session 2	25%	\$ 100.00	100%
15. Kiddie Kollege Session 3	25%	\$ 100.00	100%
16. Belly Dancing: Intermediate	25%	\$ 60.00	50%
17. Yoga: Beginner	10%	\$ 50.00	50%
18. Belly Dancing: Expert	10%	\$ 30.00	25%
19. Belly Dancing: Beginner	5%	\$ 10.00	25%

SMART CITIES

SAN LEANDRO

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- ◀ Demographics

Reset

Map it

Geo Dashboard

Usage and Revenue by Program, Facility

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Push Notifications & Messaging, by Facility, by Program

Mobile Open311 Analytics by Location and Service Category

Police Department Crime Reports by Location, Time, Category



LotaData

PEOPLE INTELLIGENCE

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