

## SUCCESS STORY

The DMC Data Science and Risk Engineering departments collaborated to sort through an extraordinary amount of data to provide targeted, data-backed coaching opportunities to a customer, helping them get safer.

A customer was looking for help assessing which driver violations they should prioritize. Our Risk Engineering and Data Science departments analyzed the company's driving data over a 12-month period. From this baseline, there were thousands of system-triggered speeding events among 250 drivers at 15 different terminals. The customer was not equipped to identify where to prioritize resources. After some initial study of loss history by the DMC risk engineer, the Data Science team dug deeper to determine which were the most concerning events. Together, they created a new event type that combined when a speeding alert immediately preceded a hard braking alert. In the risk engineer's opinion, this was indicative of speeding in congested areas or other situations that were more likely to result in a severe accident.

Starting from this prioritized alert combination, we were able to reduce the most critical observations by

99.9% and identify the small subset of drivers that gave rise to this new, more consequential event type. By isolating the most at-risk drivers of the large driving force, we provided data-backed, targeted coaching opportunities for our customer's safety team.

The customer now has a data framework they can utilize to monitor and address these incidents going forward, helping them prevent future accidents.

**SCAN THE QR CODE  
TO LEARN HOW WE  
PARTNER WITH YOU  
TO BECOME SAFER.**

