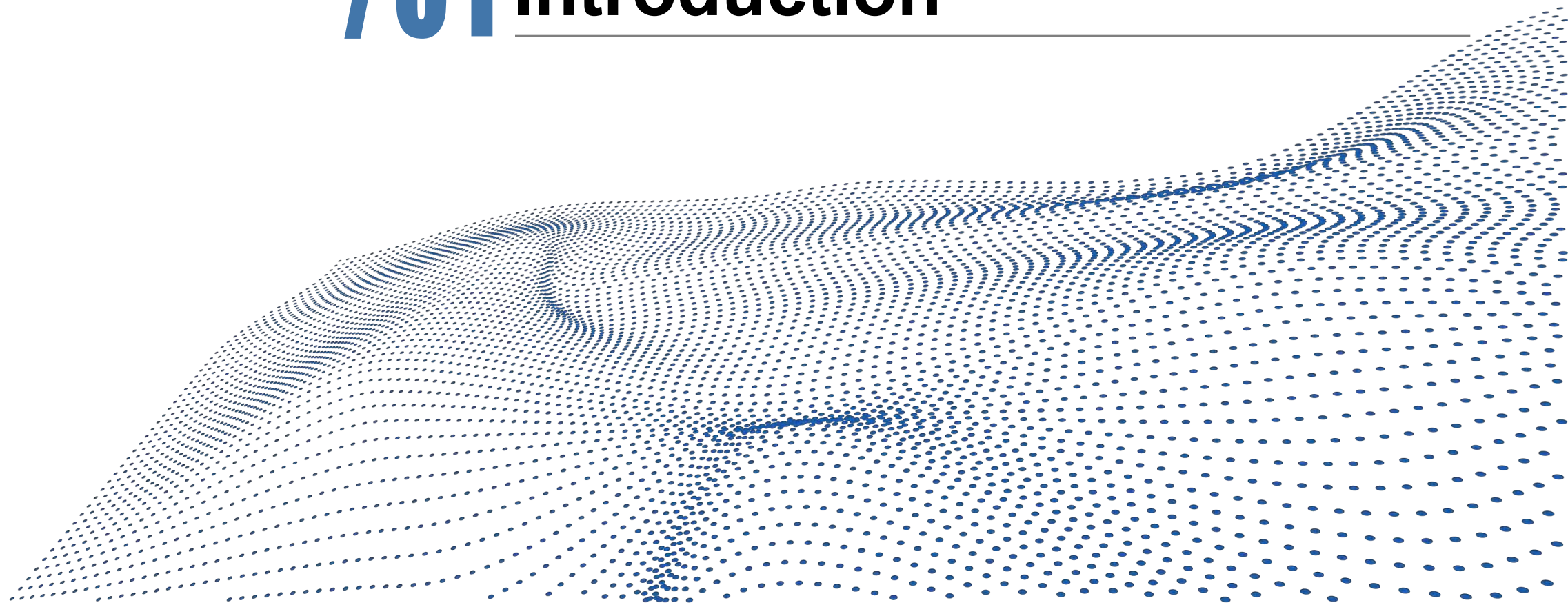

Inforefiner Technology Tourist Big Data Solution

数海阔，御帆者远行！



2019 Portfolio

/01 Introduction





InforRefiner Co., Ltd

Founded in 2015, InforRefiner possesses top Big Data tech team, provides leading Big Data platform software and solution, intends to become the leader of Chinese Big Data tech company.

InforRefiner independently develops Big Data platform serial software, with visualized data integration, management and developing tool. InforRefiner provides services for telecommunication, finance, tourist, and government etc., supports enterprise in building data center and analysis based on Hadoop structure.

InforRefiner dedicates in solving the high threshold, long implementation period, lack of technician problems of Big Data.

Core Team Member

From Teradata, Nokia, Alibaba, Huawei, China
Telecommunication
Etc.

