

# PUBLIC SECTOR ANALYTICS WORKSHOP

**Taxation**

- Increasing revenues by preventing fraud and error

**Welfare**

- Enhancing customer insight and cost effectiveness

**Public Safety**

- Improving risk management and resource optimisation to save lives

**Transport**

- Transforming productivity, revenues and public safety

**Justice**

- Intelligence-led policing to optimise performance

**Local Government**

- Data sharing - who shares wins

**Health**

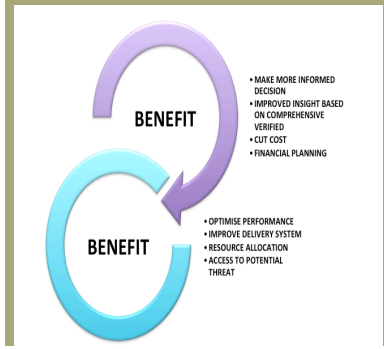
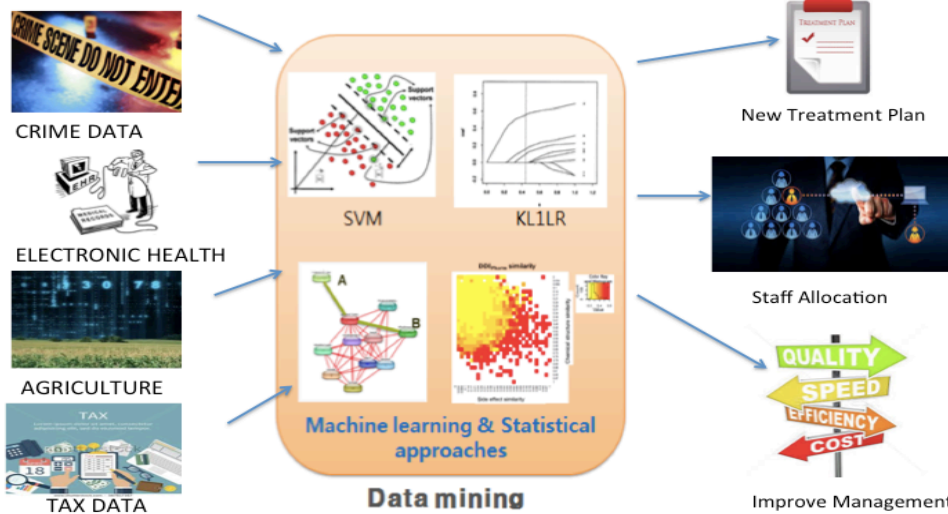
- Allocating resources fairly and optimising performance to save lives

**National Security**

- Protect and defend by predicting and preventing

## SCHEDULE

- 8.30-10.00**
- Introduction to Data Analytic
  - Defining Public Sector Business Case
- 10.30-11.30**
- Data Preparation & Pre-processing
- 11.30-1.00**
- Data Analytics Task and Techniques
  - Descriptive, Predictive & Prescriptive analytics
- 2.30-5.00**
- Hands on Data Analytics



BIG DATA: PUBLIC SECTOR ANALYTICS

**Data Analytic** is the process of obtaining valuable knowledge of a large amount of data using a particular technique or algorithm. Knowledge gained can be used in decision making of an organization. The process of data analytics involves important steps such as defining business goals, determining and understanding relevant data, data preparation, developing analytical model, and model evaluation and validation.

**Big Data Analytics (BDA)** is a process discovering important patterns or knowledge from large scale and forms of data for strategic decision making. It has brings benefit to organization both in private and public sectors. BDA has proven to benefit private sector in optimizing their operational cost, increasing the profit and making right decision in marketing strategy. Besides differences in business goals, public sector should also take the opportunity to leverage their data and translate them to the actionable decision. Public sectors involve agencies such as education, health, transportation, military, police department, immigration, welfare, and tax department. Government can employ analytics to gain a new insight to improve decision making. New policy in several sectors can be introduced as the result of analytics thus lead to new government initiative to increase the nation wellbeing. Making well-informed decisions can save lives, enable government agencies to make more efficient and impactful investment decisions, and work towards improving the lives of citizens.