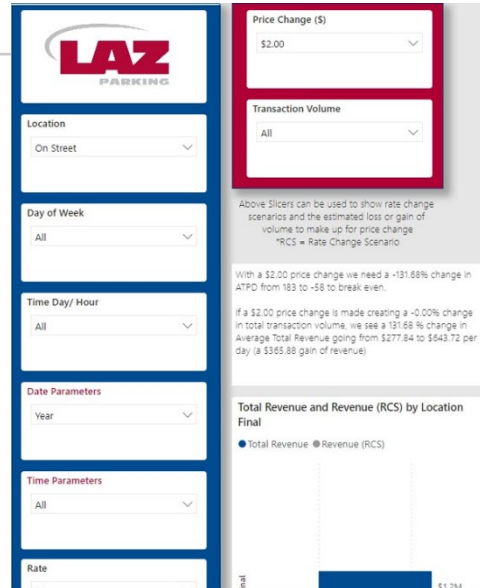# Business Intelligence Integration Success in Kansas City, Missouri

Data is the key to understanding how a business runs. LAZ Business Intelligence collects parking, demographic, sales, and weather data and transforms it into actionable business insights.

In 2022, LAZ Parking partnered with the City of Kansas City, Missouri to launch a Business Intelligence dashboard. The custom tool was built by our in-house LAZ BI team and encompasses an all-in-one dashboard view for fast data analysis. The project took 3 months to launch from strategy to implementation and replaced manual data entry. There is an API integration with the on-and-off street PARCS equipment to effectively keep data in sync, enhance productivity and drive revenue. The LAZ BI Tool was hand selected for this data driven task to better establish operational baselines for an ever-changing parking ecosystem. The operations team leverages the data to help make key decisions for parking program enhancements including expansion into various areas within the municipality, curb analysis, budget forecasting/analysis, progressive/static rate/volume analysis for all revenue categories, compliance, occupancy, citation management, staffing efficiencies, and parking diversity just to name a few.

DASHBOARD VIEWS