“Fatal & Serious Injury Crashes” Dashboard
An Example for Self-Service Analytics Tools

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Traditional BI

IT TEAM

- Data Access
- Extract Transform Load
- Gathering Requirements
- Analysis
- Reporting

BUSINESS USER

- Action

Self-Service Analytics

IT TEAM

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BUSINESS USER

- Gathering Requirements
- Analysis
- Reporting
- Action
Traditional Information Request Flow (Ad Hoc)

1. Submitting a request
2. Extract
3. Transform
4. Load
5. Reporting
Dashboard

- Near-to-live data available
- Instantly updated visualization
- Interactive filtration
SAFE ON 70

Crash Type
- Serious Injury: 187
- Minor Injury: 55
- Fatal: 35

First Harmful Event
- Pedestrian: 40
- Ditch: 3

Crash Hours

Hourly/Weekly Distribution

Interactive Map

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Fatal & Serious Injury Crashes

Crash Hours

Hour/Weekday Heatmap

District (All) ▼
County (All) ▼
Route (All) ▼
Year (All) ▼
Month (All) ▼
Light Cond. (All) ▼
Weather (All) ▼
Crash Type (All) ▼
1st Harm (All) ▼

Weather (All) ▼
Pedalcyclist 124
Unbolted 5,389
Large Truck 743
Distracted 1,511

Pedestrian 814
Speeding 1,067
Motorcycle 1,385
Drowsy 299

Other Non Motorist 28
Drinking 1,379
Drugs 1,038
• Data extraction demands approx. same effort as traditional tools
• Generating a good visualization is time consuming
• The extract files can be used as templates
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