
Economic Impact Analysis of Disasters


A CRITICAL COMPONENT
OF THE RECOVERY PROCESS

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dun & bradstreet

SAFETY & EMERGENCY READINESS VIRTUAL SUMMIT

A person wearing blue pants and brown shoes is walking away from the camera on a light-colored path that winds through a field of green, leafy plants. The background is softly blurred, emphasizing the path and the person's legs. Two horizontal dotted lines are positioned above and below the text.

Disasters come in many forms,
but historically, recovery has been about
a return to normalcy.

Today's Disasters – a New Paradigm

Today's disasters seem so much more significant than year's past



Today's Disasters – More Data...More Data

We now have more data available to support disaster response and recovery



How many people affected?



How many trucks on the ground?



How much rain?



How high are the winds?



What are the damage estimates?



How many shelters?

With so much data – and so much devastation – what are we to do?



ANALYTICS!

In 21st Century Disasters, Analytics is in the Eye of the Storm!

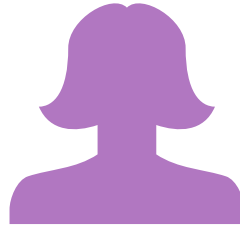
Analytics – A Key Component to Support Disaster Recovery

What good is mounds of data with no meaning?

MEANING AND INSIGHT ARE THE CORNERSTONE OF ANALYTICS!



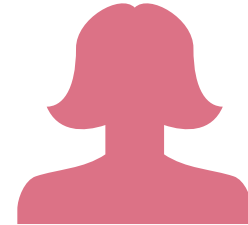
How and where to best deploy services?



Who are the businesses that are in most need of financial support in order to survive the disaster?



Which companies employ the most people that will be affected by the disaster?



What is the impact of relief funds on the Economy of specific areas?

These are all questions that need to be asked and, more importantly, can be answered!

ECONOMIC IMPACT ANALYSIS

Key to the Recovery Process Now

For Hurricane Harvey, Dun & Bradstreet leveraged our analytics capabilities and our vast array of business information, coupled with external data sources, to provide a detailed Business Economic Risk Profile at the onset of the storm.

KEY DATA ELEMENTS PROVIDED INCLUDED:



470,000 Businesses in affected Texas counties



6.6 million jobs affected

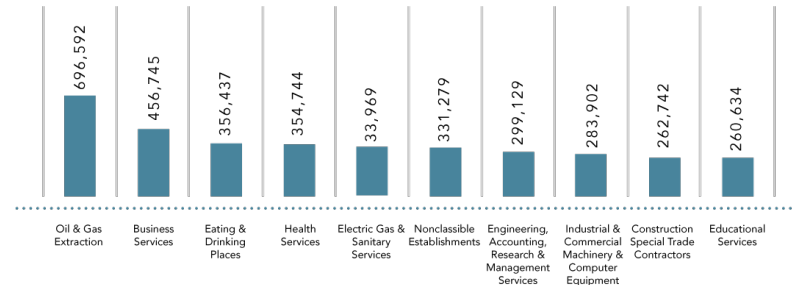


\$2 trillion annual sales

JOBS AT RISK BY BUSINESS SIZE AND COUNTY

COUNTY	BUSINESS SIZE (# EMPLOYEES)					
	1-4	2-9	10-19	20-99	100-499	500+
Bee	1,397	1,245	748	1,621	1,066	573
Goliad	444	405	124	156	235	
Kleberg	1,717	1,503	716	1,932	1,843	1,578
Nueces	28,078	22,453	11,944	26,953	16,780	61,219
Refugio	528	393	295	449	275	
San Patricio	4,228	3,579	1,469	3,637	4,817	2,148
Harris	442,528	379,538	162,781	421,581	489,919	3,612,677

JOB CONCENTRATION BY INDUSTRY IN ALL DISASTER-DECLARED COUNTIES





Analytics – Not always THE answer....

One of the keys to finding value in data analytics is recognizing what data analytics is and how to use it.



It is generally not the silver bullet



At Dun & Bradstreet, we strive to leverage our data and analytics to support our customers in helping them to make better informed decisions!



Data and analytics combined can provide insights and meaning that enable better and more efficient decisions when you are in the eye of the storm!

Thank You

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