

# Get More from Your Data

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# Get More from Your Data

- How are you using your data today?
- Optimize resources
- Next steps

# How are You Using Your Data Today?

- How are you using your data today
  - Better utilize and leverage captured data?
    - Route coverage and changes
    - Service and maintenance schedules
    - Revenue service and reporting
    - Fare media utilization

# Optimize Resources

- Optimize resources
  - Effective planning
  - Manage and leverage change more quickly
    - Peak travel times and trends
    - Special events and programs
  - More effectively plan for the future

# Turn Data Into Actionable Intelligence

- Turn data into actionable intelligence
  - Make better business decisions
    - Leverage change faster, smarter and more effectively
  - More effectively plan for the future
  - Richer more complete picture of what is happening in the field

# Questions?

Questions for Vijay Balan?