Qualification

High-Tech Certification , ISO9000 , Software Copyright



Partnership

Partnership with leading Tech Company

NOKIA

Security
Big Data
Partner

Neusoft 东软

Big Data
Service
Partner



Big Data
Strategic
Partner

Global
Big Data
Partner



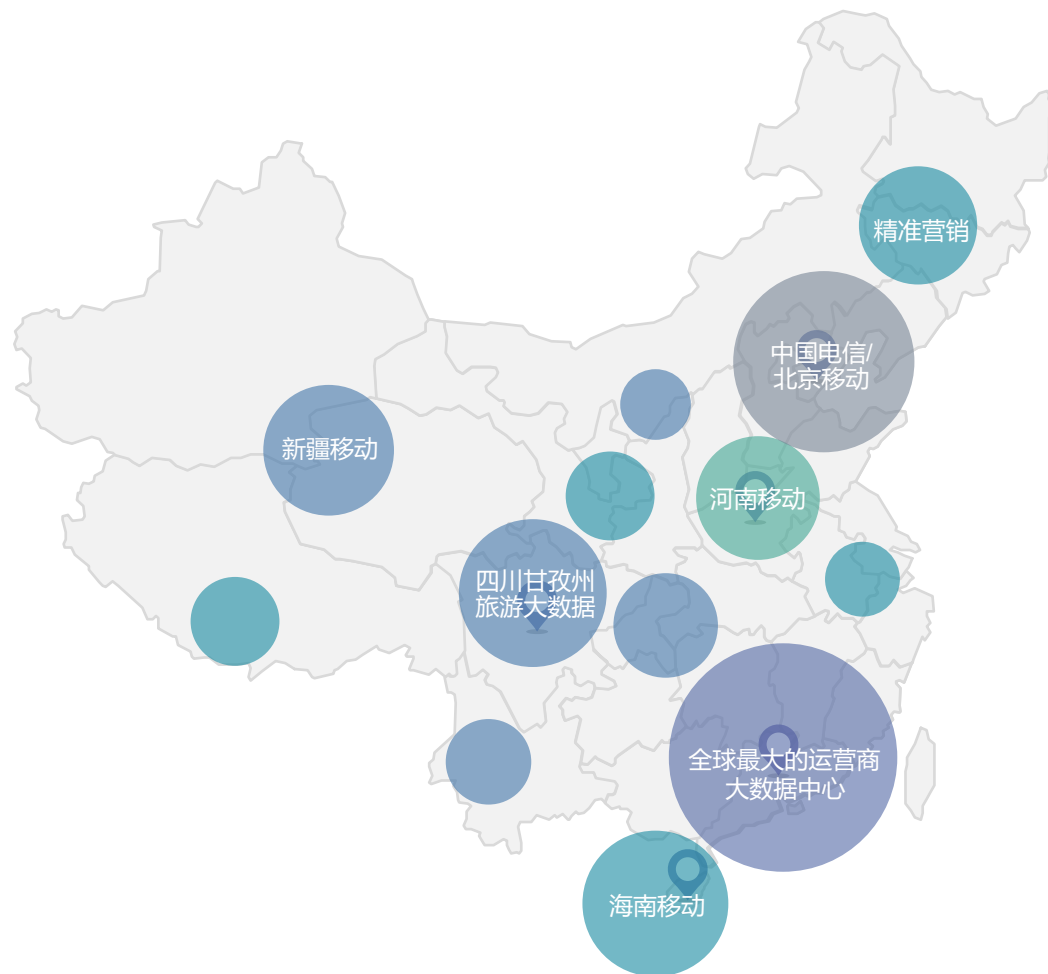
Communication
Big Data
Partner

pactera
文思海辉

Big Data
Analysis
Partner



Nationwide Service



Service in 10+ provinces

- Including Guangdong, Sichuan, Beijing, Henan ;
- In telecommunication, government, tourist.



