

PROJECT STUDY PROPOSAL



ariadne

Enhancing Data-Driven Decision-Making at Ariadne through Advanced Crowd Analytics

Company: Ariadne Maps GmbH

Location: Munich, Germany

Project Background

Ariadne is a high tech startup, a TUM spin off pioneering AI-powered people counting and crowd analytics using privacy compliant Wi-Fi and mobile signal tracking. Our platform delivers real-time foot traffic insights to optimize operations in retail, transportation, and smart cities.

With clients across Europe and a growing global footprint, we aim to further enhance strategic value of our data through advanced analysis and actionable recommendations.

Project Goals

We seek motivated students to support our data team in:

- Analyzing clients' crowd analytics data across all environments,
- Identifying behavioral trends using time-series and spatial data.
- Creating dashboards and reports to support strategic decisions.
- Consulting directly with clients on the next steps to take based on crowd analytics data and insights.

Deliverables

- Data analysis report with key findings and business recommendations.
- Interactive dashboards for optimization of foot traffic and conversion.

Student Profile.

We are looking for 2-3 Master students with

- Background In Management, Data Science, Informatics, or related fields
- Strong analytical and statistical skills
- Experience with Python, Pandas, SQL or PowerBI
- Interest in consulting or digital analytics

Why Collaborate?

- Work with a fast-growing start-up at the cutting edge of AI and analytics.
- Apply your knowledge to real-world business challenges
- Gain experience in both data science and strategic consulting
- Make a measurable impact on our product used across world

Contact

Govarthan Natarajan

Head of Marketing, Ariadne

Email: govarthan@ariadne.inc

Phone; +4915118788064