DATA SCIENCE & ANALYTICS

DATA ANALYTICS—the analysis of data to uncover patterns that provide business insights, such as customer preferences or market trends—can help organizations and firms raise productivity, improve decision making, and gain competitive advantage.

DC's proximity to policy influencers, strong technology sector, and access to top talent make it a leading city for data science and analytics firms.

Data analytics companies in DC are already helping top companies, institutions, healthcare giants, government entities and firms raise productivity, improve decision making, and gain competitive advantage.
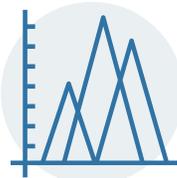
Demand for data analytics is expected to increase by over 50% to $203 billion by 2021, and DC is a natural hot spot for the industry.[1] With a high concentration of healthcare, education and government entities, DC's landscape provides ample opportunity for innovation.

This sector includes companies working in various areas:

Business analytics hardware, software and services

Data visualization or presentation services

Electronic health records analysis and other healthcare applications

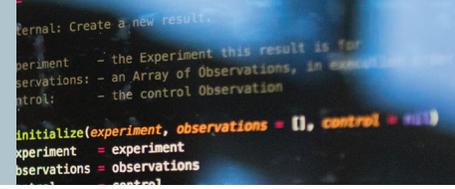**Financial predictive analytics and other financial sector and insurance applications**

Big data management and policy

WASHINGTON DC ECONOMIC PARTNERSHIP

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OFFICE OF THE DEPUTY MAYOR FOR PLANNING & ECONOMIC DEVELOPMENT

WE ARE WASHINGTON DC
GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

DATA SCIENCE & ANALYTICS

WHY DATA ANALYTICS COMPANIES CHOOSE WASHINGTON, DC

- **Most educated workforce in America:** With access to plenty of seasoned data professionals—many with experience handling large and confidential datasets—DC companies are leading the way in data science and analytics innovations. Complemented by deep policy expertise, the highest concentration of lawyers per capita in the U.S., and a thriving tech industry, the DC workforce has the skills data companies need.

- **Large customer base:** The DC area is home to many institutions and companies that are hungry for data analytics and business intelligence, including the federal government, hospitals, and Fortune 500 companies—such as Amazon Web Services and Capital One—and national nonprofits.

- **Concentration of interested investors:** Investors are watching this industry closely, and DC data analytics companies are faring well securing investment. Of the 209 DC-area venture capital deals in 2016, 34% of them went to data analytics companies, up from 29% in 2015.[2]

- **Proximity to policy and regulatory agencies:** Regulation has played a major role in shaping this industry, creating requirements that spur new data streams (such as electronic health records) as well as regulations that govern data management. Being in DC makes it feasible to interact with the agencies driving these decisions.

- **Culture of data science entrepreneurship:** DC has many incubators and co-working spaces that support entrepreneurs in the data science, analytics and management field, such as 1776, Dcode, and Open Gov Hub.

- **Data science innovation:** Leaders in data science are already innovating in DC. From Booz Allen Hamilton's National Data Science Bowl, which uses data to solve problems in heart disease and ocean conservation, to numerous networking groups like Data Community DC, the District is already home to experts transforming the field.

Washington, DC has over

10 ACTIVE DATA SCIENCE MEETUPS

with a combined membership of over

35,000[3]

57 THINK TANKS

call DC home[4]

Of the 209 DC-area venture capital deals in 2016,

34% of them went to data analytics companies, up from 29% in 2015[2]

DC is home to the nation's

3rd Highest

concentration of universities and

5th Highest

concentration of health services institutions—two major potential users of data analytics.[5]

RESOURCES FOR DATA ANALYTICS COMPANIES

- Qualified High Technology Company tax incentives (Office of Tax and Revenue)
- DC BizCAP programs (Dept. of Insurance, Securities and Banking)
- Work Opportunity Tax Credit, On the Job Training, and Apprenticeship hiring programs (Dept. of Employment Services)
- Creative and Open Space Modernization tax rebate (Office of the Deputy Mayor for Planning and Economic Development)
- Opendata.dc.gov
- Opportunity Zones (oppzones.dc.gov)
- More at incentives.dc.gov

1. IDL, Worldwide Semi-Annual Big Data & Analytics Spending Guide, October 2015
2. American Inno, "Why Data Analytics Companies Love D.C.", 2017
3. Meetup
4. Wikipedia, Think Tanks Based in Washington, D.C.
5. U.S. Cluster Mapping Project, Education and Knowledge Creation

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