



# LotaData

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



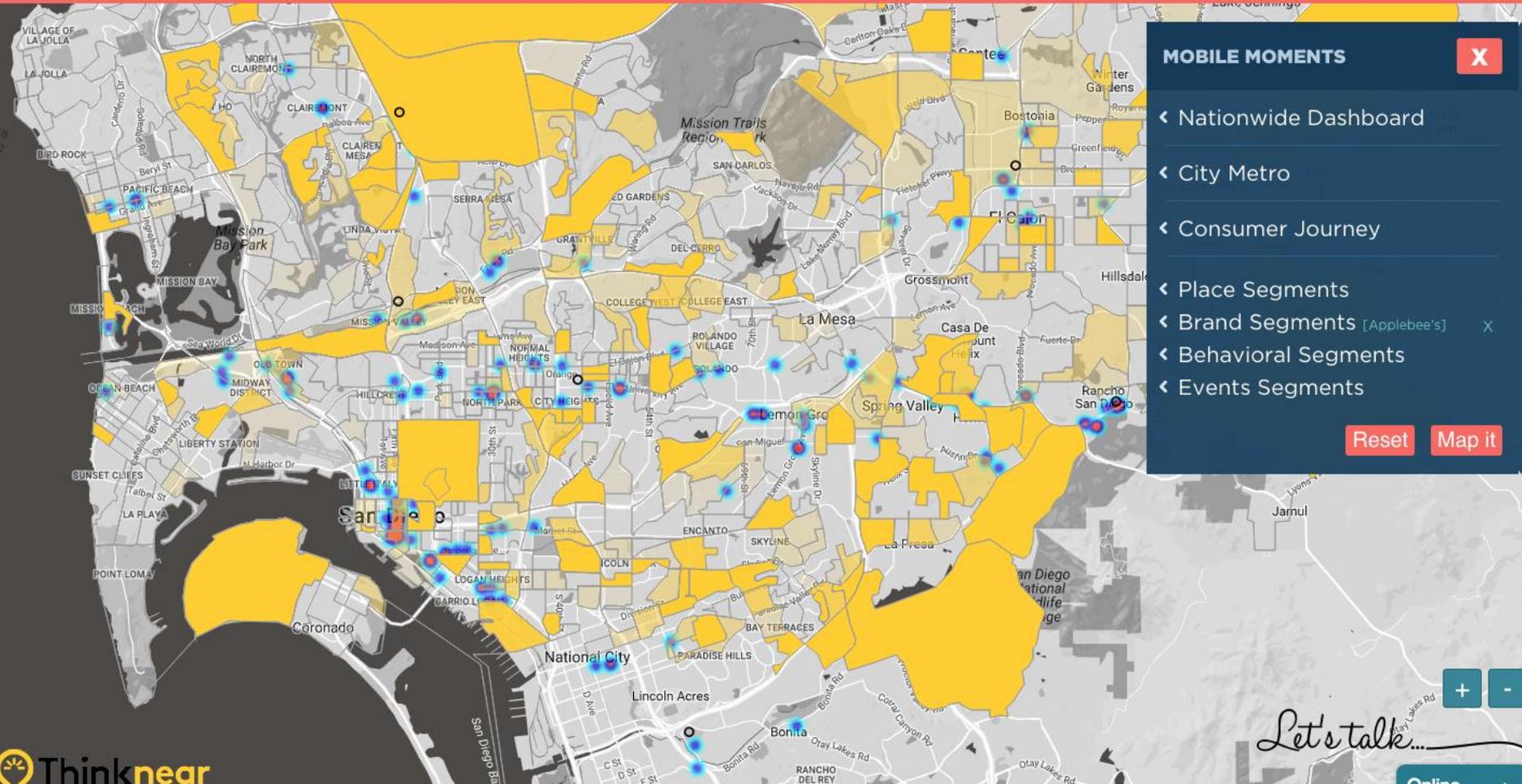


# Private Sector

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

Location Signals + Deep Learning  
= People Intelligence

Displaying 159 profiles [API]