Largest Operator Data Center

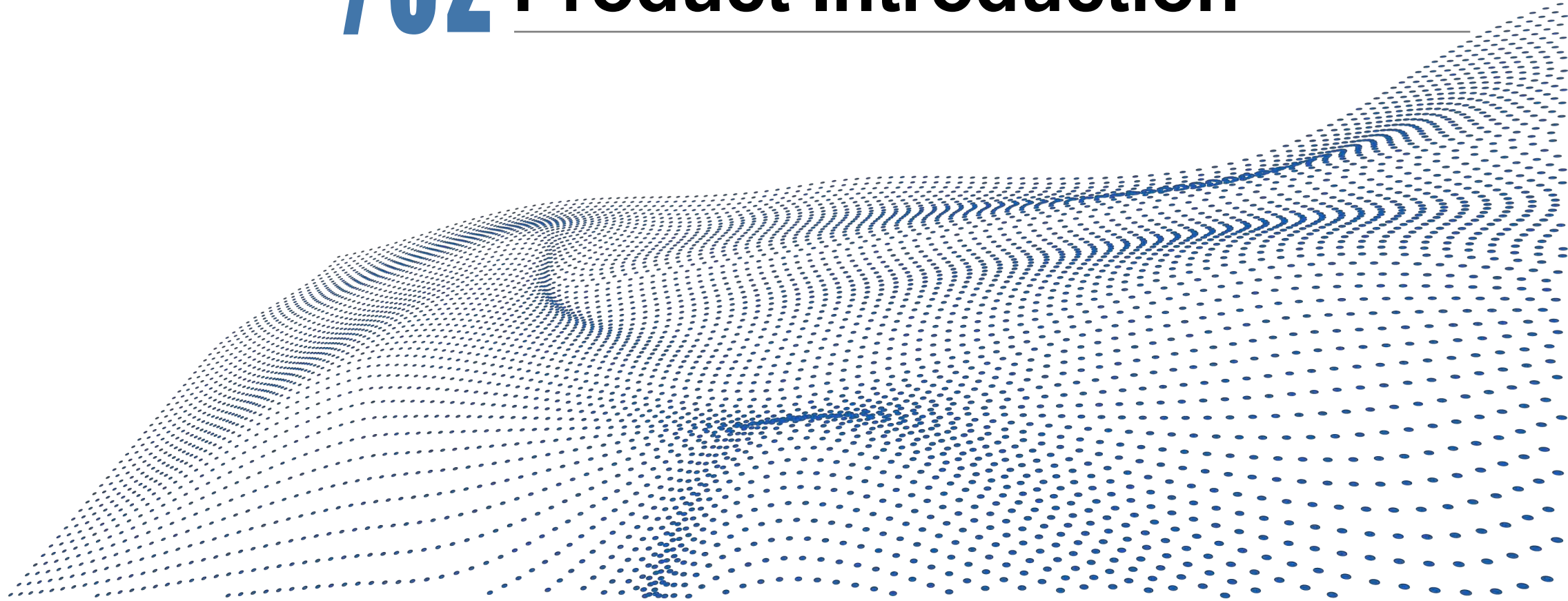
- Over 900 Servers ;
- Daily data processing over 500TB.



