

Quality Data: Geometrics

Geometrics

REaD Group and More Metrics have developed an innovative suite of open source datasets and models disaggregated to output-area level and postcode. These can be used directly by Insight teams, or as model predictors by Data and Analysis teams.



Using More Metrics data enables Insight and Analysis teams to concentrate on delivering results, rather than spending time on producing and validating intermediate data.

GDPR compliant

Because the data is modelled using fully open source non-PII and UK census data, it is fully GDPR compliant.

More Metrics datasets

More Metrics data includes a range of pre-prepared datasets which are based on Census and other open source data. These are age standardised or age banded and split by sex where appropriate:

Output area category:	Economic activity:
Marital status	Occupation
Smoker status	Highest qualification
Obesity	Household
Health	Ethnicity

Methodology

More Metrics use its own sophisticated production methodology based on disaggregation with local-area smoothing.

Data output

Datasets are provided at output area as standard, matching to postcode and local nearest neighbour smoothing can also be provided. Additional datasets can be produced on request from data available at a higher statistical output-area level, or administrative area level. Effectiveness statistics are provided.

Using the Data

Insight

Insight teams can use the data directly to analyse customer profiles by geography. This can be used by marketers for prospecting, or for risk-profiling of applicants.

Model parameters

More Metrics datasets can be evaluated by data analysis teams as potential model predictors alongside their proprietary data and other commercial data for incorporation in their in-house models.

Want to know more?
CONTACT US TODAY

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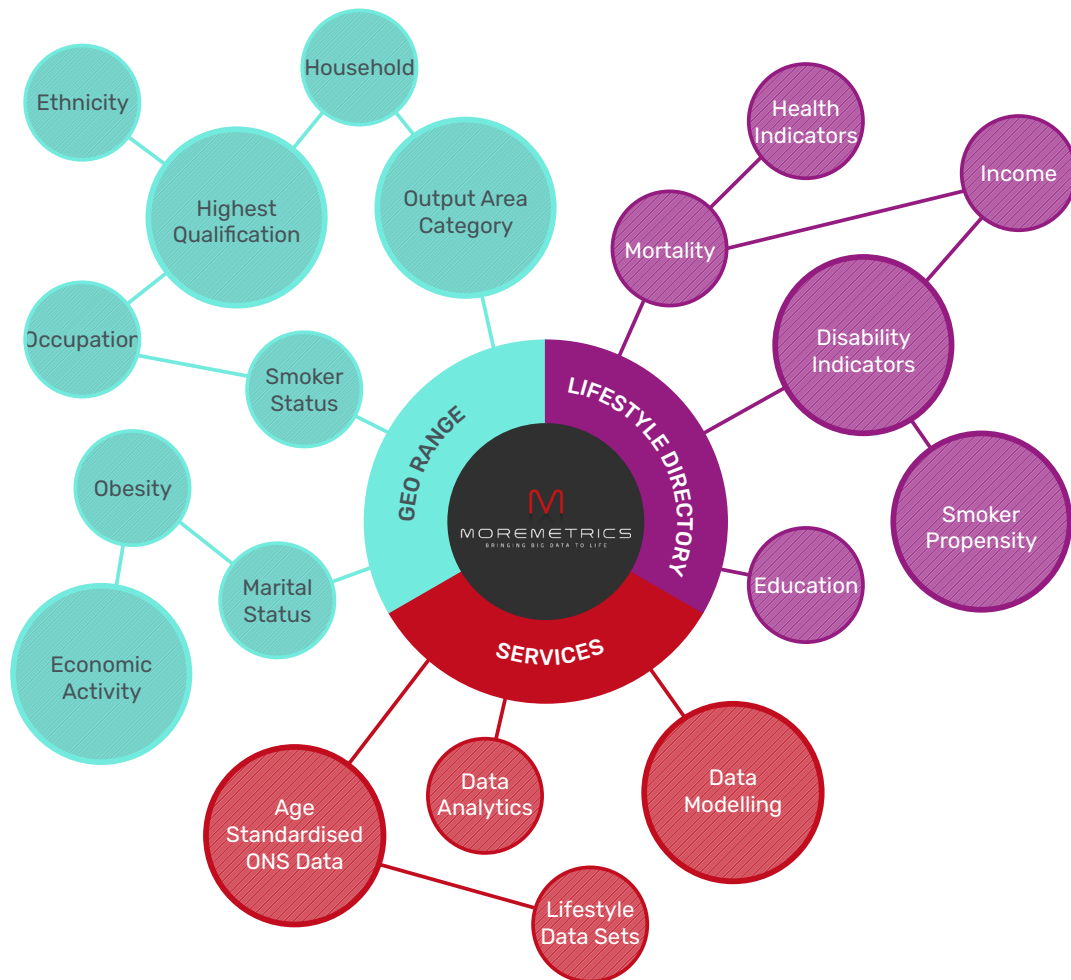
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REaD Group

REaD Group is the UK's leading data and insight company. Our comprehensive dataset of UK consumers provides unrivalled detail, market leading data cleaning and actionable insight to enable our clients to maximise data quality, be GDPR-compliant and make better marketing decisions.

More Metrics

More Metrics is a specialist data modelling and analytics business. In addition to its wide range of datasets More Metrics has developed a bespoke range of mortality and life expectancy models which can be quickly applied across a range of open source data set and models. MortascoreGeo is an output area tagged mortality model and MortascoreSolo extends MortascoreGeo to an individual level.



Our data can be adapted for many and varied applications. If you have a data challenge, talk to us about finding a solution.

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