CartoDB Unveils Deep Insights at 2016 Mobile World Congress

Now Enterprise Clients can Extract Insights from Location Data at Unprecedented Scale

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SUMMARY

CartoDB's Deep Insights technology surfaces previously undiscovered patterns in data sets, with realtime visualization, dynamic filtering, and the exploration of hundreds-of-millions of geospatial points with rich interactive dashboards.

CartoDB, a world leading company for location intelligence, data analysis and visualization, today announced the launch of Deep Insights, a technology layer that enables the visualization, dynamic filtering, and exploration of large location datasets at unprecedented scale and scope.

With CartoDB's Deep Insights technology, datasets can be enriched or augmented by existing geospatial data from various sources with a diverse number of fields, like census information or administrative boundaries. Once data is processed by Deep Insights, users can further filter, pan, zoom, and granularly narrow in on data to view trends and patterns that, in traditional reports, would otherwise go unnoticed.

Deep Insights is also equipped with a suite of interactive widgets and command controls so users can tailor the interface for the best experience. It can be implemented to stand-alone or configured and integrated with users own application workflow.

CartoDB will launch Deep Insights at Mobile World Congress and demonstrate the technology in partnership with Mobile World Capital, an organization dedicated to bringing mobile transformation to the city of Barcelona. Deep Insights will be used to analyze the influx of tourism in Barcelona and identify opportunities for increased revenue through tourism per location. This collaborative project will leverage three sets of data, including data on key touristic spots, social media activity, and payments from BBVA bank.

Deep Insights is made available through a single user-friendly interface that allows you to explore location related insights visually on a map.

Learn more about CartoDB's Deep Insights technology:
https://cartodb.com/deepinsights

QUOTES

> *"The launch of Deep Insights involves a redefinition of the role of geospatial data visualization and analysis in maps, empowering the way people analyze and interact with massive amounts of existing data. For CartoDB it was the next logical step to follow. The creation of a new visualization technology capable of identifying trends and patterns with big data, literally making the invisible visible."*
> — Sergio Álvarez Leiva, CPO of CartoDB

IMAGES
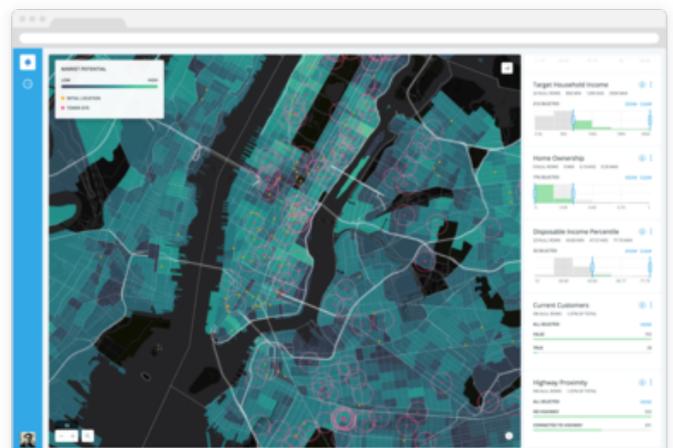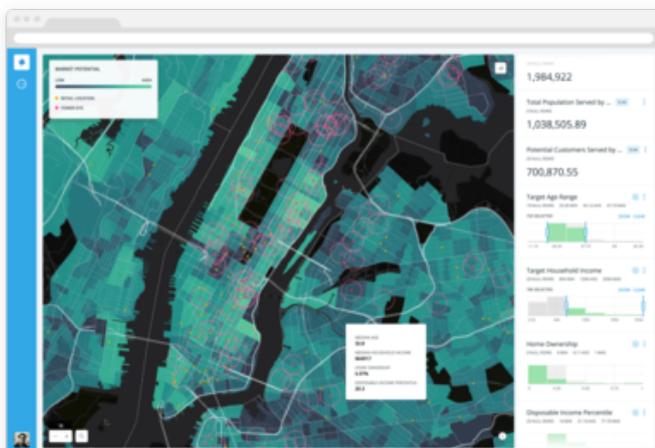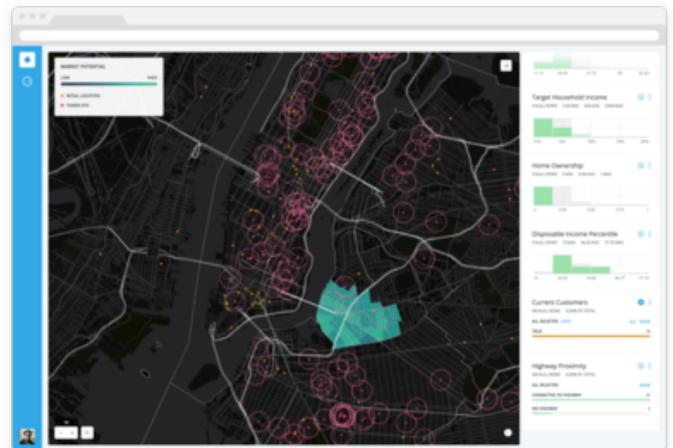
CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.

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