

360-Public Interactive

The Problem of Disparate Data

In today's environment, decision makers must make data-informed assessments and recommendations. The growing data environment is a fertile landscape for critical analysis with data growing at a compound rate of 50% per year (Source: IDC). Extensive data exists in the public domain across health, education, social, and economic sources, but is isolated, fragmented, and difficult to analyze. When curated, it provides exponential potential for population health, community impact, market analysis, provider and region benchmarking, and strategic planning. Decision makers lack the knowledge, time, and skills to identify, extract and leverage the value of the data. Hiring consultants and internal research departments to extract and publish content is time consuming and costly because of the lack of tools and data knowledge.

The Solution - Point and Click Analysis of Regions, Markets, and Communities

Public Insight has solved the problem of underutilized data by harnessing the power of curated data and leading business intelligence software from Microsoft®. 360-Public is a unique user-centric Interactive application to analyze regions, communities, and markets. Start with any combination of interested geographies and interact with a huge library of data points with just a few mouse clicks. 360-Public breaks down the barriers of data silos across the spectrum of health, education, economic, social, and demographic data sources. Over 100 million data elements are available across over 50 topical areas in an instant from public sources such as American Community Survey, Bureau of Labor Statistics, Bureau of Economic Analysis, Centers for Disease Control, Centers for Medicare & Medicaid Services, Integrated Postsecondary Education Data System (IPEDS), U.S. Department of Education, County Health Rankings, and U.S. Census. Topical areas include demographic, social factors, business saturation, education attainment including primary and secondary education providers, job concentration and wages, and health behaviors and outcomes.

360-Public is not about data, but about self-service analysis. Every piece of information is clickable to explore data dynamically. For example, click on a funnel chart slice to automatically explore that demographic in a related map and see a five-year trend. 360-Public is fast – sifting through the clutter of data in an instant. Try 360-Public for free and see how self-service analysis is done.

