numetric™

How Numetric's Data Experts Unlock the Power of Your Data

With critical insights seemingly locked away in so much data, how can traffic safety teams possibly realize their data-driven ambitions? Numetric's data experts have the answer.

THE PROBLEM: EXTRACTING INSIGHTS FROM SO MANY DATA TYPES IS DIFFICULT

Whether your organization is data-rich or data-poor, you likely feel that extracting critical traffic safety insights from that data is painfully slow or even impossible. This is most commonly due to a few factors:

- Relevant datasets are often **siloed in different organizations**, with different owners.

- Different data types—whether spatial, relational, full-text, time-based, or other—**vary in formatting** and attributes gathered.

- Critical pieces of data are often **unusable or missing** altogether.

- Data is often created **without traffic safety considerations** in mind.

To make matters worse, it's hard to find data scientists with adequate domain knowledge to fix these issues and turn this data into meaningful analysis and insights. As a result, traffic safety professionals:

- **Spend exorbitant amounts of time manually pulling and combining data**

- **Rarely get to draw on the full breadth of their data for more thorough analysis and**

- **Fall short of the FHWA standard of performing data-driven safety analysis on every project.**

THE SOLUTION: PARTNER WITH THE TRAFFIC SAFETY DATA EXPERTS

Numetric's data team has helped numerous agencies nationwide tackle these very issues. This puts them on the cutting edge of helping traffic safety teams unlock insights from their data. Armed with this experience, our data experts will sit down with you to diagnose your particular data challenges, identify your relevant datasets, assess your needs and challenges, and then craft a customized plan to unlock the value found in your data. Then, they go to work.

1. WE PREPARE YOUR DATA FOR HIGH PERFORMANCE

With multiple different data types and systems involved, gaps and inconsistencies in the data are inevitable. That's why our data experts start by cleaning, completing, uniformizing, and preparing your data to produce reliable insights.

Filling in the blanks: Missing critical pieces of data? Need some data cleaned up for uniformity? Using Numetric's proprietary software, our data experts can automatically bring uniformity to formatting inconsistencies (Ex: 'street' vs. 'st' vs. 'strt'), correct data errors, and even fill in data gaps across vast datasets to make your data more trustworthy and searchable and increase the amount of insights

Meet the Traffic Safety Data Experts

Unlocking the value of your data starts with finding the right guides. Numetric's team of data experts is uniquely qualified to help traffic safety teams not only combine their data, but also structure the data to unlock its maximum value specifically in the context of safety analysis. This is largely due to the combined experience of our data experts:

- Data scientists

- Former DOT employees

- Engineering professionals

"Numetric is great because they don't force you to change your data to work with their products. Numetric takes the data we already have and makes it work with their tools."

SCOTT JONES

Director of Data, Technology & Analytics
Utah Department of Transportation

THE PROBLEM: EXTRACTING INSIGHTS FROM SO MANY DATA TYPES IS DIFFICULT

Whether your organization is data-rich or data-poor, you likely feel that extracting critical traffic safety insights from that data is painfully slow or even impossible. This is most commonly due to a few factors:

- Relevant datasets are often **siloed in different organizations**, with different owners.
- Different data types—whether spatial, relational, full-text, time-based, or other—**vary in formatting** and attributes gathered.
- Critical pieces of data are often **unusable or missing** altogether.
- Data is often created **without traffic safety considerations** in mind.

To make matters worse, it's hard to find data scientists with adequate domain knowledge to fix these issues and turn this data into meaningful analysis and insights. As a result, traffic safety professionals:

- **Spend exorbitant amounts of time manually pulling and combining data**
- **Rarely get to draw on the full breadth of their data for more thorough analysis and**
- **Fall short of the FHWA standard of performing data-driven safety analysis on every project.**

THE SOLUTION: PARTNER WITH THE TRAFFIC SAFETY DATA EXPERTS

Numetric's data team has helped numerous agencies nationwide tackle these very issues. This puts them on the cutting edge of helping traffic safety teams unlock insights from their data. Armed with this experience, our data experts will sit down with you to diagnose your particular data challenges, identify your relevant datasets, assess your needs and challenges, and then craft a customized plan to unlock the value found in your data. Then, they go to work.

1. WE PREPARE YOUR DATA FOR HIGH PERFORMANCE

With multiple different data types and systems involved, gaps and inconsistencies in the data are inevitable. That's why our data experts start by cleaning, completing, uniformizing, and preparing your data to produce reliable insights.

Filling in the blanks: Missing critical pieces of data? Need some data cleaned up for uniformity? Using Numetric's proprietary software, our data experts can automatically bring uniformity to formatting inconsistencies (Ex: 'street' vs. 'st' vs. 'strt'), correct data errors, and even fill in data gaps across vast datasets to make your data more trustworthy and searchable and increase the amount of insights that can be extracted from it.

Translating data into natural language: Because so much raw data is locked away in arcane numbers and codes, our data experts translate your data into human-readable language. This sets the stage for an effortless search experience later that any human can enjoy — not just data science PhDs.

2. WE COMBINE ALL DATA TYPES TO BE SEARCHED AND VISUALIZED TOGETHER

Knowing that your many datasets are far more powerful together, our data experts bring all data types into one platform, where it is primed to be explored and analyzed seamlessly together.

Bringing all data types together: Our data experts pull all relevant datasets —

"Users don't need to use structured query language. They don't have to be a data person at all... People who access the system can be confident they have retrieved exactly the data they need."

JOSEPH WEISS

Transportation Safety Analyst
Rutgers University Center for Advanced Infrastructure and Transportation

Unlock the Power of Your Data

Becoming truly data-driven starts with partnering with Numetric's data experts and ends with your ability to consider safety on every project and maximize your safety ROI on resource investments. **To arrange a custom demo, visit numetric.com.**