

PARTNERSHIP DESCRIPTION

Motion Analytica is an innovative startup that specializes in data science and has a proven track record in analyzing the movement of people and objects. By analyzing large amounts of data from various sources, it develops solutions to improve and/or replan transportation, tourism, and marketing management, revolutionizing the strategies of public entities and private companies by translating data into strategic value.

Mobile network data is a powerful source of information for studying human mobility and providing innovative services due to the high penetration of mobile phones. These data are made up of logs recording which cells phones are connected to at a given time, providing an approximation of people's movement patterns. Motion Analytica aims to develop innovative and scalable analytics for processing large datasets of trajectories extracted from telco data. The project involves collaboration with the Department of Information Engineering of the University of Padova, and the research results will foster the development of innovative mobility services with high economic and social potentials, such as more sustainable mobility planning and customized services for the tourism industry.

One of the projects refers to the identification of maritime passengers, being able to distinguish the origin and destination of the trip, whether it is domestic or international, from the telephone data, ideally associating the passenger with the specific ship.

Another project, which is distinct from the one previously mentioned, is focused on the task of identifying movement patterns of users. To accomplish this, the project team is exploring the possibility of supplementing this information with geolocated data that can provide additional context and meaning. The ultimate goal of this project is to leverage the combined insights obtained from both the movement patterns and the geolocated data to create a comprehensive user profile that can be tailored to different events or purposes.

Motion Analytica offers a dynamic and young environment for technical-scientific professional growth, where collaboration and teamwork are encouraged to find the best analytical solution for every challenge. The company faces problems on large amounts of data every day, allowing for experimentation and the development of creative solutions, as well as continuous study and research of methodologies and libraries in the big-data field.

Working at Motion Analytica offers various benefits:

- working group composed mainly of young enthusiasts
- flexibility of work between physical location and remote work
- participation in innovative projects
- exploring and developing new algorithms and solutions
- utilizing the latest technologies in a big-data environment
- continuous training and personal certifications.

The company culture is also vital, and there is an emphasis on working as a team and enjoying fun together.

If you are pursuing a degree in computer engineering, data science or a related field, this could be a unique opportunity for you to gain hands-on experience in the industry. If you're interested, please send us your CV to personale@motionanalytica.com by March 10th.