Making Connections
Linking Data to Solve Public Problems

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"In God we trust. Everyone else bring data." - Mike Bloomberg
Association of Public Data Users
Making Connections | Linking Data to Solve Public Problems
Let’s take a look…

Experian data products
  • ConsumerView

Use cases
  • Hurricane Harvey analysis
  • Atlanta Fire & Rescue
ConsumerView
Understand the population and markets more effectively

Who are they?
- 300 million consumers
- 2,500 demographic attributes
- 16 million businesses & owner data
- Hundreds of public & proprietary sources
- CAPE Demographics & Retail Demand

How & when to reach them?
- Trigger files for new homeowners, new movers and new parents.
- Channel preference and viewing patterns
- Most accurate mailable records

What do they do?
- Predictive shopping models & previous purchase behavior on 4.4 billion transactions
- Credit and financial information
- Vehicle ownership data on over 700 million vehicles

What motivates them?
- 650+ psychographic characteristics
- TrueTouch motivational messaging segments
- 71 Mosaic consumer lifestyle segments

300+ million consumers
126+ million living units
How the brightest data scientists use the Experian data
Targeting disaster response to the most vulnerable populations

SP Group utilized Experian data combined with Hurricane Harvey damage data from the Federal Emergency Management Agency (FEMA) to identify the neighborhoods that were most vulnerable to the negative impact of property damage due to their underlying economic conditions exhibiting high distress.

These neighborhoods represented those with the greatest need for assistance from federal programs such as HUD’s Community Development Block Grant for Disaster Recovery (CDBG-DR).
Socioeconomic distress in Harvey impacted areas

About the Data

Utilized Experian ConsumerView data and additional sources to **identify total structures** within a Census Tract

Combined with total buildings impacted data from FEMA’s Preliminary Damage Assessments to **estimate Census Tract concentration of damage**

SP Group developed a **Neighborhood Distress Index (NDI)** using Experian CAPE data to assess neighborhood-level distress

Identifying the Census Tracts with **high concentration of damage and high socioeconomic distress**

Distress based on SP Group’s Proprietary Neighborhood Distress Index (NDI) for Q2 2017

Harris County, TX
Improving community outreach based on severity of risk

Today, most fire stations do not know "which areas should be targeted and which households are at most risk for fires", they do not have any tools or support with their efforts. They do not track households that have been visited and do not understand the impact that outreach efforts yield.

"Intelligent door knocking is the crux — firefighters knocking on doors talking to residents about fire safety has been proven to be way more effective than sitting at grocery store talking to random people who pass by," said Matt Hinds-Aldrich, a member of the Assessment & Planning section of the Atlanta Fire and Rescue Department.

"Intuitively I know where the challenging neighborhoods are and where we should focus, but I don’t know which street I should be on, what door to knock on, or what expect.

Do they speak Spanish? Are they likely to have children? Are there adults with limited mobility there? How many people live there?"
Atlanta Fire & Rescue project

- Community outreach is a guessing game for most fire departments

- Experian partnered with Atlanta Fire & Rescue to help **improve community outreach using data and predictive analytics**

- Experian was able to acquire datasets from FEMA from their National Fire and Incident Reporting System (NFIRS) from 2008-2013

- Using historical fire incident data and Experian ConsumerView data to create predictive model to **identify households most at risk for fires**

- The output from these analytics, in turn, were used to **create an iPad / iPhone application** to implement proactive safety education and other programs to reduce the risk of fires

- The application forms allow for **standardized collection** of relevant questions / answers that are written back to database for reporting and analysis

Data Sources
1. FEMA, National Fire and Incident Reporting System (NFIRS)
2. ConsumerView® Experian Marketing Solutions, Inc.