Information Technology
Tourist Big Data Solution

数海阔，御帆者远行！
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
Big Data Service Partner

Big Data Analysis Partner

Global Big Data Partner
BOCO Inter-Telcom

Communication Big Data Partner

Big Data Strategic Partner

文思海辉

PCI
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.

**Operator Data**
- Mobil DPI
- Tel DPI
- WIFI
- WCRR
- OIDD
- CRM

**In and Out Model**
- Location Mode

**OD Model**
- Data Merge
  - Resident Model
  - Consuming Ability Model
  - Transportation Model

**Map Data**
- Traffic Data

**External**
- Weather Data
- Spot Data
- Flight Data
- Bank Data

**who - Origin**
Tourist Origin Tourist Portrait
Value: Ranking of the tourist origin

**where - to go**
Traffic Flow Monitor
Tourist Location Traffic Trend
Value: Traffic Control, Monitor, Warning

**which - Transportation**
Transportation Method
Value: Optimal transportation guide

**what - to play**
Track Duration Consuming
Hot route
Value: Allocation of dinning, dwelling, playing, shopping, entertaining
Platform Structure

**Theme Analysis**
- Tour Theme
- Self-driving Tour
- Abroad Tour

**Data Analysis Model**
- **Core Model**
  - Scene Boundary
  - Tourist Location
  - Tourist Type
  - Tourist Duration

- **Attribute Model**
  - Tourist Structure
  - Tourist Attribute
  - Tourist Statistic
  - More

- **Theme Model**
  - Tourist Demand
  - Purchase Intention
  - Economic Potential
  - Tourist Preference

**Basic Support Ability**
- **Calculation**
  - Distribution Calculation
  - Offline Calculation
  - Real-time Calculation
  - Calculating Task

- **Storage**
  - HDFS
  - Data Warehouse
  - Distributed Object Storage
  - Data Resource Catalogue

- **Collection**
  - Data Access
  - Data pre-processing
  - Task allocation

**Data Source**
- Base Station
- DPI Data
- Billing Data
- Scene Data
Modeling Structure

- **Theme Model**
  - Tourist Demand
  - Economic Potential
  - Purchase Intention
  - Tourist Preference

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  - Tourist Statistic
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**Deep Learning Algorithm**

- Knowledge Map
- Logistic Regression
- Clustering Algorithm
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**
Passenger Flow Analysis

Content
• By month/by day statistic on passenger flow, In and Out amount trend
• Tour spot, accommodation, consuming place
• Nationwide data

Characteristic
• Excluding local residents
• Duration analysis
• Tourist Attribute

Application
• Passenger flow forecast
• Tourist warning
• Duration and overnight analysis
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
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

Social Media

Marketing Strategy

Austria Marketing Matrix

Smart Travel

Campaign

Fans Pool

Official Account Mall

Distribution

Sales

KOL & Group

Communication

KOL & Group

Media

Precisive Marketing

Travel Bureau

Travel Agent

Travel Spot

Embassy

Hotels

Travel products

Transportation

Others