

CartoDB launches the Data Observatory, a first-of-its-kind data service, to discover dimensions behind your data

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18 MAY 2016, NEW YORK, USA

SUMMARY

CartoDB, a leading company in location intelligence and data analysis, has announced the launch of the Data Observatory, a state-of-the-art data service, which provides measurements on location dimensions such as populations, jobs, and commerce to facilitate more powerful predictions.

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The Data Observatory allows anyone to analyze and extract insights from their location data by attaching data-driven context to each point location or polygon region. The technology is packed with hundreds of different data measurements of the world and continues to grow, enabling users to learn about their data's underlying relationships. Data measurements include demographics, segmentation services, boundaries, in addition to a search and discover mechanism that doesn't exist anywhere else.

Powered internally by CartoDB, the technology provides an exciting and innovative resource in the market of location intelligence and data analysis. It organizes and combines many hard-to-use and high-value data sources that are made available for users to easily access through the CartoDB platform.

Currently, the commercial release of the Data Observatory is only available for Enterprise accounts and users can obtain specific elements of the Data Observatory through CartoDB's Data Services API.



RELEVANT LINKS

- To learn more, visit:
<https://cartodb.com/data>

QUOTES

"The Data Observatory is really about prediction and spatial analysis. We want to help people make more accurate inferences from their data and generate more powerful predictions. We are excited to continue CartoDB's mission to extract value from location data by uncovering value through location-driven context."

— Andrew Hill, CSO of CartoDB

ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.



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