Software + Service

- Self-Developing big data platform ;
- Based client scene, provides solution

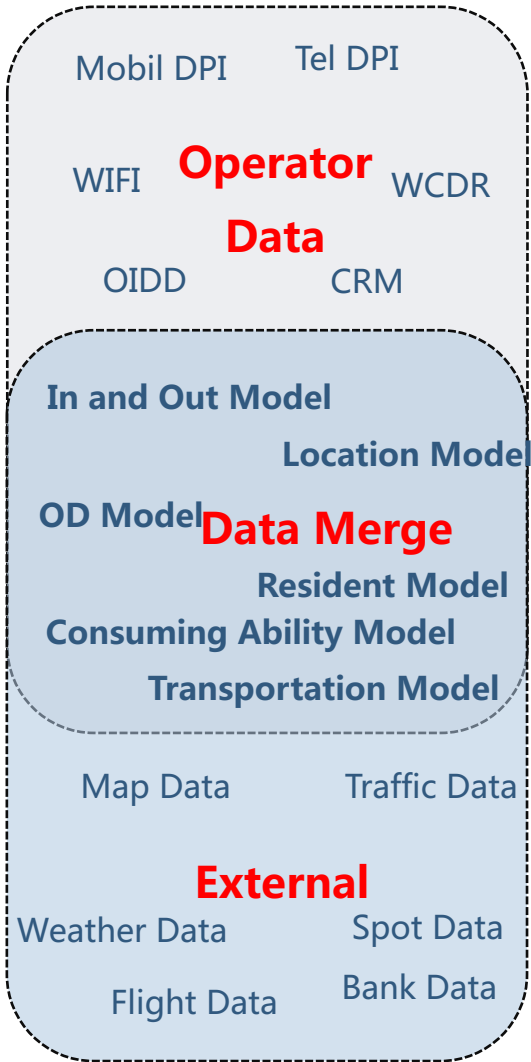
/02 **Product Introduction**



Platform Introduction

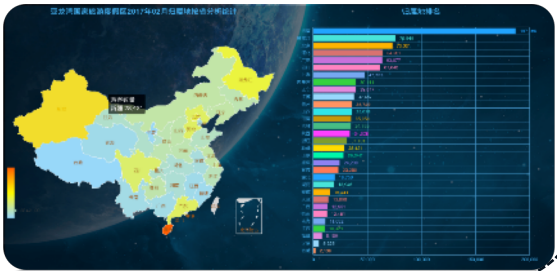
Tourist Big Data Solution

Provide passenger flow, tourist origin, tourist attribute, tourist purchase ability, tourist transportation, and real-time location analysis.



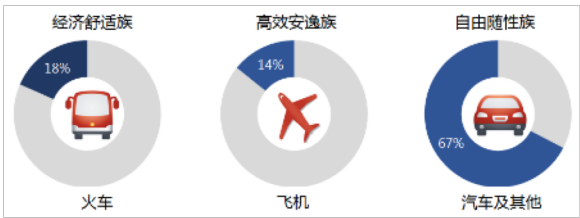
who-Origin

Tourist Origin Tourist Portrait
Value : Ranking of the tourist origin



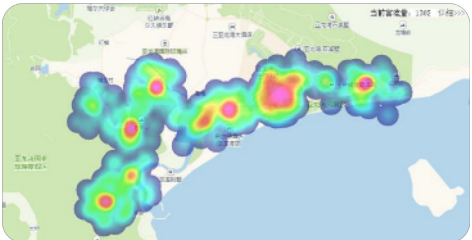
which - Transportation

Transportation Method
Value : optimal transportation guide



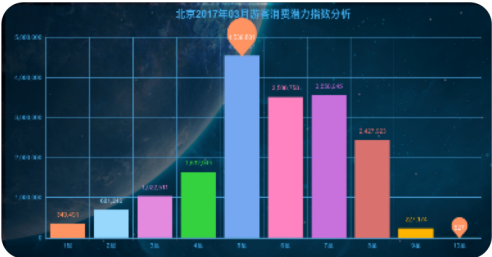
where - to go

Traffic Flow Monitor
Tourist Location Traffic Trend
Value : Traffic Control, Monitor, Warning

