MARK43

Mark43 Analytics & Datalake

Access, understand, and leverage your agency's data to summarize trends and make informed decisions

Public safety professionals are frequently under the microscope for how they do their jobs, with reform and new compliance standards changing constantly. Agencies need the ability to develop insights from the data they collect so they can tell their agency's story, effectively communicate with stakeholders, and build trust.

With Mark43 Analytics, agencies can leverage their data to identify trends in their day-today operations. Users can create customized dashboards and data visualizations to help draw actionable insights. Data dashboards can be sent straight to your inbox on a regular basis to keep you up-to-date on the most important stats for your agency.

The Mark43 Data Lake is a replicated database stored securely in the cloud. Directly query or export agency data from the Mark43 Data Lake into the business intelligence tool of your choosing to conduct advanced statistical analyses and animations.
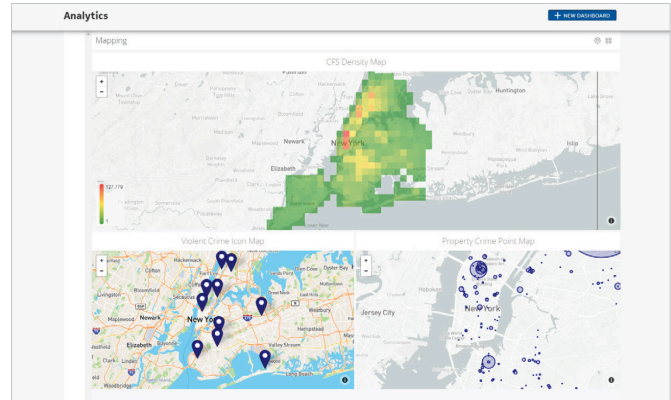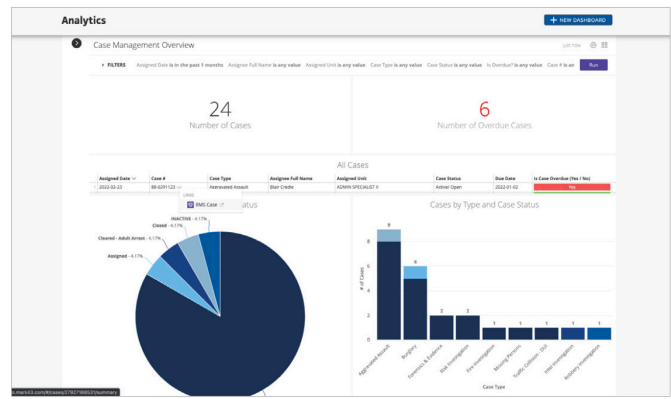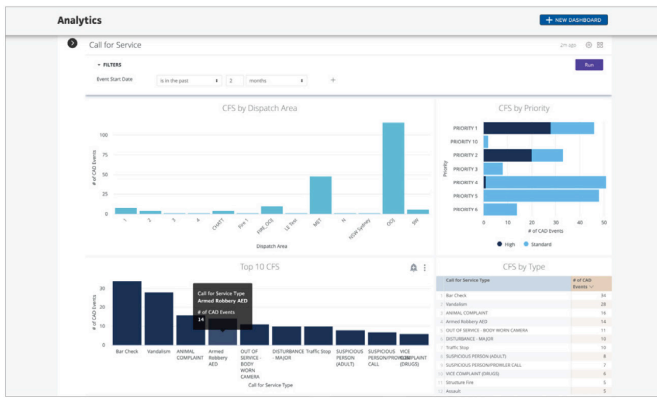
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> As you become a data driven department, you need to deploy resources and we are able to get statistics much quicker and faster [with Mark43] than we had in the past.
>
> **- Harold Medina, Chief of Albuquerque Police Department**

KEY BENEFITS

- **Leverage your data**
  You've collected all the data - now use it to your advantage to parse information to identify patterns and evaluate your operations.

- **Get comfortable working with data**
  Dashboards make data analysis digestible with informative visualizations and statistics to help you understand what's going on in your agency.

- **Respond to the pressing issue of the day**
  Whether it's a media request or questions from local policymakers, dashboards and visualizations can be customized to help you respond quickly and effectively.

- **Make data-driven decisions**
  Agencies can distill information to inform mission development, operational changes, performance metrics, and more.

MARK43 ANALYTICS FEATURES

- **Schedule reports to your inbox**
  Built dashboards can be sent routinely to your inbox so you can stay up-to-date with the latest trends.

- **Data visualizations**
  generate charts, graphs, and many other visuals you need to understand your day-to-day operations and evaluate your missions.

- **Create custom dashboards**
  Build dashboards leveraging data collected across the Mark43 Platform.

MARK43 DATA LAKE FEATURES

- **Data access and storage**
  The data you collect is replicated and queryable using SQL or the business intelligence tool of your choice.

- **Prebuilt SQL views**
  Over 140 prebuilt SQL views to help you easily find and extract data with detailed schema documentation.

- **Query and export data**
  Extract data to analyze in an external tool for advanced analyses.

- **Integrate with other tools**
  Open, RESTful API allows you to integrate with other applications and the Mark43 platform.