

**MTAC Focus Group Session Notes**  
**Wednesday, December 6, 2017**

**ENTERPRISE ANALYTICS/DATA USAGE**

**Isaac Cronkhite, USPS VP- Enterprise Analytics**  
**Angelo Anagnostopoulos, MTAC Industry Leader,**  
**Enterprise Analytics and Data Usage**

**Session 1: Periodicals**

**(STUMBO, MTAC Industry Leader)**

**DISCUSSION TOPIC**

**Informed Visibility (IV)**

Cutover from IMb Tracing to Informed Visibility (IV) was launched November 30. Isaac thanked everyone who has migrated so far. Steve Dearing, Director, Corporate Reporting, outlined the status of the IV project. There are 400 new customers on IV and the plan is to have migration completed by the end of the year. Customers who need more time need to communicate that as soon as possible. We want to ensure everyone has a path forward for obtaining IV.

Blaise Steele, Acting Manager for Mail and Package Visibility, provided a review of the IV roadmap. IV will provide USPS more opportunities to leverage the data. The IV DAR was closed in FY 17. Will incorporate feedback from user groups and helpdesk for FY 18 enhancements to the Mail Tracking and Reporting System.

Kevin Bray, PM for Mail and Package Information Technology (UG4 Leader) presented an outline of the subgroup function to support IV. Subgroup meets on Friday. Leverages data elements to ensure mailing industry has what they need to understand how to code to IV.

**IV Roadmap:**

Scope Review	Demo & Documentation preview	Release Date
10/27/17	11/30/17	11/18/17
12/8/17	12/22/17	1/6/18
1/19/18	2/2/18	2/17/18
3/2/18	3/16/18	4/1/18

New Operations codes can increase scans by 30-50%

**IMb Planning Tool Update**

Steve Dearing updated the group on the IMb Planning Tool. Moved off RIBBS, required software changes. Changes were made 12/5. Cold Fusion license required. Planning tool now available on PostalPro.

### **UAA Analysis**

Angela Lawson, Director, Advanced Analytics, described how USPS uses advanced analytics to address UAA issues. Many reporting systems provide statistics on UAA, e.g., PostalPro (external) and DMS (internal). Advanced Analytics include descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics which help to validate true UAAs and eliminate inconsistencies. Advanced analytics uses data models that look at changing trends and total UAA life cycles, i.e., what influences/impacts UAAs. Advanced Analytics approach: brainstorm, wrangle, explore, analyze, forecast, predict, prescribe, and visualize. Brainstorm and wrangle take 80% of the time in this approach. Provides granular data all the way down to a day level.

Question: Did we look at different types of mail, e.g., letter mail, flat mail? Where was the mailpiece delivered? Who determines if the mailpiece was actually UAA? These analytics are needed by mailing industry and USPS to reduce costs. These are examples of where data could be better managed. USPS has too many scan selections that don't mean what they used to mean. Use data to determine the biggest areas of opportunity.

### **Addressing Issues**

Industry experiencing addressing issues. e.g., cards don't have enough space to address properly. How are different market segments acquiring address lists? Are we looking at service efficiencies or customer experience? Different softwares use different abbreviation methodologies, e.g., "ST" could stand for State, Street, or Suite. Many techniques used for UAA analysis: Expected Delivery Time, Code Frequency, Expected Daily Profile, Scanning Cadence, and Geospatial Analysis.

### **Visualizing Data to Drive Decisions**

Isaac Cronkhite, Vice-President, Enterprise Analytics, provided a brief overview of geospatial data and analysis on behalf of Jim Wilson. In the past, we always looked at UAAs in silos. If a package was delivered to the address, why was a periodical returned? FDB is getting inconsistent feeds from AMS and eFMS. We instituted a latlong comparison. Today our latlongs across systems are at 100% providing a single source of truth. We have Geofenced facilities to capture true boundaries. Machine learning is complicated but necessary. The final output is consistent responses across mail classes. UAA dashboard will allow data drill down at National, Area, District and Office levels. Data from UAA dashboard will provide a top opportunities Pareto.

Geospatial data allows us to identify all issues, i.e., weather, power, etc. It's the start of how we approach disaster recovery. Being able to give feedback to mailing industry is very important. Data from other federal agencies, e.g., NOAA, FEMA, National Weather Service, helped us to see where we could restore service to affected Post Offices. We have made a lot of progress with our geospatial capabilities and will continue until we are 100%.

