

## ABSTRACT SUBMISSION FORM

### Key Author for Correspondence:

<b>First name</b>	Michael	<b>Surname</b>	Flatters
<b>Organisation</b>	MWH NZ Ltd		
<b>Postal address</b>	PO BOX 4, Dunedin		
<b>E-mail Address</b>	michael.j.flatters@mwhglobal.com		
<b>Phone number</b>	03 474 3225	<b>Cell Number</b>	0274 533050

### 2nd Co-Author:

<b>First name</b>	Selwyn	<b>Surname</b>	MacCracken
<b>Organisation</b>	MWH NZ Ltd		

### 3rd Co-Author:

<b>First name</b>	Peter	<b>Surname</b>	Hill
<b>Organisation</b>	MWH NZ Ltd		

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#### Overview of Presentation

Effective transport management relies on making evidence based decisions. This means that decisions makers have to be able to access the right information or data, in the right way, at the right time and be able to interpret it in the right way.

Any disconnect between the information available, the data, and the decision making, can result in lost opportunities, reduced performance or erroneous decisions. Conversely, an overabundance of information that cannot be easily interpreted can result in a lack of clarity and also impede the decision making process.

This is where the application of data science can assist. Data science is a relatively new discipline that applies big data analysis principles and technologies to real business needs and outcomes.

Recognising the potential benefits of this discipline, MWH have established an Analytics and Information Management Group focused on the four areas of Visualisation, Simulation, Prediction and Optimisation.

The paper will discuss the techniques used and the benefits these can bring to transportation – from public consultation through to asset management. It will briefly present a range of demonstrable examples where these techniques have been applied to provide smart solutions to our clients.