Paxata®

Stop Human Trafficking with Data: Polaris and Paxata

Polaris

Polaris is an anti-human trafficking non-profit organization based in Washington, D.C.

Polaris leverages data and technology to systematically disrupt human trafficking networks, help survivors restore their freedom and prevent future victims.

POLARIS' DATA LANDSCAPE

Polaris primarily collects data from a central, National Human Trafficking Hotline that it operates. Additionally, Polaris gathers data from third-party databases and public sources.

Although this data is invaluable for Polaris' analysts, much of it is not inherently ready for analytical purposes.

Polaris analysts must transform and reshape the data to accurately identify:

- Demographics of victims and traffickers

- Recruitment locations, routes, and networks

- How people are recruited and what jobs they are offered

INDUSTRY
Public Sector

DATA PREP USE CASE
Human Rights Analysis

DATA SOURCES
+ Salesforce.com
+ Websites and message boards
+ Open Data from U.S. Gov. and Dept. of Labor
+ Cross-border government data from countries like Mexico

BENEFITS
+ 83% reduction in workload for matching data - a process that repeats 6 times per year
+ Able to allocate more time to complex and sophisticated analysis without tying up more resources

> "
>
> Our mission is to use real-time data collection and analysis to build a safety net for survivors and simultaneously disrupt trafficking networks."
>
> **– TESSA COUTURE, DATA ANALYST, POLARIS**

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Why Polaris Chose Paxata

Considerably faster and easier than Excel

Highly repeatable processes to save time

No coding required

Tableau integration

Runs on Amazon Web Services (AWS)

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Data analysis projects in Excel are now much quicker with Paxata.

If there's a process that we need to do repeatedly, it's quite easy to just import a new dataset, repeat that process and automatically complete all the transformations."

– SARA CROWE, ASSOCIATE DIRECTOR DATA SYSTEMS, POLARIS

DATA CHALLENGES

- **Complex Data:** Case data is manually entered into a highly customized version of Salesforce with multi-field dropdowns; resulting structure is a complicated pivot table that is difficult to use

- **Duplicate Data, Misspellings & Typos:** With manual entry, names can sometimes appear multiple times due to typos, accidental misspellings or pseudonyms

- **Contextualizing Data:** Hotline and case data needs to be blended with demographic, geographic and historical data to tell a complete story

PAXATA SOLUTION

Paxata's Self-Service Data Prep application has dramatically reduced the time and effort put into gathering, combining, shaping, and preparing human trafficking data which significantly accelerates analyses and taking action.

Today:

- Polaris analysts are flattening poorly structured pivot tables into a single list, ready for analysis

- Paxata's intelligent algorithms enable Polaris analysts to automatically detect and group duplicates

- Repeatable data transformation processes in Paxata take hundreds of daily calls from the hotline to identify new victims, locations, and suspicious persons

POLARIS' INFORMATION JOURNEY

At Polaris, analysts did nearly all of their work manually in Excel, which was extremely time-consuming. Attempts at using Python and Google Refine offered limited success.

Today, Polaris is collecting data from internal and external sources, then using Paxata to analyze the data and to accelerate the most targeted strategies that can end modern day slavery.

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