### **ACTION ITEMS**

- Set up an interchange with mailing industry to get data on UAA

## Session 2: PACKAGES

(Medeiros, MTAC Industry Leader)

### DISCUSSION TOPIC

#### UAA Predictive Analysis

Angela Lawson, Director, Advanced Analytics, provided an overview of how USPS is using Advanced Analytics to address UAA issues. Machine learning and artificial intelligence pinpoint root causes. Industry and USPS should come together to understand causes of UAA. Bring data together that previously did not live together. Blend the data. (Brainstorming and Wrangling). We need Industry's help/insights to get the full picture. Need to include data on how the package gets back to the shipper in the UAA full lifecycle. A lot of relabeling being done (CFS). Need to understand true UAAs vs. inappropriate scanning. Look at trend data – sometimes delivered, sometimes not. Why? Could be compliance issues. It is no one thing. How do we flush this out? Enterprise Analytics will sync with Operations on this. Need real-time data. Different approach – let the machine drive the data. Use an address specific model. Understand predictive delivery scans. The model needs to ensure consistency across all classes of mail. Machine learning gives a score for each scan.

#### Geospatial Inconsistencies

Asked for help from Enterprise Data Management Team. Looked at AMS, FDB, and eFMS. Analyzed latlongs for an actual location. Saw inconsistencies in the feeds from FDB (AMS and eFMS).

What can shippers see from our dashboard? Currently totally internal. There are legal restrictions. Subsets could be very helpful to Industry. Do we currently provide any UAA reports to Industry besides "Stop the Clock" reports? We will look at possible APIs or extracts for Industry.

#### Informed Delivery APPs

As more people sign up we have more intelligence on this. There are ongoing conversations on how we can better connect the data. Industry currently gets extract files with scan codes. Would like more specific UAA data. Using data to show failures can produce false positives and can be misinterpreted. We want to prevent failures on frontline with carriers.

#### ETA Real Time Traffic & Incidents

Jim Wilson, Director, Addressing & Geospatial Technology, provided an overview of how USPS is using geospatial data. Collaborative efforts are ongoing across the organization to problem solve the ability to interact with real-time traffic data conditions. We can mine the data and flow it down. Helps us forecast the impacts. Gives us utilization analysis, e.g., unused leased trailers. Have we seen that trailer move in the last 30 days? Question: Can we leverage data for critical entry times? We do that today with IV. FAA provides real-time data feeds. Helps our logistics. We can also determine what type of mail is arriving at the facility. We have integrated with other federal agencies, e.g., NOAA, FEMA, FAA, and National Weather Service, to show logistics impacts. Gives quick visuals. Data can be downloaded in Excel. Gives predictive data. Visualizing data – status of ZIP Codes. Can drill down to problem areas. We can use

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the data to determine how we can be better prepared for disasters. Also interact with social media to see current land images vs. pre-disaster images. Able to show visual recovery efforts and PO down time. Using bread crumbs to show carriers in dark areas. We can also use bread crumbs to give better directions to carriers.

#### **Package Intercept/Re-direct**

Mark Owen: *(Issue)* No events or messaging from shipping partners to USPS when package is returned for delivery within shipping partner's network. Is Industry still getting charged for unsuccessful deliveries? Industry would like to know where to find the API for Package Intercept.

#### **ACTION ITEMS**

- Industry would like to collaborate on the shipping partner events for Package Redirect and Package Intercept
- Get as much info from Industry on UAAs
- Notify mailers where Package Intercept Webtools API information is located
- Concern: Material requested to be covered on Pulse call and pre-MTAC webinar is not being addressed. Show a recap slide at the beginning of MTAC meeting recapping pre-MTAC webinar and Pulse call
- This came up in Pritha's session: Customers want to revisit the rules for the secondary address requirement and the \$0.20 charge if quantity of pieces exceed tolerance

## Session 3: Marketing Mail

(Flanagan, MTAC Industry Leader)

### DISCUSSION TOPIC

#### IV

Steve Dearing, Director, Corporate Reporting provided an overview of the status of IV. IV is up and running, providing a wealth of information. Platforms are up – Bundled Visibility – growing visibility. How can Industry leverage the IV data? A good news story. IMb Tracing cutover was 11/30. When experiencing mitigating circumstances, communicate so we can continue data flow. As of December 1, IV is the single source of tracking and reporting. December 11, time to start cutting IMb Tracing feeds off. 93% volume of MIDS and CRIDS are in IV. What about the stability of the system. Industry is still seeing duplicate records. They get fixed but come back. Is the problem systemic? Steve will have an answer by the end of the day. The infrastructure is in place to scale and grow.

Blaise Steele, Acting Manager for Mail and Package Visibility, provided a review of the IV roadmap. Process going forward – closed IV DAR in FY17. Incorporate feedback from user groups and helpdesk for enhancements in FY18.

