



5 Data for Good

Analytics helping humanity

Our commitment to innovation means we believe technology advancements push boundaries, challenge the status quo and change the way we live. But it's more than just technology innovation. At SAS, we also believe that social innovation is just as important. That means working with organizations to identify areas where we can make an impact together, then developing solutions and processes that result in positive changes for a community, a city, a state and even around the world. Our corporate social innovation efforts help us focus our purpose on making the world better for all.

A natural extension of this social innovation is our participation in the [Data for Good](#) movement, where we seek opportunities to improve how people live. By using SAS Analytics, we address humanitarian issues like poverty, health, human rights, education and the environment. Making a difference in the world is at the heart of what SAS does, and just another example of using our software to serve the greater good. Through these stories, learn how SAS is being socially innovative and using data to change lives.

SAS Changing Lives

GatherIQ™

GatherIQ is an innovative crowdsourcing project from SAS that puts analytics in the public's hands to address world problems with a mobile app. Nonprofit organizations like the International Organization for Migration, World Wildlife Fund, Sepsis Alliance and Global GoalsCast pose questions through the app for concerned citizens to help answer. Through interactive data visualizations, these users gain better understanding of issues and how they can engage their community with data-driven conversations to inspire action. For example, with **Sepsis Alliance**, data visualizations based on years of nationwide sepsis surveys can help data scientists determine areas most in need of education and awareness and how they've changed over time.

"Sepsis affects more than 1.6 million Americans every year. As a medical emergency requiring early detection and treatment, recognizing symptoms is critical to saving lives. Insights we learn from this project will help us maximize resources and become more strategic in developing future campaigns to increase awareness of this silent killer."

Thomas Heymann, *President of Sepsis Alliance*



World Wildlife Fund

World Wildlife Fund (WWF) uses SAS Data Management and SAS Analytics to help maximize donations that build a future where people live in harmony with nature. WWF is also using **GatherIQ** to crowdsource information to help identify the universities and other learning institutions that focus on conservation.

"Investing in education and training for local leaders empowers individuals and improves and accelerates conservation action. We need to connect the leaders of tomorrow with the opportunities of today."

Andrea Santy, *Director of Russell E. Train Education for Nature Program at WWF*



WildTrack

WildTrack identifies and monitors endangered species by analyzing animal footprints. Working with SAS software and employees, WildTrack is exploring how artificial intelligence and crowdsourced footprint data from all over the world could help find answers to global conservation questions. This machine learning process also helps to further improve and enhance SAS software that can be used for other conservation efforts.

"I'm excited about the potential of artificial intelligence because I think that one of the biggest challenges we face is how to protect our planet. The way we can solve this is by bringing in data from all parts of the world, which holds incredible value for conservation."

Zoe Jewell, *President and Co-Founder of WildTrack*



Boston Public Schools

With insights from analysis work done by a team at SAS, **Boston Public Schools** (BPS) optimized its bus routes and improved quality of service to students while using fewer buses. The recommendations based on SAS Analytics helped BPS operate more efficiently and cost-effectively by reducing the number of bus stops anywhere from 20 percent to 50 percent. As a result, the district has been able to redirect the money saved toward enhancing educational quality. SAS hopes this analytical insight can help many school districts who face these types of problems and inspire changes for a positive impact on students, teachers and parents.

"Because of SAS, we've found new ways to consolidate bus stops, which leads to savings for the school districts without putting students in unsafe situations. It also allows us to think differently about the power of analytics, and what it can bring to the transportation system as a whole."

John Hanlon, *Chief of Operations at Boston Public Schools*



Canada Health Infoway

For [Canada Health Infoway's](#) Data Impact Challenge, a passionate group of SAS employees used data and analytics from SAS to identify teens' suicide risk. Through Twitter data, the team looked at the percentage of people in the group who were talking about depression or suicide, and what they were talking about.

"The move from paper to digital has created a critical mass of information that can be quickly accessed and analyzed to help inform the policies that help lead to better-informed decision making. The challenge demonstrated that in just a short period of time, and with existing data, important health policy issues and questions can be answered!"

Fraser Ratchford, *Group Program Director at Canada Health Infoway*



Telethon Kids Institute

[Telethon Kids Institute](#) is protecting vulnerable children through research with the help of data and analytics. With SAS, Telethon Kids Institute collects and integrates data from many sources to analyze and then present the findings into a readable format.

"When you're doing this research, you need to back up your findings with sound tools and methodologies. With SAS, we can guarantee the accuracy of our procedures and be confident in our findings."

Scott Sims, *Data Analyst at Telethon Kids Institute*



Project Data Sphere

[Project Data Sphere](#) integrates and analyzes historical, patient-level data from phase three cancer clinical trials to spark innovation by opening up new research possibilities – like knowing sooner if a treatment is working. The organization uses SAS to host the research platform and provides free access to analytics technology and experts.

“There’s a ton of information that’s just left on the table, and it’s routine stuff that nobody pays attention to. Data sharing can draw attention to connections between different commonly measured things that you would just never see otherwise. It can change your whole thinking about where to focus.”

Dr. Howard Scher, *Research Lead at Project Data Sphere*



Healthy Nevada Project

With SAS Analytics, the [Healthy Nevada Project](#) is performing a landmark population health study to reveal hidden health insights. By combining genetic, clinical, environmental and socioeconomic data, researchers are looking to better understand the complex interplay between these factors and related effects on population health.

“We are working to understand how environmental factors can help predict who may be at risk, allow for quicker diagnoses, and encourage the development of more precise treatments. The modern statistical and machine learning methods, along with the intuitive data visualizations made possible by SAS software, have been critical elements of our success to date.”

Jim Metcalf, *Chief Data Scientist of the Healthy Nevada Project*



International Organization for Migration

When two earthquakes shattered the lives of Nepalese families, the [International Organization for Migration](#) used SAS Visual Analytics to help them rebuild faster.

“By modernizing our approach to first response through analytics, we were able to understand what the country’s production capacities and inventories are, and work on that very complicated equation of identifying the best way to assist people without creating dependency.”

Brian Kelly, *Advisor at IOM*



Peace-Work

[Peace-Work](#) and SAS are applying sophisticated analytics to the challenges of combating human trafficking – and are achieving initial success. A team at SAS used text analytics to assess patterns of human trafficking in State Department reports to help better determine where to focus anti-trafficking efforts.

“Our next step will be to look at states and metros that are better at finding and reporting trafficking to identify best practices that other states can use.”

David J. Corliss, *Founder and Director of Peace-Work*

