

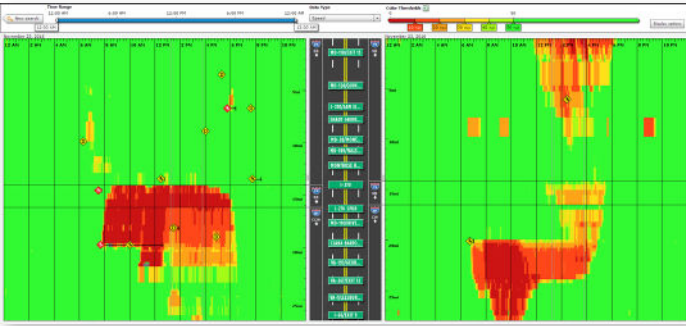
Probe Data Analytics provides transportation agencies with access to the world's largest and most powerful TSMO-related data so they can better understand mobility issues and improve the safety and operations of their roadway system.

## BENEFITS

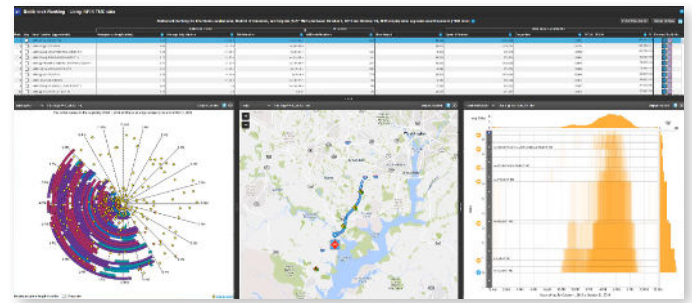
- + Convert big data into actionable insights
- + Understand congestion and mobility issues with powerful and customizable visualization tools
- + Gain unique insights for improving incident management response times
- + Automate performance measures, including out-of-the-box FHWA metrics
- + Make informed, data-driven investments into roadway improvements
- + Prepare detailed and meaningful before/after studies

## DIFFERENTIATORS

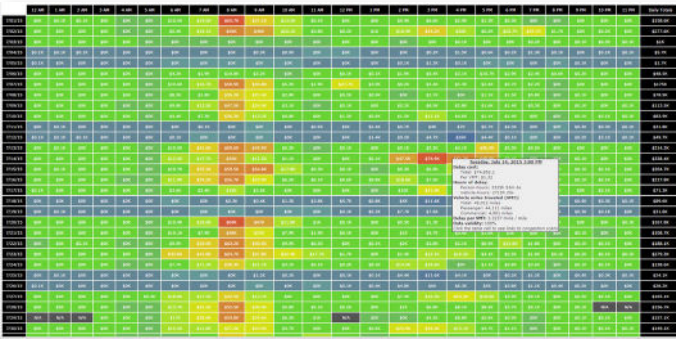
- Created and maintained by a mission-driven team of 80+ public sector employees
- Easily fuse your agency data with Private Sector data for further insights
- Open & transparent methodologies
- Unlimited usage within your agency, partner agencies, and consultants
- Responsive customer support
- Not geographically constrained – see beyond borders and across other agencies
- A large Pooled Fund approach with over 14,000 users



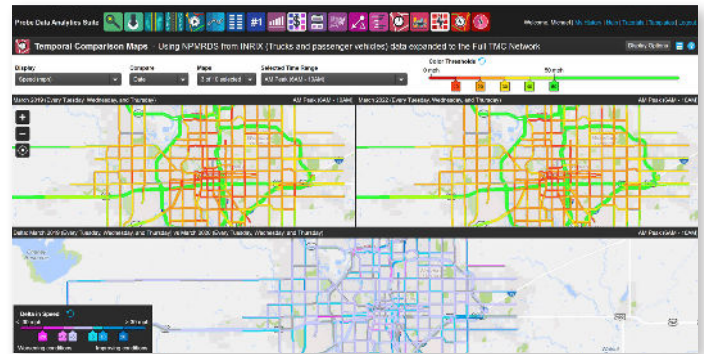
**CONGESTION SCAN:** Seamlessly integrate multi-route traffic data—speed, congestion, travel times—for comprehensive corridor analysis, and easily identify year-over-year traffic pattern changes by location and time.



**BOTTLENECK RANKING:** Access a regionalized list of bottlenecks, prioritized by impact. Pinpoint recurring issues and target your investments.



**USE DELAY COST ANALYSIS:** Efficiently calculate the societal cost of delays from congestion with customizable settings for different vehicle types and usage, providing granular information to drive strategic decisions for transportation investments.



**PERFORMANCE CHARTS:** Visually analyze road corridors to quickly understand roadway performance on a day-by-day or year-on-year basis, and see the before/after results of improvement projects.

## FULL SUITE OF PDA MODULES

- Animated Trend Maps
- Bottleneck Rankings
- Cause of Congestion Charts
- Congestion Scan
- Historic Probe Data API
- MAP-21 Performance Measures
- Massive Data Downloader
- NPMRDS Coverage Map
- Performance Charts
- Performance Summaries
- Real-time Performance Dashboard
- Region Explorer
- Temporal Comparison Maps
- Travel Time Comparison
- User Delay Cost Analysis

## COMING 2024

Carbon Reduction & Emissions Analytics

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