

Data Profile – Huq

Introduction

Huq's event-level geo-data offers a rich and descriptive record of how consumers move and interact with the places around them.

Scale and Extent

Field	Value
Data Owner	Huq
Analytical Units	Mobile phone signals
Data Format	Newline JSON
Temporal Extent	January 2019-current
Geographical Extent	Glasgow North Lanarkshire South Lanarkshire Inverclyde Renfrewshire East Renfrewshire West Dunbartonshire East Dunbartonshire

Citation Information

The following statement should be included when citing the use of this dataset:

Huq, Economic and Social Research Council, *Huq data*, 2020 [data collection]. University of Glasgow - Urban Big Data Centre.

Audience

Data is of interest to PHD students and academic researchers based in UK higher education institutions and public sector organisations for non-commercial, academic research purposes or to support policy and operational decision making only. Usage for teaching purposes is not permitted.

Data Access

The Huq dataset is classified as Safeguarded Data. To apply to access the data fill in the [UBDC Application Form](#)

Content

The dataset consists of

- diverse event properties
- wide range of industry groups covered
- 2 years historical data
- Daily updates with a 2-day lag

Huq's footfall data can be combined with other data sources to build predictions relating to how public entities are likely to report, specifically, where it concerns footfall correlated with revenue.

The data can be used to observe how consumers interact with traded or private physical assets in order to observe changes in consumer trends and consider how those may affect their investment positions.

Quality

Compliant with GDPR and local privacy regulations.

Huq's methodology considers multiple data-points for each geo-detection event to determine with confidence when a mobile device owner visits a shop, store or other physical entity - and when they did not.

Huq clean and map the data to Financial Instrument Global Identifiers (FIGI) and International Securities Identification Number (ISIN) identifiers to offer a vivid, usable history of physical consumer trends.

Related Transport & Mobility Datasets

Tamoco

[Cycling Scotland Data](#)

[Glasgow CCTV Data](#)

[Public Transport Availability Indicators Data](#)

[Strava Metro Data](#)

Field Level Metadata – Safeguarded/Controlled Data

ID	Name	Description
1	brand_categories	The brand categories of the place visited at the time of event creation
2	brand_name	The brand name of the place visited at the time of event creation
3	brand_uuid	A unique and consistent identifier within the Huq dataset for the brand - can be used to link this brand to a security identifier
4	device_carrier_code	The MCCMNC tuple of the network that the user device is connected to at the time of event creation
5	device_carrier_name	The carrier display name of the user device
6	device_iid	An anonymous, consistent, hashed identifier for the user device
7	device_language	The language that the user device is set to
8	device_locale	The locale that the user device is set to
9	device_manufacturer	The manufacturer of the user device
10	device_model	The model of the user device
11	device_sim_code	The MCCMNC tuple registered on the sim installed on the user device
12	human_readable_os	The converted human readable version of the device operating system
13	impression_acc	The estimated accuracy of the location as provided by the user device at the time of event creation
14	app_id	A hashed id that is consistent for events created from any given application
15	impression_country	The country in which the impression was created
16	impression_id	A unique id for the event
17	impression_lat	The latitude of location as provided by the device at the time of event creation
18	impression_lng	The longitude of location as provided by the device at the time of event creation
19	place_categories	The categories of the place visited at the time of event creation, if any
20	place_city	The city of the place visited at the time of event creation, if any
21	place_country	The country of the place visited at the time of event creation, if any
22	place_lat	The latitude of the place visited at the time of event creation, if any
23	place_lng	The longitude of the place visited at the time of event creation, if any
24	place_municipality_coarse	The coarse municipality level of the address of the place visited at the time of event creation, if any

25	place_municipality_granular	The granular municipality level of the address of the place visited at the time of event creation, if any
26	place_name	The name of the place visited at the time of event creation
27	place_postcode	The postal code place visited at the time of event creation, if any
28	timestamp	The local datetime of the event, calculated from the reported event time, the location and the server time. Represents the event time in the local timezone when it was created. Should be used as the most accurate representation of the event in the user's local timezone
29	transposed_carrier	The device carrier name, transposed from the device MNCMCC