**MOBILE MOMENTS** X

- ← Nationwide Dashboard
- ← City Metro
- ← Consumer Journey
- ← Place Segments
- ← Brand Segments [Applebee's] X
- ← Behavioral Segments
- ← Events Segments

Reset Map it



# 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

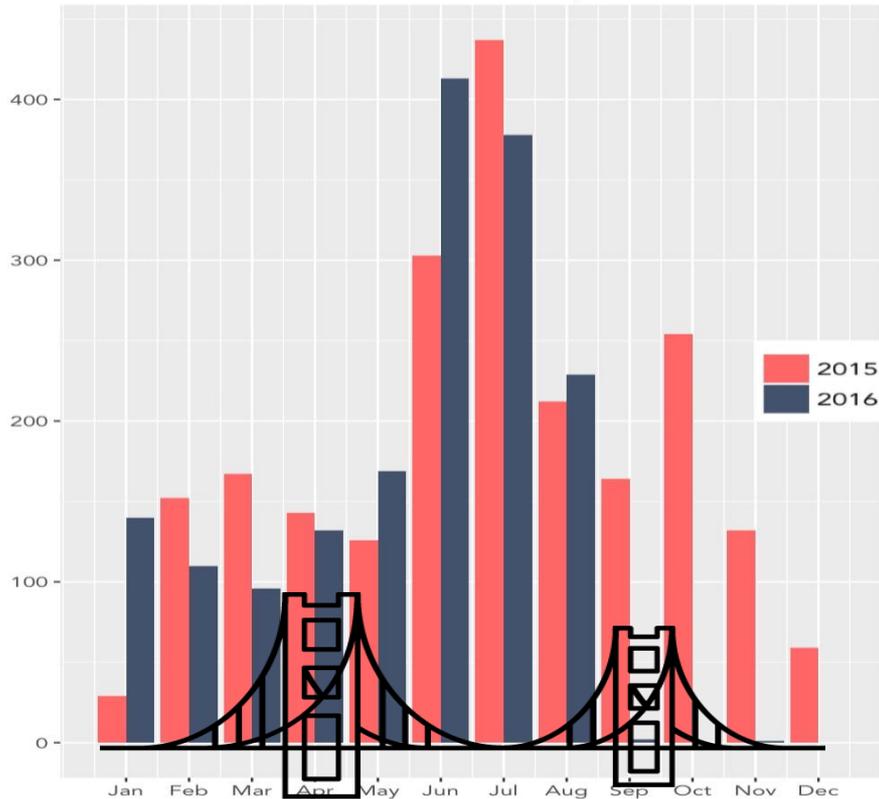
Manage facilities, parks, pools,  
community & senior centers