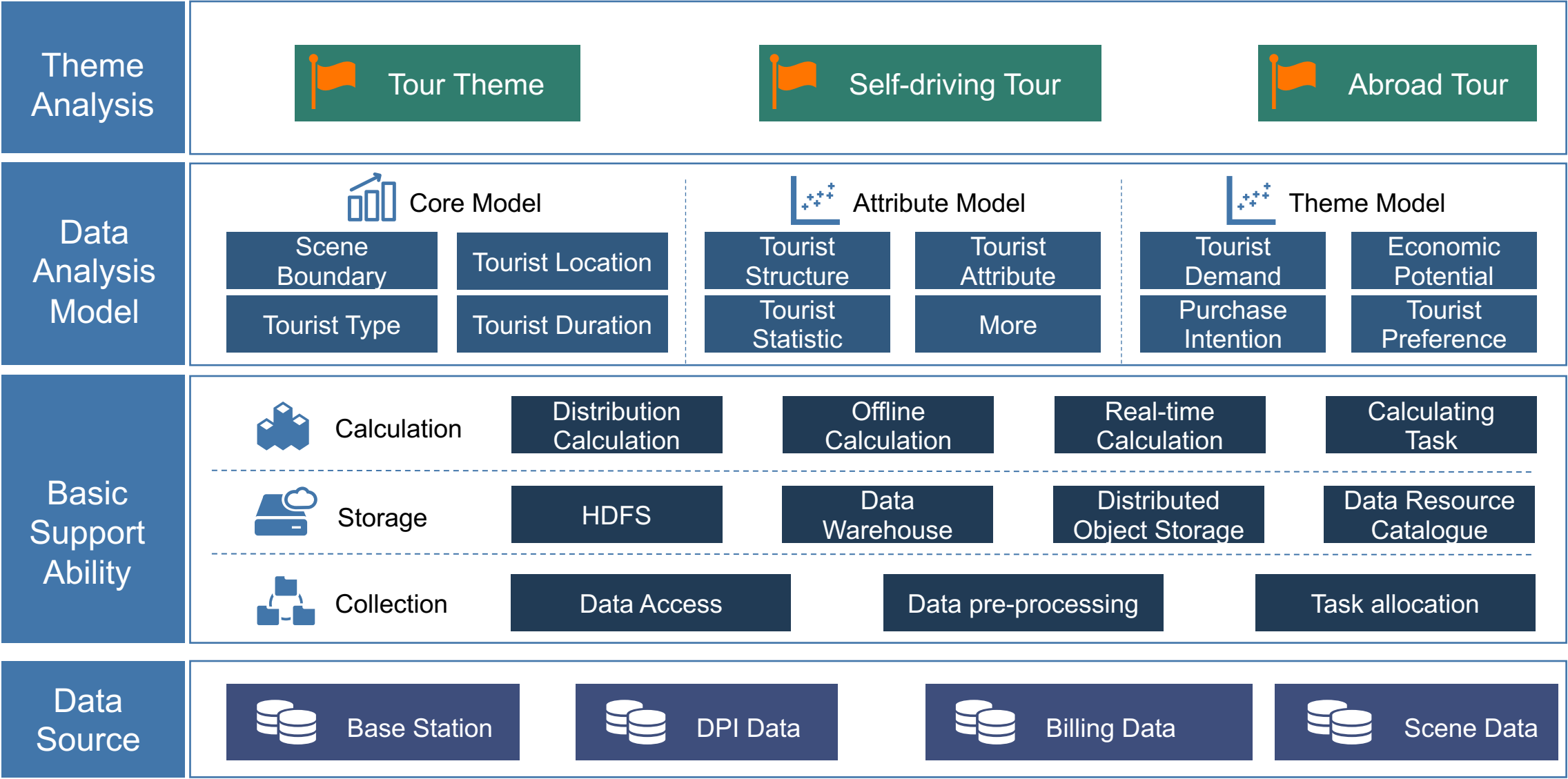


what - to play

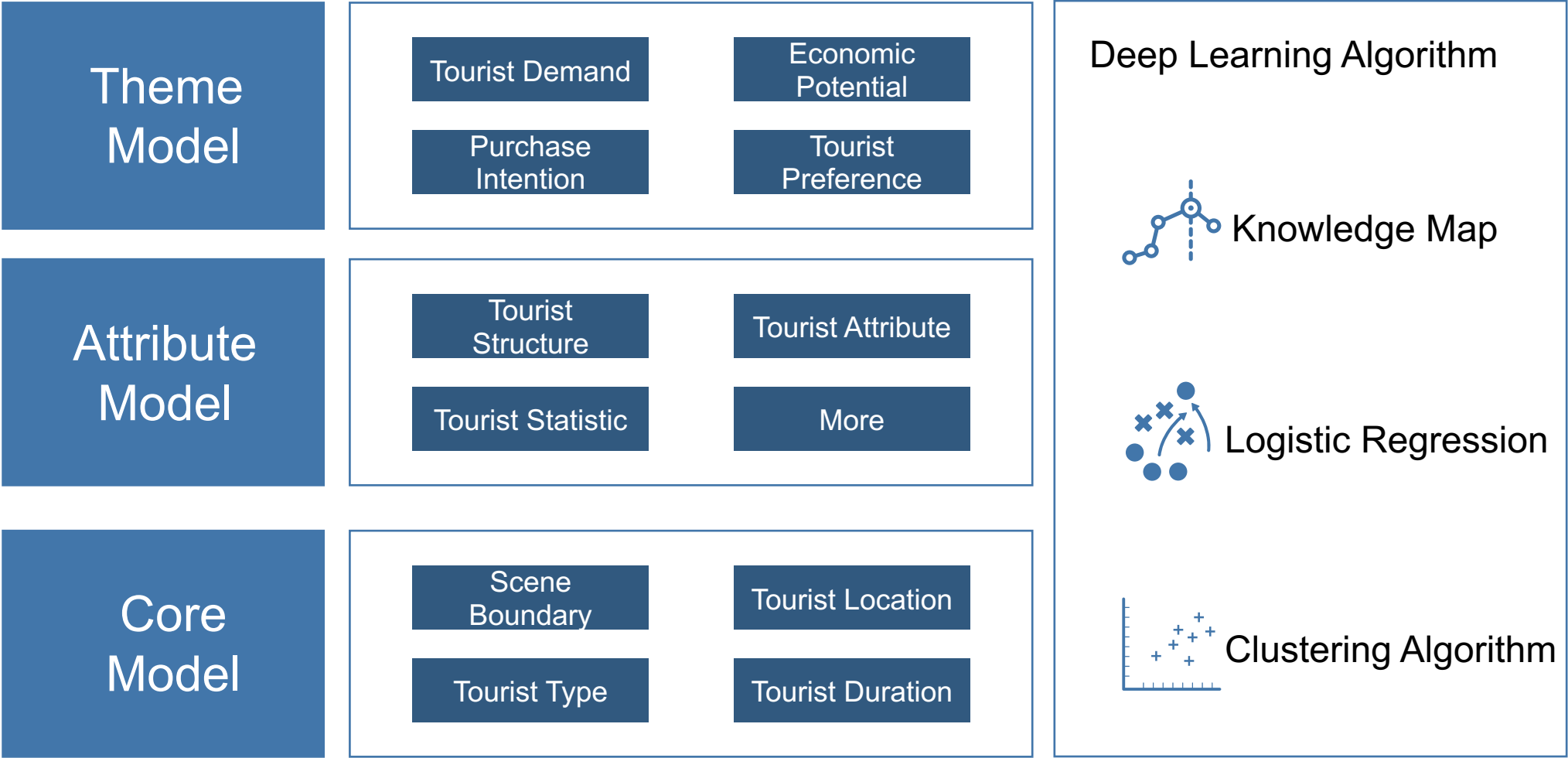
Track Duration Consuming
Hot route
Value : Allocation of Dinning, dwelling, playing, shopping, entertaining



Platform Structure



Modeling Structure



Overall Guideline



**Real-Time
Passenger Flow**



**Tourist Traffic
Analysis**



Tourist Warning



Tourist Attribute



**Tourist Origin and
Transportation**



Tourist Distribution



Hot Route Analysis



**Tourist Consuming
Ability**



**Tourist Duration &
overnight**

Tourist Origin Analysis

Content

- Tourist Origin in province and city
- Origin and resident analysis



Characteristic

- Origin data based on mobile
- Resident analysis based on transportation



Application

- Client targeting and marketing
- Specified marketing on area
- Hot route and preference entry



Tourist Attribute

Content

- Including gender, age, etc.

