

## Unlocking the Power of Predictive Policing: Revolutionise your Force with Demand Forecasting

### Is your police force struggling with inaccurate forecasting, wasting valuable time and resources?

Introducing Simpson Associates' Demand Forecasting Solution for policing. We bring cutting-edge technology and expertise to help you make data-driven decisions that enhance public safety and optimise resource allocation.

### Why Demand Forecasting matters

Currently, police forces face unprecedented challenges in maintaining public safety. Traditional methods are no longer sufficient in a rapidly changing world.

Demand forecasting enables forces to anticipate changes in policing demand, identify seasonal patterns, and attribute shifts in demand to policy changes. This empowers you and your force to make informed and data-driven decisions.

Without a way of forecasting demand, we often see forces relying on experienced employees to make judgement-based decisions based on historic data. Whilst this can be effective to a degree, forecasting demand using our solution provides a more objective and data-driven approach, complimenting human judgement and decision-making.

Our demand forecasting solution for policing leverages the power of data to keep you ahead of emerging trends, while ensuring the needs of your force remain at the forefront.

### How can Demand Forecasting help your force?

- ✓ **Proactive Policing**  
Predictive analytics gives you the ability to prevent crimes before they occur. This helps the process of assessing risk and threat areas as it reveals connections among resources, demand and performance.
- ✓ **Identifying Emerging Trends**  
Identifying trends in crime patterns can help forces stay ahead of the curve and develop new strategies to address emerging threats.
- ✓ **Optimised Resource Allocation**  
Anticipating demand empowers your team to allocate resources effectively, showcasing proactive leadership in general and within Force Management Statements to HMICFRS.
- ✓ **Enhanced Security**  
Elevated levels of security ensure compliance with data protection standards and help safeguard sensitive data.
- ✓ **Priority-Centric Technology**  
Our solution utilises both Azure and Power BI to ensure your force is getting the most out of Machine Learning and rich Dashboards.
- ✓ **Demonstrate Force Efficiency**  
Our solution provides a comprehensive answer to Question 12 of the PEEL Assessment Framework: "How good is the force at planning and managing its organisation efficiently, making sure it achieves value for money, now and in the future?"

# The Demand Forecasting Process

1. We aggregate data from various sources, such as crime reports, demographics and weather patterns. The more data, the more accurate the predictions.
2. Then, we can process the data to find patterns, trends, and correlations using Machine learning models. They are able to predict future scenarios based on historical information.
3. Power BI's visualisation capabilities allow you to create interactive dashboards highlighting forecasted demand alongside historical data. Drill down to a granular level and unlock a fresh perspective to explore your data.
4. To receive further insights, these forecasts can be presented to analysts in your force to explore relations to risk factors such as geography and seasonality.
5. Our solution evolves over time with your force. As new data becomes available, the solution can adapt, providing you with real-time insights and improving forecasting accuracy.

We also collaborate on optional extras like data modelling/engineering and Azure platform design for best use of your data.

## Why Partner with Simpson Associates for Demand Forecasting

- ✓ We have a proven track record of success for implementing demand forecasting solutions for UK police forces. At Northumbria Police we helped them to effectively predict knife crime. This partnership displays our ability to transform data into a powerful tool for crime prevention.
- ✓ We have worked with 60% of UK police forces over the past 8 years, supplying data driven insights and solutions to help them maximise the power of their data. With over 3 decades of data experience, we are a Microsoft Solutions Partner in Data & AI, Infrastructure, and Digital & App Innovation, with an Advanced Specialisation in Analytics on Azure.

## Take the First Step Towards Proactive Policing

Empower your police force with our Demand Forecasting solution. Contact Simpson Associates today to schedule a free consultation and embark on a data-driven journey that will revolutionise your policing operations.

## Book a free consultation

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