Lauren Sager Weinstein

Head of Analytics
Customer Experience

Lauren has been at TfL since 2002 and has been Head of Analytics within Customer Experience since 2011. Before that she headed up Oyster Development and has also worked in business planning, and at the Transport Museum. Before joining TfL, she worked at RAND (a policy think tank), and also as a Field and Planning Deputy for a City Council Member in Los Angeles. She helped to set up the London chapter of the Women's Transportation Seminar (WTS) - a group that promotes women in the transport industry, and currently sits on their Board.

What does your job involve?
My role is to look at all the customer data and information we have from our ticketing and data systems and put it together so that we understand how customers are travelling across the network. We have a lot of stakeholders across the business that use our analysis for communicating directly to our customers and for planning and operating our services better. We also provide teams with reporting tools so they can extract data themselves.
We look at Oyster and contactless entries and exits to see where the busiest stations are on the network, what the most popular journey patterns are, and how long journeys take over different times of the day. We can also look at what happens when something changes on the network such as a closure or major event.

Why did you decide to come to London?
I was finishing a postgraduate degree in Public Policy with a focus on transport and economics in the US when I heard about an opportunity at TfL and thought it would be really interesting to come for a year, and here I am many years later!

What do you like about transport?
I like the fact that the service we provide everyday is the lifeblood of London and we help to unlock the city's potential by providing the services that we do.

What are you most proud of?
Contactless payments has been really exciting. It's something I've worked on since the early days so it's great to have seen it through from an idea to going live. The opportunity to do something with great customer benefit and huge organisational benefit is immensely rewarding.

How have things changed during your career?
In terms of data the computer systems and the speed available have changed massively – we can now run things in 10 minutes that would have taken days before. There is also an ever increasing demand for data and insight, and for that information to arrive quickly to understand what is happening on the network right very soon after it happens.

What advice would you give to someone interested in your role?
My role is about understanding what is happening on the transport network, to dig deep into details and lead us at TfL to make decisions based on data and evidence. This is a technical area, so knowledge of computer systems and maths are key, but very importantly you need to be curious and find the story behind the numbers.

Tell us something people wouldn't know about you
I sing in a choir, which is a lot of fun and a wonderful way to unwind after a busy day. Although we mostly sing classical music, we once backed up the Rolling Stones at the O2, which was an amazing experience!