

Databricks and Location Intelligence from Precisely

Unlock insights for data-driven decisions in Databricks with location intelligence from Precisely

The rate at which new data is being generated from rich media sources, IoT devices, and daily communication channels is causing challenges in accessing, leveraging, and understanding critical details for business insight and decision-making.

Bringing the variety of data types together in the Databricks Lakehouse platform enables pulling disparate datasets together into one cloud platform for data management and governance and drives your use cases from a single source of data in the cloud.

Yet many companies have work to do in unlocking value from their data. Location is a central component of most data – for example, an address or mobile phone location. When leveraged in business data, location provides a consistent and common thread to connect disparate data sources and provides a meaningful approach to enriching data quickly for machine learning (ML), artificial intelligence (AI), and advanced analytics. With location intelligence capabilities and the open, collaborative Databricks Unified Data Platform, organizations can take a straightforward approach to organize, manage, and analyze their data for enhanced business insights.

Transform your addresses and business data into enhanced insight

Leverage your address data and attach a unique and persistent ID, the PreciselyID, to connect an address to other property or location data for a composite view of an address. Using the PreciselyID or geohash, quickly enrich addresses with expertly curated datasets, such as risk, property, consumer, and point of interest data, adding meaningful context to your analytics, AI, and ML outcomes.

With Databricks computing, you can deliver complex spatial processing – such as drivetime or travel distance – without disrupting your mission-critical business processes. And you can rapidly reveal relationships between addresses, geographic features, nearby services, and market variables to quantify inherent risks and market potential. Common examples include financial institutions who pre-score property value based on nearby services and demographics, or a telco looking at current network coverage and customers to target growth opportunities.



Derive more meaningful and trusted results from augmented analytics and ML processes

With the volume, velocity, and variety of data coming into your Databricks environment, IT and data science teams need trusted data when automating and improving the efficiency and accuracy of business processes. But if your models are built on untrustworthy data, you're training those models on bad data. Using the PreciselyID, you can efficiently integrate trusted addresses and spatial data into your business processes. Create location-based insight by easily joining data with over 9,000 pre-processed attributes for quick access by analytical models.

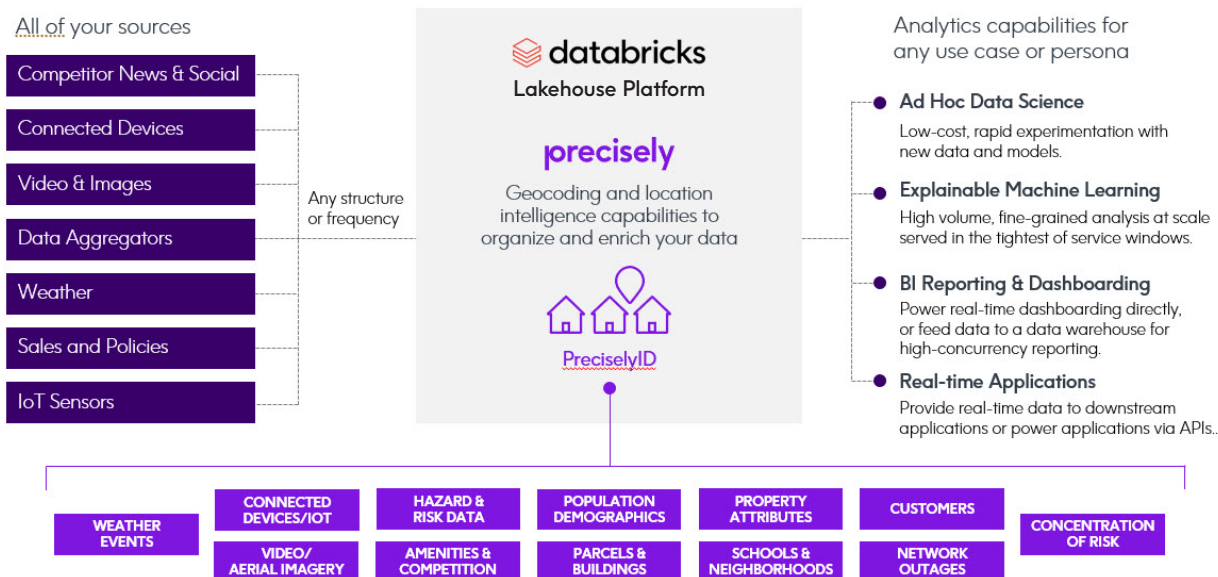
With the Databricks Data and AI platform running natively in the cloud, enriched data enables multiple personas to collaborate for ML and advanced analytics initiatives.

According to a Willis Towers Watson survey, 60% of companies are targeting AI/ML capabilities to build risk models, reduce manual input, and better analyze data.

Leverage location intelligence natively in Databricks

Using geospatial data, you can connect, enrich, and analyze a wide variety of data to drive business insight. With Precisely's geo addressing, location intelligence, and routing SDKs running within the Databricks Lakehouse Platform instead of Databricks Data and AI platform, efficiently scale and leverage the power of location in your analytics and business processes for more confident business decisions.

Location-enabled Lakehouse



Give your business data the location advantage with the most complete set of proven address management, geocoding, and location analytic capabilities while leveraging the performance outcomes realized in Databricks. Reveal insights by connecting disparate datasets using the PreciselyID. Together, these capabilities help organize, manage, and analyze business data in ways that yield actionable insights, grow your business, protect it from risk, and create a competitive advantage.

Geocoding and Enrichment in Databricks Notebooks

