

HOW HAPPY IS LONDON 🇬🇧



31.5
MILLION
visitors a year

4.8
MILLION
tube passengers
travel a day

1,460
HOURS
of sunshine a year

What does data tell us about London?



At Arrow, we know it can tell us a lot.

We put our heads together and decided to use the data available about the city to find out *How Happy Is London?* We built a solution, using our Business Intelligence know-how, to start analysing the incoming data in real-time to generate a Happiness Indicator and display the current level of happiness of the capital.

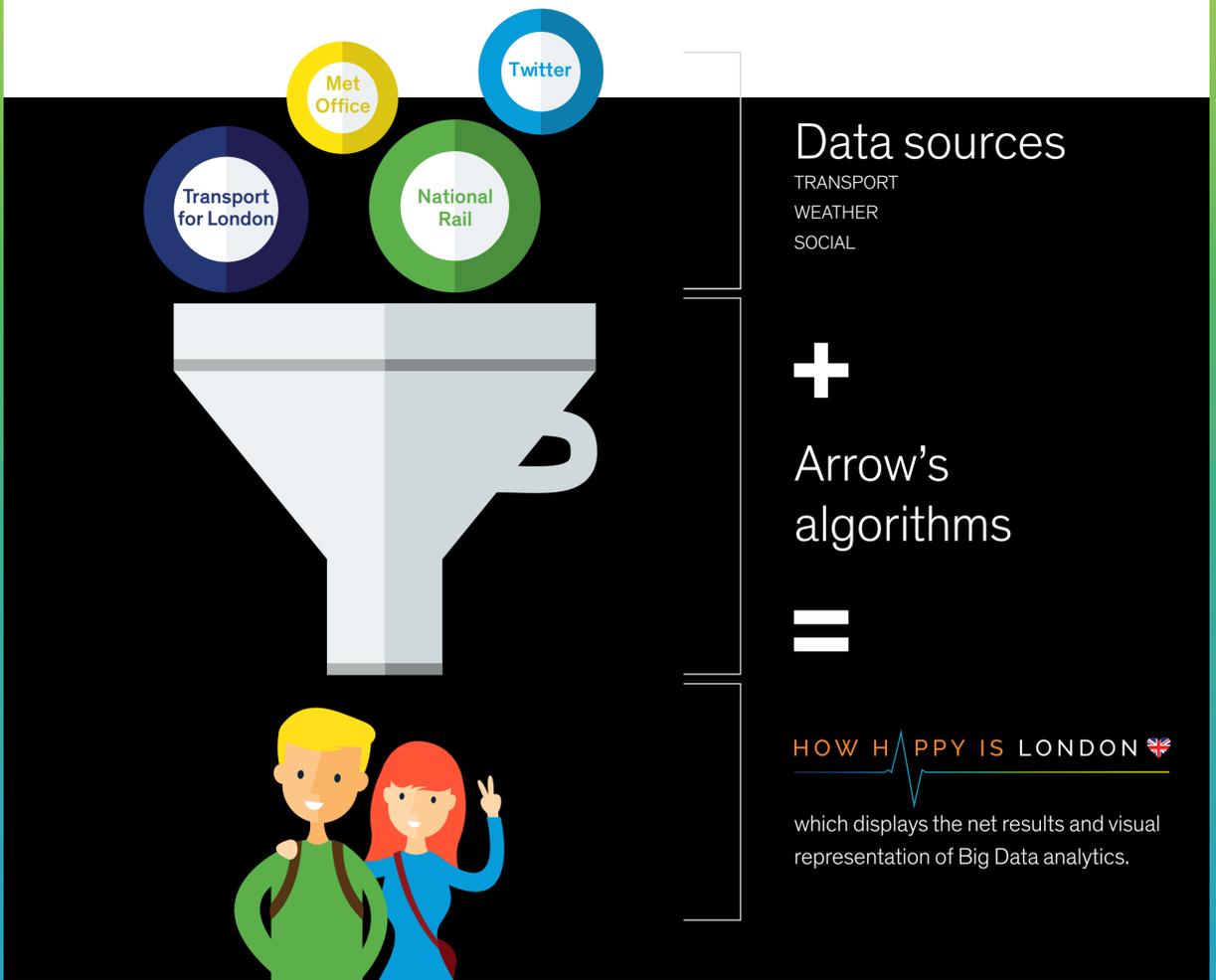
Why?

By understanding the happiness levels of London, using data sources from transport, social and weather, we're able to see beyond the data and provide insight into what it really means. Is London happy? Is London on top of the world? We used data to find out.

How?

By using our bespoke API, you could do the same for your business. Change 'transport' to 'customer satisfaction', and 'weather' to 'sales' and you'll start to visualise the data behind your organisation and begin to react and think differently.

BIG DATA | BIG IDEAS | BIG QUESTIONS



Let's get visual: what does happiness look like?



We leverage structured and semi-structured data source to process
2.6 BILLION data points

which answers the question...

HOW HAPPY IS LONDON 🇬🇧 ?



With *How Happy Is London?*, you can begin to visualise the future of Big Data and understand the value of Arrow's Business Intelligence solutions.

Discover how happy London is for yourself at **HowHappyIs.London** or visit our London office to see this real example of BI at work.

Book your appointment by emailing **HHIL.ecs.uk@arrow.com** or drop in to our London Office to see it live on the 'Big Screen'.