

Analytics in Government

Lesson learned

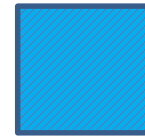
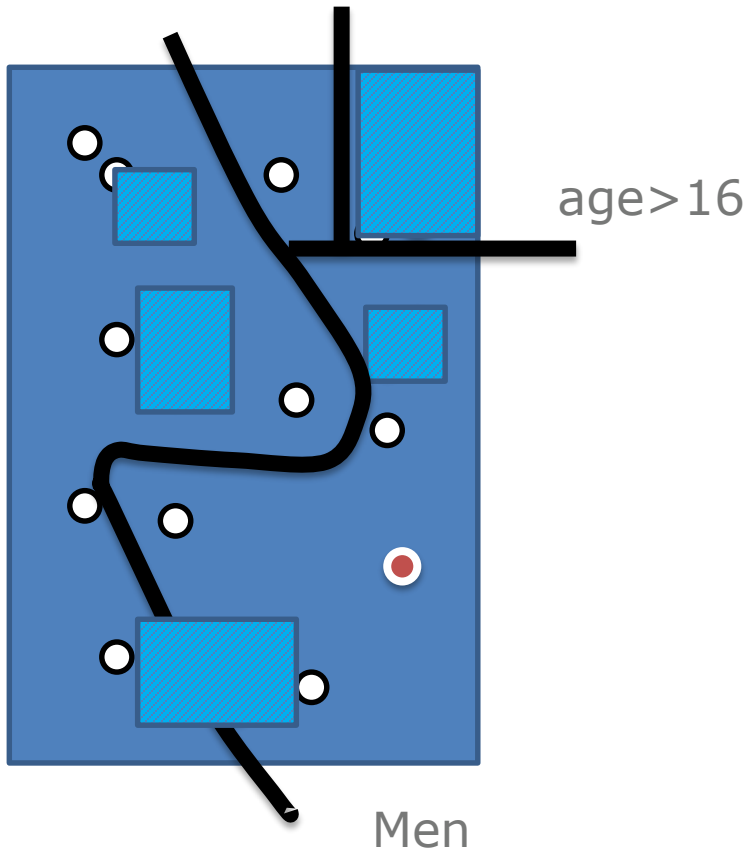
**Matt Spencer – Client & Business Intelligence,
MSD**

Common question

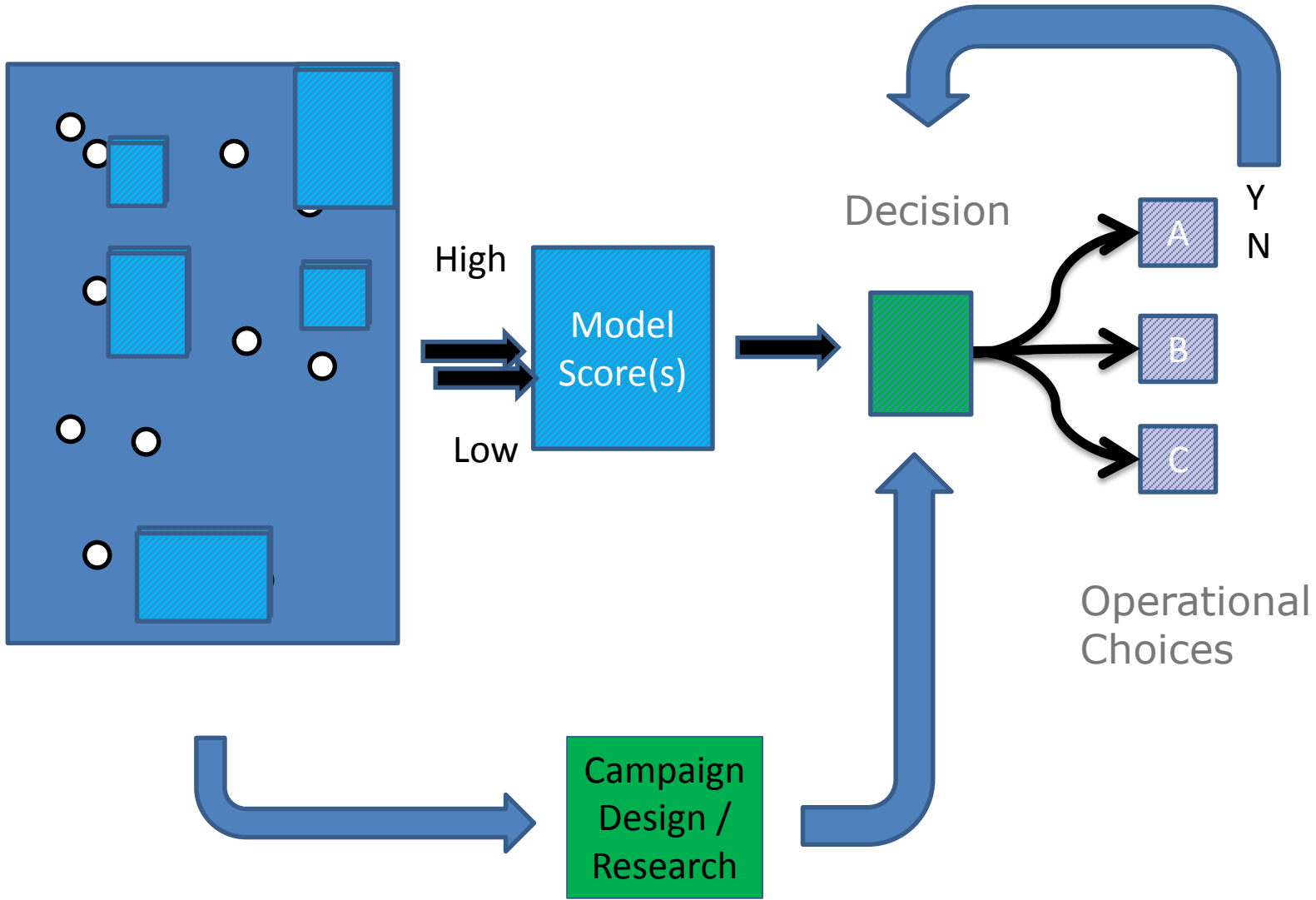
For people identified in your predictive model can you tell me:

