Geolocation data from mobile phones and other digital platforms including payment are becoming increasingly available. The goal of the event is to explore the possible uses of this data for both industry and academic purposes. This panel is part of a series of events on the economic and financial applications of alternative data sponsored by Capital Fund Management (CFM) and Program for Economic Research (PER) at Columbia University’s Department of Economics. The panel will feature experts from leading geolocation data vendors and academic speakers that have leveraged such data to answer important questions such as modeling the dynamics of COVID-19, assessing spatial and social frictions, and evaluating the impact of rent control.