

Category: **Social Affairs**

Project: **Observa Segurança**

### What was the challenge?

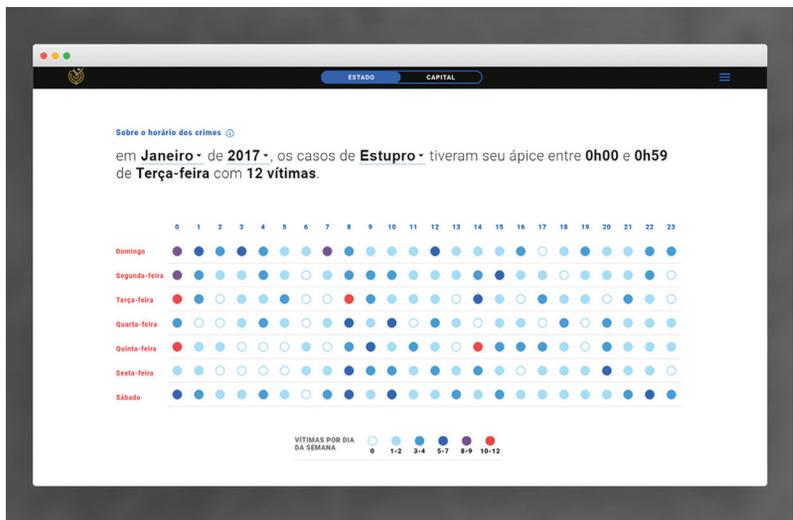
Observa Segurança is an interactive public safety data visualization tool for the state of Rio de Janeiro. With millions of data points in 4 different databases, some that have never before been made public (Disque Denúncia, ISP, SEAP, and IBGE), it would be impossible to do any kind of analysis without being highly skilled.

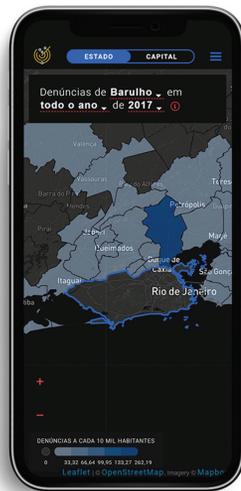
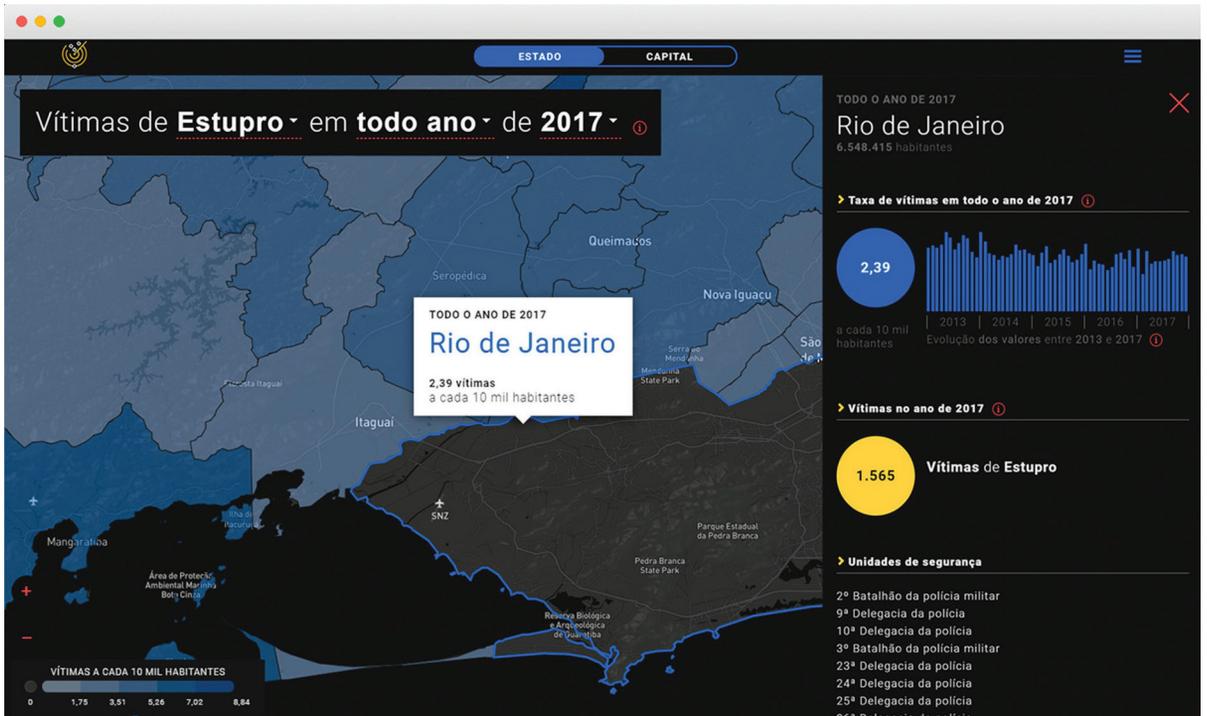
Our challenge was to answer difficult questions such as (1) where and what are the crimes that are more frequently reported?, (2) what are the trends in different crime types over the last 5 years? (3) where are these different crimes committed? (4) what is the most dangerous time of day in each city for each crime type? (5) do criminals commit offenses at their home city or elsewhere?, (6) if elsewhere, are the cities adjacent or are there most “popular” cities for specific crimes?, etc.

### What was the solution?

First, we divided the data into 3 main categories, each with a page of its own - Reporting, Crimes, and Arrests. By providing an overview of (1) anonymous reporting of situations involving violence and/or criminality, (2) crimes committed, and (3) arrests that made it through to the penal system, as well as the anonymized socioeconomic profile of perpetrators, the tool helps policy-makers to make well-informed decisions.

Second, we designed visualizations that would be suited to all pages or at least that would be structurally similar. This way, when a user learns how to navigate the Reporting page, for instance, they would automatically know how to navigate the others. Each main page is composed of an intro with easy-to-read charts and an interactive map that delivers more information.





## What was the effect?

As a non-profit public safety data visualization tool with millions of data points, the platform aims to contribute to better public policies for the state of Rio de Janeiro. Since its launch, Observa Segurança has been featured in Brazilian media and used in research. FGV DAPP, the client that commissioned Observa Segurança, has been asked to participate in multiple events and debates on public safety and its Director has been nominated to both a municipal and a federal council on public safety.

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