# Data Science is the Smart Technology That Goes Unseen

Every day, data and analytics touch our lives in ways that we can't begin to imagine. As an example, it can be seen when you log on to a video call, pay for your train ticket, or order your cappuccino using your phone. Or view spending trends on your bank account using an app or website. Data analytics are also at work in ways you don't see — ways that make your life easier, safer, more convenient, and more fun — especially when it comes to getting where you want to go. Indeed, data analytics reduce your travel time, manage traffic congestion, and create safer and more accessible ways to use public transit. When you're waiting to catch the bus or jump on the commuter train to get to work in the morning, your phone app may tell you whether your ride is on schedule — and exactly how many minutes until the next bus or train arrives at your stop. When you visit a new city, do you use apps to figure out how to get to your hotel or from one landmark to the next? Data analytics and smart apps make all this possible. Similarly, when winter weather hits and roads need to be cleared, data and analytics can help cities send extra drivers to harder hit areas needing to be cleared using real-time data and also let you know when your street will be plowed. Smart technology helps improve many aspects of your daily life. Check out these examples of the hidden technology from EastBanc Technologies that helps make your life just a bit easier.