

Retail and Commercial Business

Why buy our APIs?

DataWharf can revolutionise how your business accesses and utilises transport data. By building relationships between its unique datasets, we can provide your business with comprehensive, journey insights that enhance user experiences and the efficiency of your business. Partnering with DataWharf can offer.

Comprehensive and Integrated Data

Challenge: Your company requires data from multiple, disparate sources to offer seamless and personalised travel experiences. Integrating these diverse datasets can be complex.

Solution: DataWharf builds relationships between all its datasets, providing integrated data solutions that cover various aspects of the travel ecosystem, from station facilities to on-board experience.

Benefit: This integration will enable you to offer comprehensive services without the hassle of sourcing and managing multiple data sources, resulting in enhanced user experiences, a lower cost consumer offer and the associated business efficiencies.

Focus on Innovation

Challenge: To maintain leadership, mobility providers must continuously innovate their service offer, which requires a focus on new service development rather than on supporting and maintaining an underlying data infrastructure.

Solution: By using DataWharf's APIs, you can offload the complexity of data management and concentrate on developing innovative services and enhancing your customers' experience.

Benefit: This strategic focus on innovation will help your business stay competitive and responsive to market trends and customer needs.

Speed to the Market

Challenge: Developing robust datasets in-house can delay the launch of new features and services, which can put you at a competitive disadvantage.

Solution: DataWharf's APIs are ready-to-use, allowing you to quickly integrate advanced data features into your existing systems.

Benefit: By adopting our APIs, you can rapidly deploy new services, stay ahead of the competition, and meet customer demands more effectively.

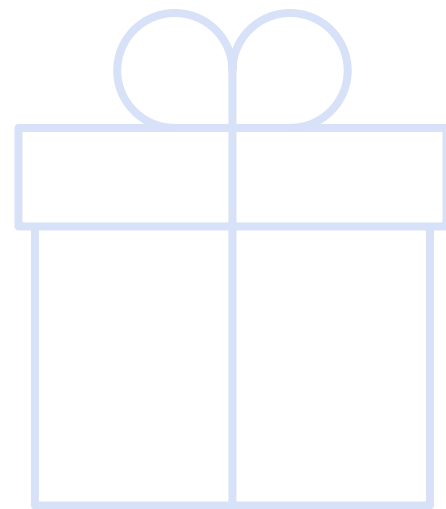
Access to Specialised Mobility Data Expertise

Challenge: Developing transport datasets is challenging because much of the information about mobility operations and the journey is either unpublished or requires substantial intuitive knowledge about the industry to compile and curate.

Solution: DataWharf specialises in blending acquired knowledge with published transport data, offering APIs that have been meticulously developed and optimised for specific use cases, such as carbon calculations, detailed station information, and accessibility features.

Benefit: By purchasing APIs from DataWharf, your business can leverage advanced, ready-made solutions without the need for extensive internal development, allowing you to focus on their core services. You can also use these API's to develop your own machine learning capabilities or feed directly into your AI platform.

Case Study: Retail businesses leveraging DataWharf APIs



Retailers and commercial establishments are keenly interested in understanding how transportation dynamics affect foot traffic and consumer behaviour. Partnering with DataWharf can allow retailers and commercial businesses to analyse the impact of transport on customer flow and purchasing patterns, providing crucial insights and data that can significantly enhance business operations and marketing strategies.

The Challenge

Retailers in urban areas face dynamic factors influencing consumer behaviour, such as transport patterns and local events. DataWharf's suite of APIs provides invaluable data that can help retailers understand these factors and adapt their strategies accordingly. A retail chain located in city centres across the UK was looking to understand the impact of transport access, including rail strikes and commuter trends, on foot traffic and sales performance in their shops. Partnering with DataWharf helped the chain to optimise operations, enhance customer experience, and ultimately increase sales.

The Solution: DataWharf's API

GB Rail Stations Full Details

Provides comprehensive information about annual passenger numbers and station facilities. The retailer used this API to analyse foot traffic patterns and predict shopping patterns based on nearby station facilities and commuter growth.

GB Rail Operators

Offers detailed data on rail operators, including strike schedules and reliability statistics. The retailer integrated this API to correlate sales data with rail service disruptions, understanding how these rail influencers impacted shop footfall.

GB Rail Carbon Calculator

Estimates carbon emissions for rail journeys, which can be correlated with consumer behaviour trends related to sustainability. The retailer used this data to tailor marketing campaigns to sustainability-conscious consumers, highlighting greener practices and products and car-free shopping options.

The Impact

Optimised Operations

The retailer identified peak shopping times and adjusts staffing and inventory levels accordingly. This optimisation ensured better customer service and reduced business costs during slower periods.

Informed Decision-Making

Understanding the impact of rail strikes on foot traffic allowed the retailer to plan special promotions and events to mitigate revenue losses during these planned disruptions.

Enhanced Marketing Strategies

Using DataWharf's API's enabled the retailer to design effective marketing campaigns that resonated with their target audience, boosting sales and customer loyalty.

Improved Customer Experience

The retailer was able to provide a more convenient and responsive shopping experience, enhancing overall customer satisfaction.