



Urban Planners and Smart City Developers

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transport datasets is challenging because much of the information about mobility operations and the journey is either unpublished or requires substantial intuitive knowledge about the industry to compile and curate.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: Enhancing public transport efficiency with DataWharf's APIs

Organisations involved in city planning and development will find DataWharf a valuable partner as they require extensive and accurate data to effectively plan new transport routes and stations, analyse passenger flow and identify transport trends. By leveraging DataWharf's APIs, urban planners can access detailed information on various aspects of the transport network. The GB Rail Stations: Location API provides precise data on station locations, which is crucial for planning new routes and

integrating different modes of transport. Our GB Rail Operator Details API offers comprehensive information about rail operators, facilitating better coordination and planning across different service providers. Additionally, the GB Rail Journey Distance API helps analyse travel patterns and understanding passenger flow, which is vital for optimising route planning and making accurate comparisons for journeys involving a rail option.

The Challenge

A large city in the UK was experiencing challenges in its public transport system, including overcrowded routes, inefficient use of transport capacity, and the need to reduce carbon emissions. The city's urban planners sought to modernise the transport network and improve overall mobility for its residents. As part of a city-wide planning strategy, their chosen planning advisors partnered with DataWharf to utilise its extensive data solutions and APIs in order to:

- Assess new transport routes in line with population trends and optimise existing ones.
- Analyse passenger experience influencers to gain insight on why certain routes are more congested than others.
- Support wider environmental sustainability policies.

Implementation

GB Rail Stations Location

Gathered precise location data of all rail stations within the urban area. By combining this with demographic and commuter data, they identified key areas lacking sufficient public transport access and planned new stations or projects to upgrade station facilities accordingly..

GB Rail Operators

Provided detailed operational information about rail service providers. Planners used this data to advocate for the synchronisation of timetables and promote enhance coordination between different rail operators, ensuring a more integrated and reliable transport service for passengers.

To better understand travel behaviour, planners analysed data from the GB Rail Journey Distance API which was crucial in redesigning routes to alleviate congestion in heavily trafficked areas. Planners used the GB Rail Carbon Calculator API to evaluate the carbon footprint of various routes and services, helping to implement strategies to reduce emissions, such as prioritising journeys onto electric trains and optimising service frequency to minimise energy use..

The Impact

Expanded Transport Access

New stations facilities were added in previously underserved areas, significantly enhancing public transport accessibility and relieving crowding from stations which were perceived to have better facilities.

Improved Service Reliability

Coordinated schedules and integrated service provision led to a more reliable and user-friendly public transport system, reducing delays and wait times.

Reduced Congestion

Planners successfully restructured journey patterns to disperse traffic more evenly, reducing congestion on the most crowded lines.

Environmental Impact

The city made substantial progress towards its sustainability goals, with strategies informed by carbon footprint data leading to a reduction in overall transport emissions.