Characteristic

- Data from CRM

Application

- Tourist Portrait
- Specified marketing



年龄

性别



Consuming Analysis

Content

- Transportation method
- Cellphone model
- Consuming ability
- Credit card consumption
- Consuming place
- **Consuming potential**

Characteristic

- Analytical model

Application

- Pricing
- Customer targeting
- Marketing strategy



Spot traffic analysis

Content

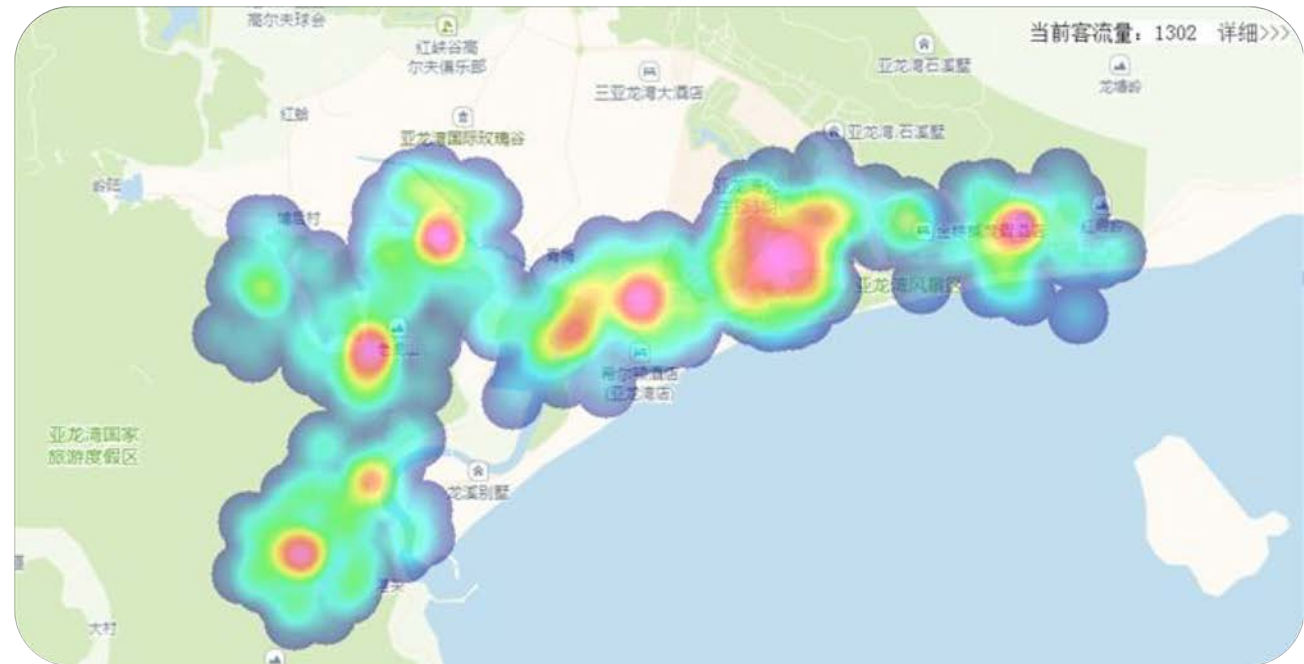
- Visualization
- Real-time passenger flow
- Hot spot analysis

