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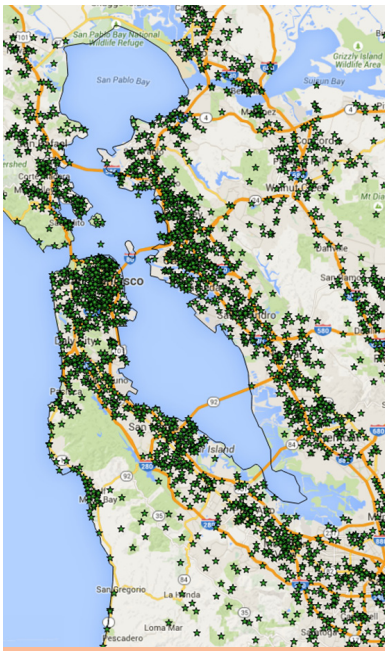

URBAN ANALYTICS PROVIDER INCREASES PRODUCT FUNCTIONALITY WITH AN ANALYTICAL MAP OF US PARKS BY INTETICS

OBJECTIVE

To source and clean geospatial data and create a map of parks and recreation areas in major US cities, which will enrich the provider's app, enabling users to make better location decisions.

CHALLENGE

The client produces detailed hyper-local analyses and informative visuals using urban analytics. Their product is an application that makes location-based decisions, such as property investment or new store location, quicker and easier. The client's main focus is software development and algorithmization, but this project involved atypical tasks for them: collecting different types of spatial and non-spatial data from a variety of open sources and processing them to create consistent and accurate maps. While part of the data could be taken from open public sources and licensed, some data had to first be collected and structured appropriately. Specifically, the data type that had to be created was a map of US parks and recreation areas that contained information about amenities in each park, such as playgrounds and dog parks. Since they lacked the applicable skills in-house, the client was looking for experts in geospatial analysis and data structuring to create a basic map layer of parks for their product.

SOLUTION

The urban analytics app developer chose Intetics, relying on its 7 years of experience in collection, geospatial analysis and verification of unstructured data. Intetics designed and implemented an efficient and easily scalable process of data collection and verification. Intetics collected parks and recreation area data using different sources of open data, from large government portals like data.gov, to websites of small municipalities.

Next, using professional software and specially designed data processing algorithms and tools, Intetics created an accurate map of parks and recreation areas. The Intetics team created an automated data processing method and created the maps in a semi-automatic mode. Automation of suitable parts of the project greatly accelerated the work and reduced the likelihood of errors.

"We really wanted this functionality in our product, but had little knowledge about how to make it accurate and how to do it efficiently. Working with Intetics made adding this feature an easy task."

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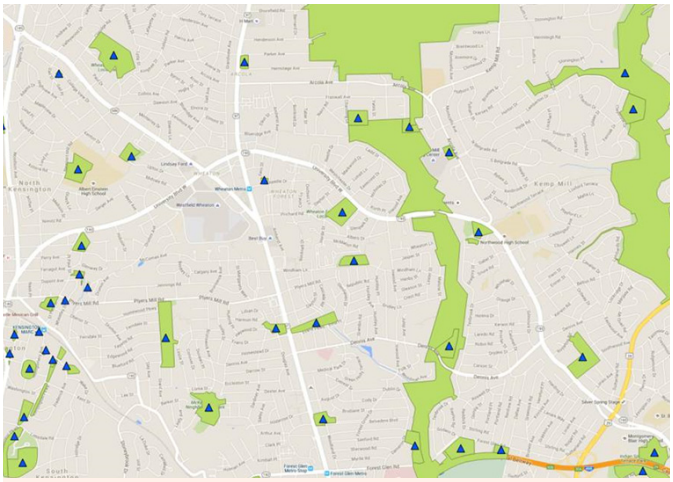
INTETICS ENABLES ANALYTICS PROVIDER REDUCE PRODUCT DEVELOPMENT COSTS AND SPEED UP PRODUCT RELEASE DATE

The map included park polygons and points containing all supplemental information like park names, addresses, and available amenities. It incorporated all of the client's criteria for the project, and reflected the highest quality and precision possible.



RESULTS

The Intetics team presented the completed parks and recreation geodatabase to the client using a popular and widespread geospatial vector data format. The file, along with all supporting documentation, displayed locations of parks and green spaces, including available facilities and amenities, in the areas of the client's interest. By working with Intetics, the client saved time and money they would have had to invest in developing internal geospatial data expertise. As a result, Intetics enabled them to reduce product development costs, as well as speed up product release date.

QUICK FACTS

- *Client needed external geospatial data expertise*
- *Client extended app functionality with lower development costs*

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