Kevin Bray, PM for Mail and Package Information Technology (UG4 Leader) presented an outline of the subgroup function to support IV. UG4 leader: Create a cadence for Industry – a platform to make mail more relevant. Present scope to UG4 with supporting documentation. Receive wireframes 2 weeks in advance. Post User Guide and supporting documentation on PostalPro. Add scan elements and talk through with Industry. Question: What is the effect of additional data on the system? No impact. The platform is stable. Some mailers are running legacy systems parallel with IV. It's hard to match two systems. What is a good match rate? IV can do a match rate of 99.9%. Anything less we work on.

#### IV Planning Tool

Changes made to run inside current platforms. It is on PostalPro and RIBBS. All compatibility issues have been addressed.

#### UAA Analysis

Angela Lawson, Director, Advanced Analytics, provided an overview of how USPS is using Advanced Analytics to address UAA issues. Regarding UAA reporting, UAA analysis takes a different approach using some diagnostics but mostly predictive and descriptive analytics. It focuses on the data that influences UAA. Descriptive and predictive complement each other and gets to root cause. It helps to understand the correlation. Its focus and approach are different. Uses “wrangling”, i.e., brings data together that doesn't usually reside together. USPS would like data from Industry around their UAA scans. We are open to Industry sharing their data. What is Industry doing to track and analyze their data? Can they share with USPS? Lisa Bowes stated she participated on a work group that looked at UAAs. There should be recommendations.

Angela Lawson made the case for “Machine Learning.”

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### **Addressing**

Biggest challenge is secondary indicators (unit indicators). Can USPS disclose secondary indicators? No. There are legal ramifications. User Group 5 is looking into solutions for this problem.

### **Visualizing Data to Drive Decisions**

Jim Wilson, Director, Addressing & Geospatial Technology, reviewed some geospatial processes and projects. USPS is adding GPS devices to its trailers, included in the Enterprise Analytics Transportation program. USPS is receiving real-time data from NOAA, FEMA, National Weather Service, etc. to use in our disaster recovery efforts. We can overlay data to help with planning. Can drill down to problem areas. We can use the data to determine how we can be better prepared for disasters.

### **ACTION ITEMS**

- Participate in UAA Analysis

**Session 4: First-Class Mail**

(TATE, MTAC Industry Leader)

**DISCUSSION TOPIC**

**IV**

Steve Dearing, Director, Corporate Reporting, outlined the current status of IV. IMb Tracing is on target for 12/31 retirement. 93% of MIDS and CRIDS can be seen in IV today. Industry is concerned with no IMb Tracing data feeds come December 31. Some feel there may be issues with their downstream partners who may not be aware of the procedures. Industry asked what was the outreach for IV? Kevin stated, through CusReg, worked with BMEU Managers, and Industry Alerts. Isaac stated we have 14 exception requests as of today. Industry asked who can they call if they need help with an issue on 12/31? Lisa Bowes stated the helpdesk has been very helpful in resolving her issues and cited the new help desk form. Steve stated we are providing a free visibility service. Industry asked, “Who identified the duplicate file naming issue and when? And how can issues be identified early on?” Steve stated going forward he would have a team create a tracking list of issues for Industry so that they can see cause and effect on their business. He will provide release notes. Kevin Bray, PM for Mail and Package Information Technology stated the User Guide would be updated with data feed specs, a data dictionary, sample files/xml messages, and any new op codes. If Industry has concerns with getting to EOY please contact Kevin Bray.

**IV Roadmap**

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**UAA Analysis**

Angela Lawson, Director, Advanced Analytics, gave an overview of how they are addressing UAA issues. Many reporting systems provide statistics on UAA, e.g., PostalPro (external) and DMS (internal). UAA Analysis takes a different approach using some diagnostics but mostly predictive and descriptive analytics. It focuses on the data that influences UAA. Descriptive and predictive complement each other and gets to root cause. It helps to understand the correlation. Its focus and approach are different. Uses “wrangling”, i.e., brings data together that doesn’t usually reside together. Enterprise Analytics is working on a dashboard that will pull together package and letter analytics for a single address.

Industry stated there is an issue with missing data for marketing mail that is returned. WG5 is looking into this issue. There was a discussion on whether there would be any value in running IMb Tracing and IV parallel for another week after 12/31? Industry stated there would be no benefit during peak. Better to let realize issues immediately and let USPS know.

**ACTION ITEMS**

- Participate in UAA analysis

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- Communicate engineering software change affecting returned marketing mail in UG 5 and report out results to broader audience
- Distribute pre-release notes and mailer checklist for future IV releases