Characteristic

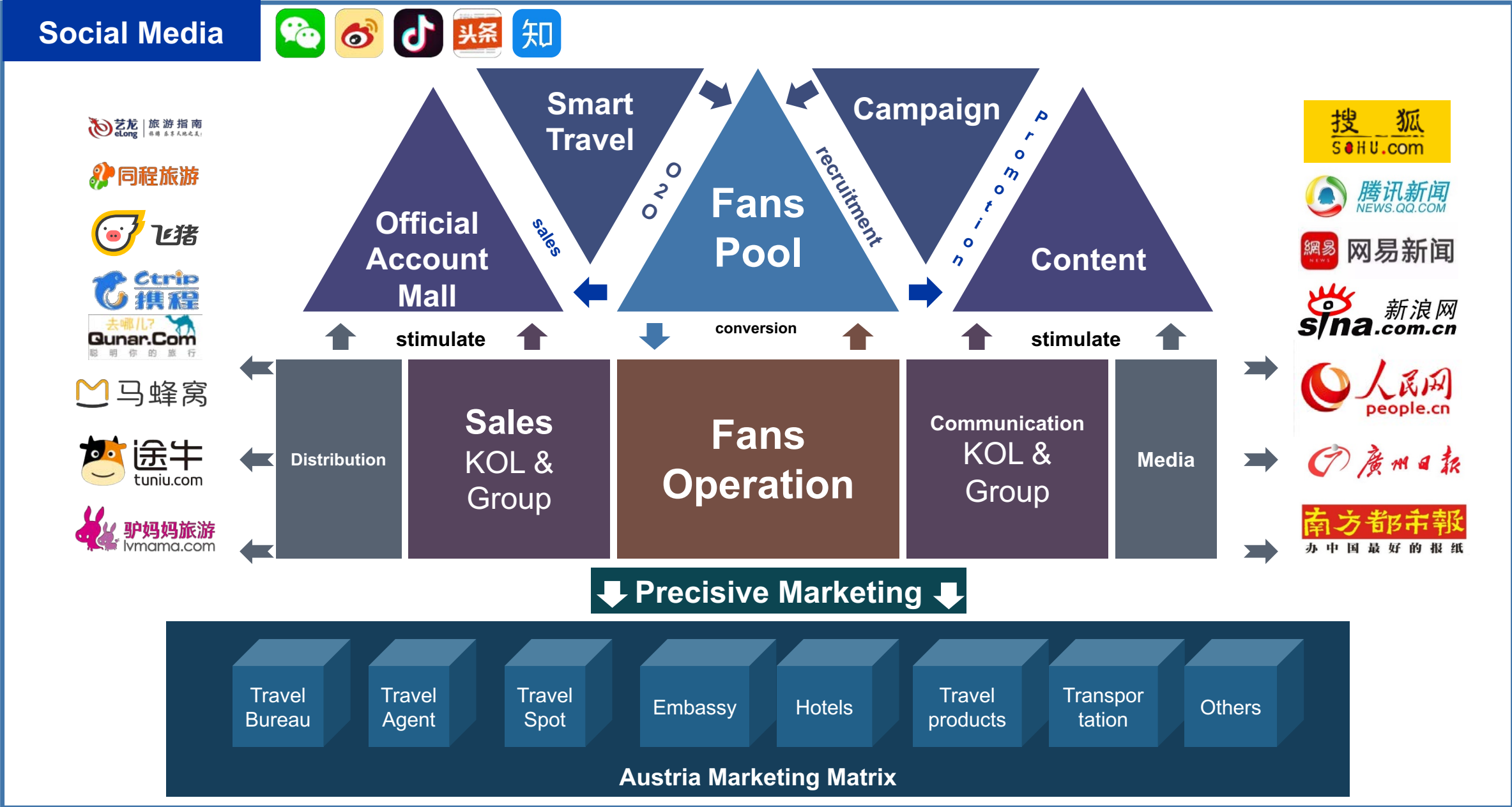
- Exclude passerby and residents

Application

- Traffic optimization
- Tourist warning
- Vision on tourist route



Marketing Strategy



Thanks

