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# Using Data to Enhance Decision-Making

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## W/B HIDTA: Big Data Approach

### The Problem:

- Decision makers want to know "everything" about a threat or problem the moment it is identified
- They need "actionable" intelligence to assist in making a decision
- They need to be alerted to an issue *before* it has a significant impact on their area of responsibility



### **Traditional Reactive Intelligence Cycle**





### **Proactive Intelligence Cycle**





#### We needed to:

- Quickly collect data from many different sources
- Optimize analyst resources
- Blend internal data with external data sources, including open source data
- Implement an agile system that can quickly adapt to changing requirements, data and business processes



- Typical focus is solely on tools for "analysis" of data
- W/B HIDTA focused on new tools for the collection and collation of data in addition to analysis while leveraging existing IT systems
- We needed ALL data relevant to our area of responsibility for a given threat



# W/B HIDTA: Projects/Capabilities

# **Big Data Case Studies**



Relevant Sources of Data:

- Fatal Overdose Data
- Non-Fatal Overdoes Data
- Communication Data
- Communication Analysis Portal
- Field Debriefs
- Drug Samples
- Case Data
- Parole and Probation
- Arrest Information
- Gang Information
- Treatment Data



### Case Study: Heroin Overdose





Case Study: Heroin Overdose

#### Uncovering the Network of Victims through Data:





Case Study: Data Collation

# When data isn't shared among agencies, you end up with two separate clusters of minimal value:



Agency A's Data



Agency B's Data



#### Case Study: Data Collation

#### Sharing of data leads to actionable intelligence:





#### Case Study: Movement of Crime

#### A pattern in overdoes victims was identified via data collated from many disparate sources



Color coded dots represent the home location and death location of victims. All deaths are in Maryland.

We were able to utilize this data to identify the overdoes victims were specifically coming to Maryland for their drugs.



# Questions?