Intuition-based decision making

**No Analytics**



# Nationwide : Cities



**15M** Programs

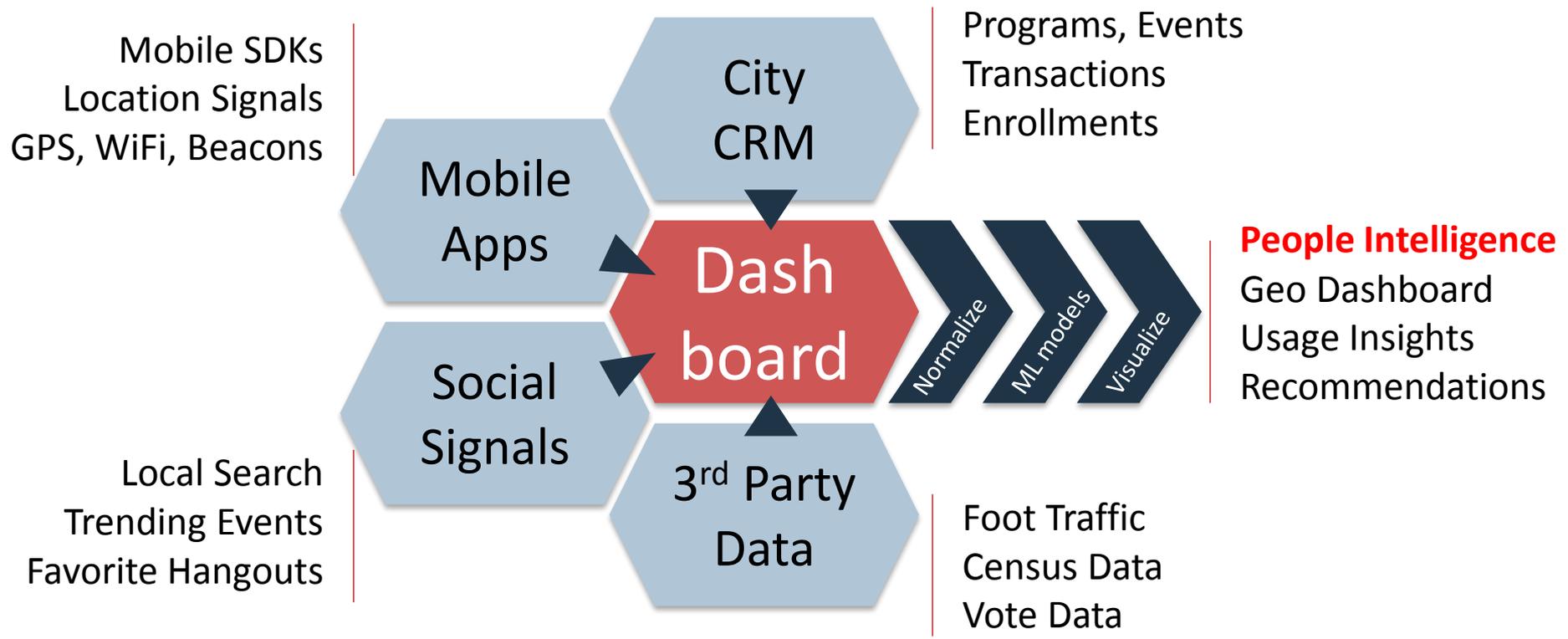
**40M** Participants

**\$35** Average \$ Per Person

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



# Solution : Geo Dashboard





# Value : People Intelligence

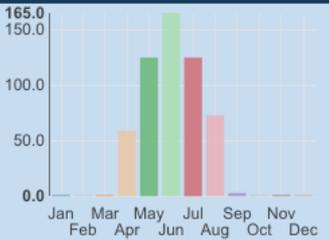
LotaData brings **analytics** and **deep insights** about people that cities were previously unable to obtain