... the typical characteristics of the target group?

education < NCEA1



There is no one typical



Conclusion

- When being asked about “typical”, remember
 - “Typical” can not lead to an individualized service! Not big data.
 - It’s likely you are actually being asked about designing campaigns
- This question does not lead to an actionable insight in a modern sense.

Part II

Michael O'Neil – Manager Digital
Analytics Delivery, MSD

DADA



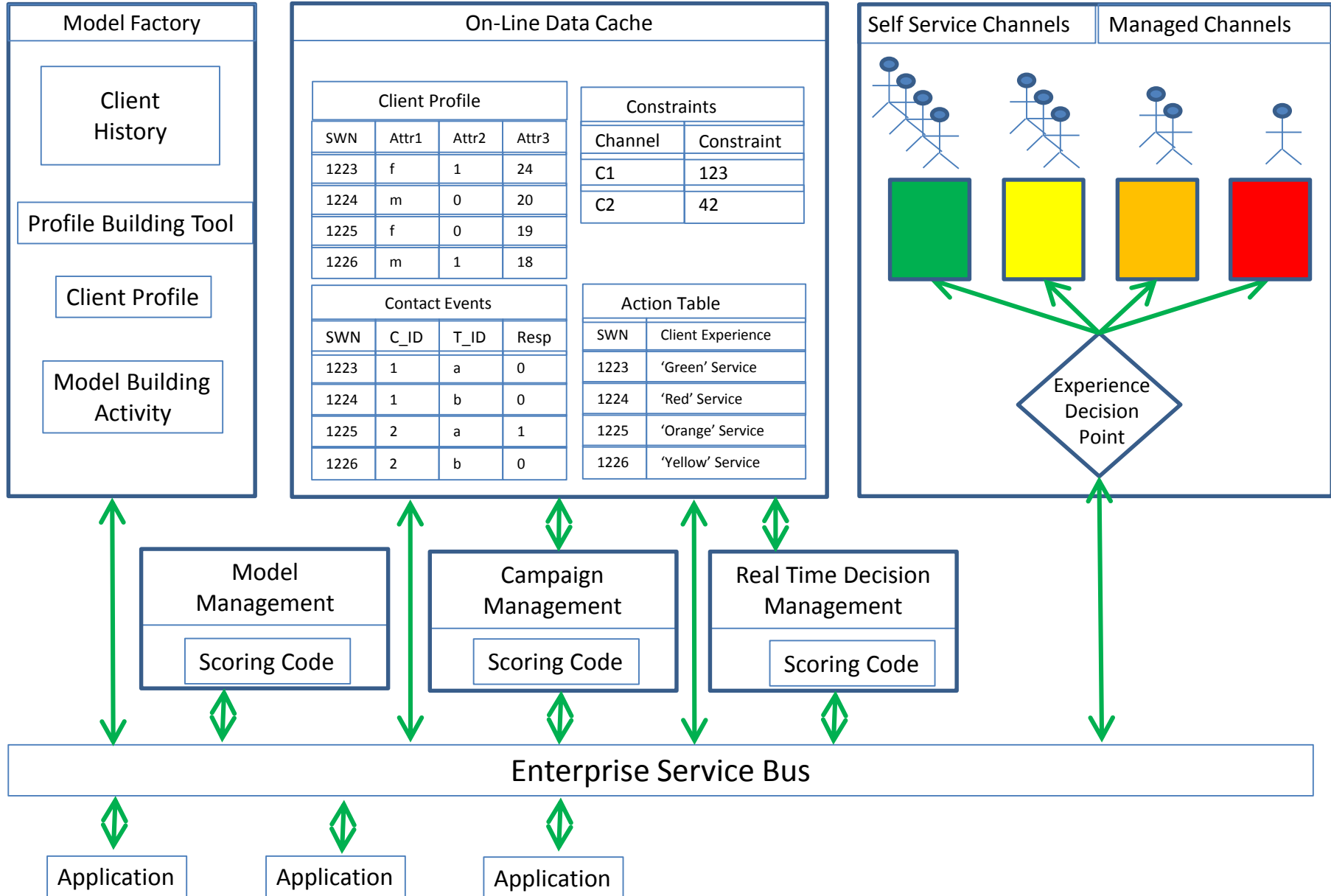
Untitled (Squares Arranged according to the Laws of Chance) (1917) Artist: Hans Arp