City-wide Geo-Dashboard

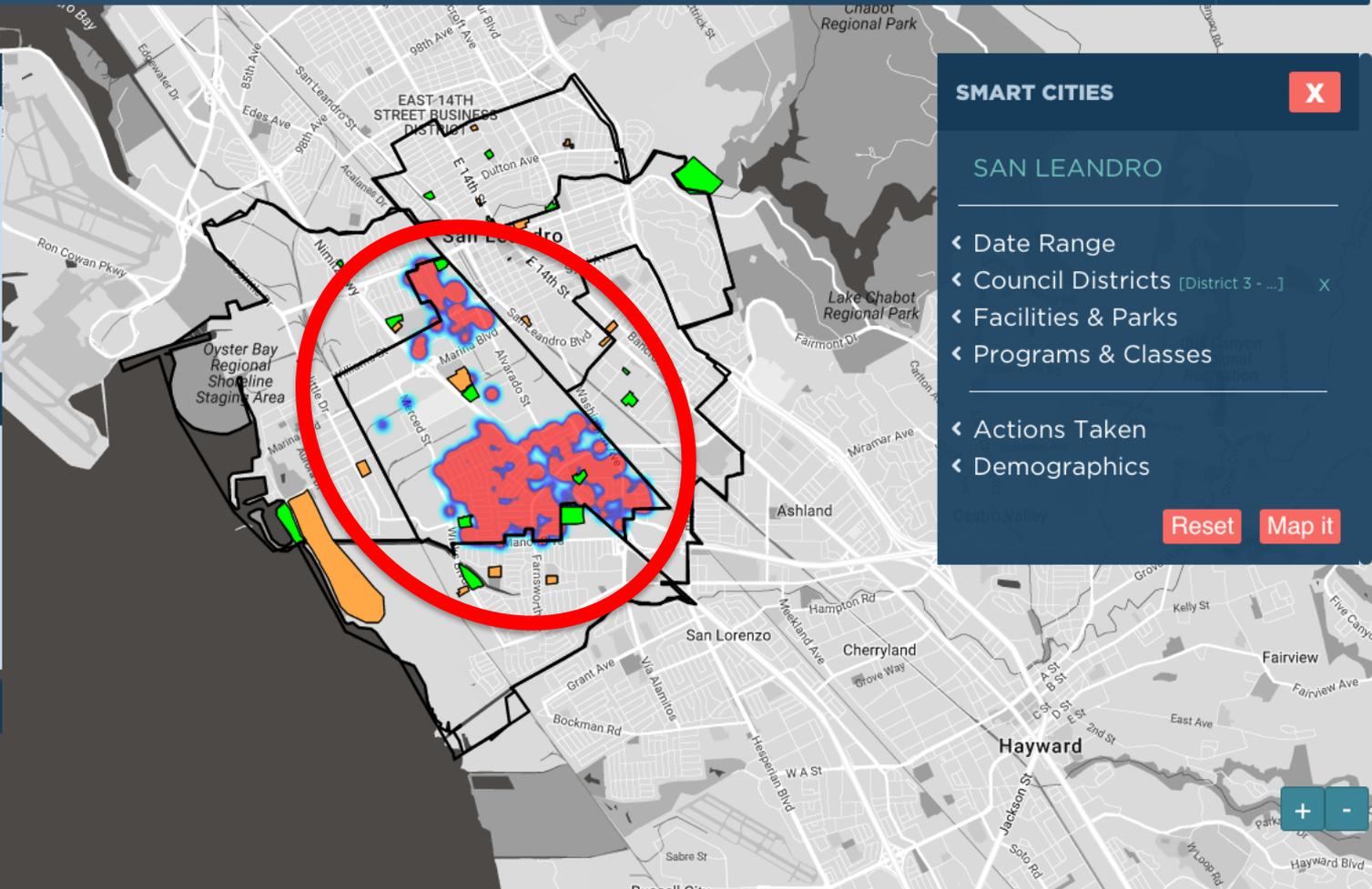
DISTRICT 3 - LEE TH...

**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

Reset

Map it

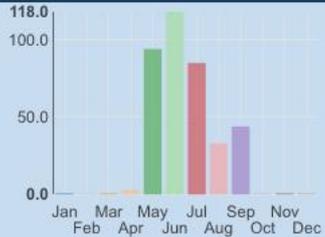


Woo hoo! Your API key is valid and will be used for "Smart Cities"

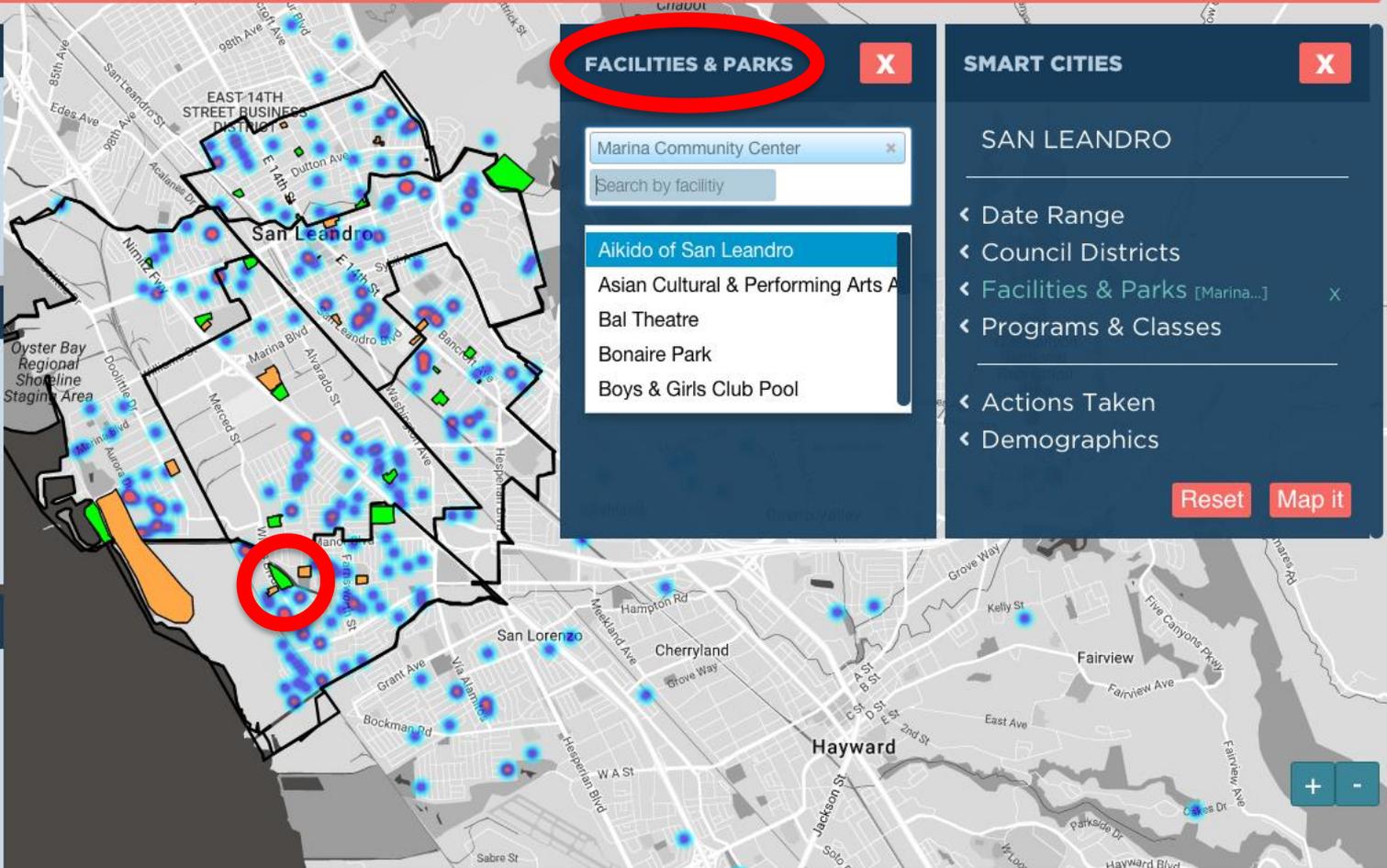
### MARINA COMMUNITY CE...

**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
- < Programs & Classes
- < Actions Taken
- < Demographics

Reset Map it

# Geo Dashboard

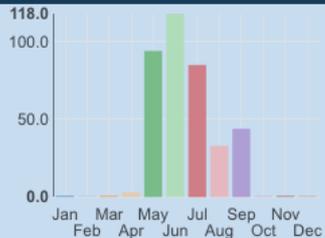
Usage and Revenue by Program, Facility  
Participation by Ethnicity, Income, Household