Data Architecture Driving Analytics

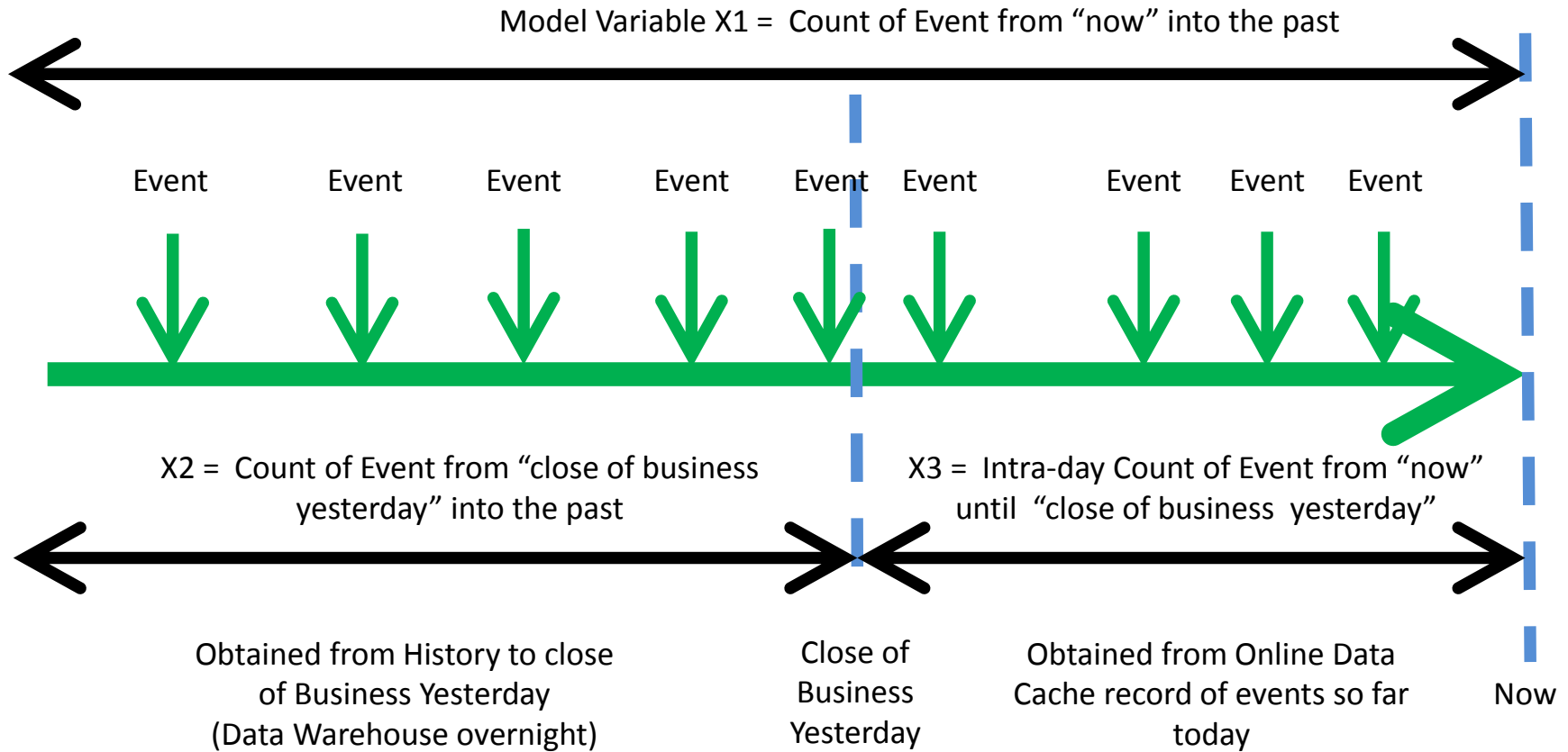
Person	Time	Cost	Event
1			
1			
1			
.....			
2			
2			
.....			

Client	Input 1	Input 2	Input 3	Target
1					
2					
3					
.....					
n					

Digital Analytics Delivery Architecture



Intra-Day Analytics



Two Alternative Models

Model 1: $T = f(X1, \text{and other variables})$

Model 2: $T = f(X2, X3, \text{and other variables})$

Need Score Now

Which is easier to implement for real time scoring?