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

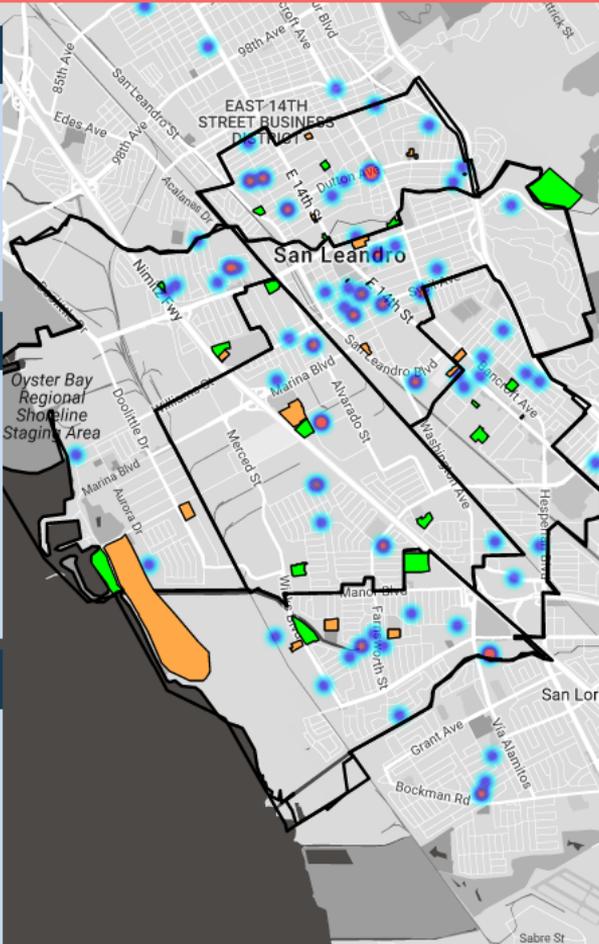
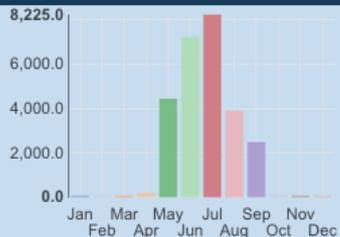
MARINA COMMUNITY CE...

373 Enrollments  
 \$24972 Revenue  
 13 Withdrawals  
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MONTHLY ENROLLMENTS



MONTHLY REVENUE



**DEMOGRAPHICS** [X]

Hispanic or Latino

Caucasian

Household Size - 3

Asian

Income Below \$41K

Household Size - 5

**SMART CITIES** [X]

SAN LEANDRO

- < Date Range
- < Council Districts
- < Facilities & Parks
- < Programs & Classes

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- < 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

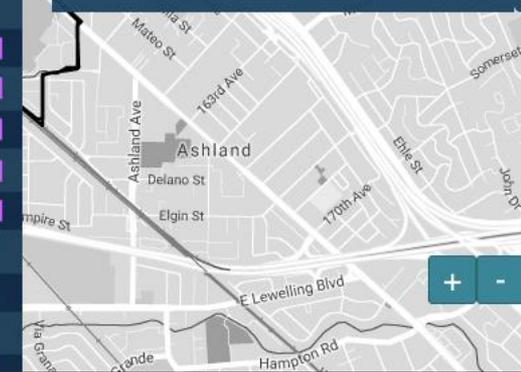
Class Name ▾	Attendance ▾	Revenue ▾	0 - 18 Yrs. ▾
1. Intermediate Swim Lessons	100%	\$ 1235.00	100%
2. Beginner Swim Lessons	100%	\$ 1095.00	100%
3. Line Dancing w/ Norma	100%	\$ 1000.00	25%
4. Kiddie Kollege Session 1	100%	\$ 900.00	100%
5. Zumba Gold	90%	\$ 800.00	50%
6. Driving Lessons	90%	\$ 800.00	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

- ◀ Date Range
- ◀ Council Districts
- ◀ Facilities & Parks
- ◀ Programs & Classes
- ◀ Actions Taken
- ◀ Demographics

Reset Map it



# Geo Dashboard

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

**Apu Kumar**

CEO & Founder



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<http://lotadata.com/>

