

AI & DATA 4 GOOD



Webinar:
UK Authority

MEET THE **SPEAKER**

Matt Wicks

THE VIRTUAL FORGE CO-CEO



PUBLIC SERVICE CLIENTS



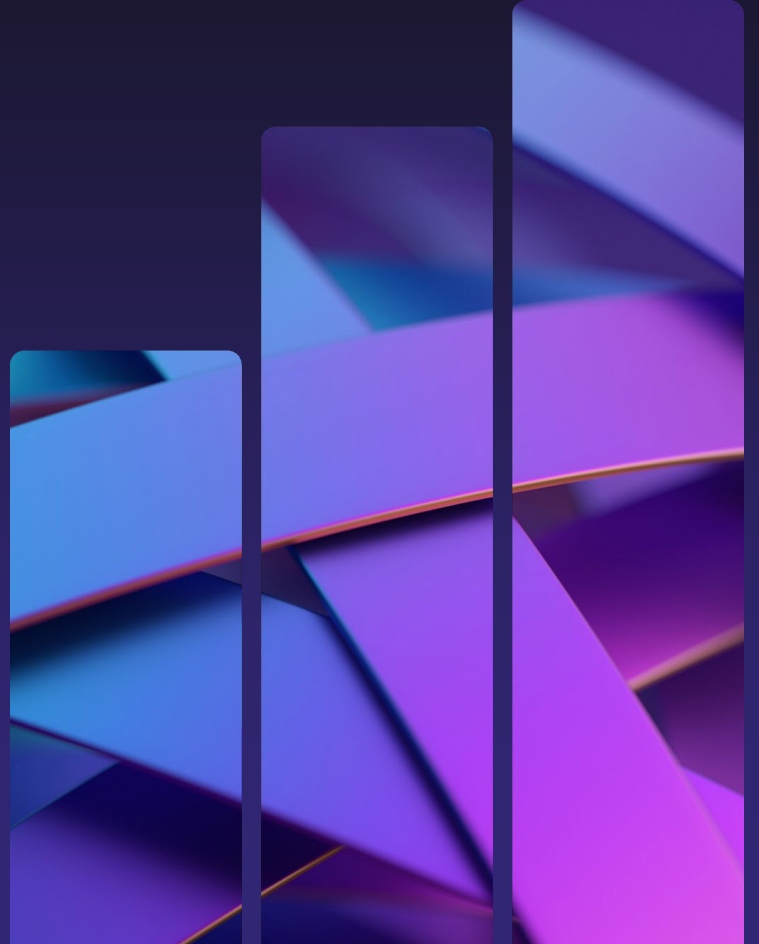
PRIVATE CLIENTS



OUR OFFICES

LONDON | BATH | LISBON | PHILADELPHIA

WHAT IS “THE DATA PROBLEM”?



Data Problems: Making them your own

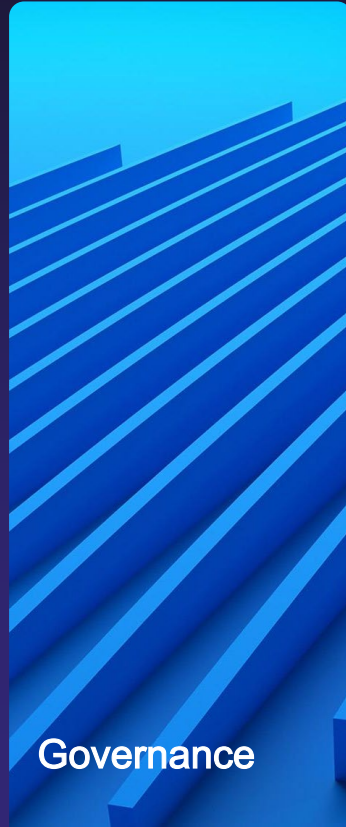
Solving problems with data in the public sector requires layers of collaboration across agencies and departments.

It's a cliché but it's a 'people problem' as much as a technical problem.

IT ALL STARTS WITH PEOPLE



Our Approach

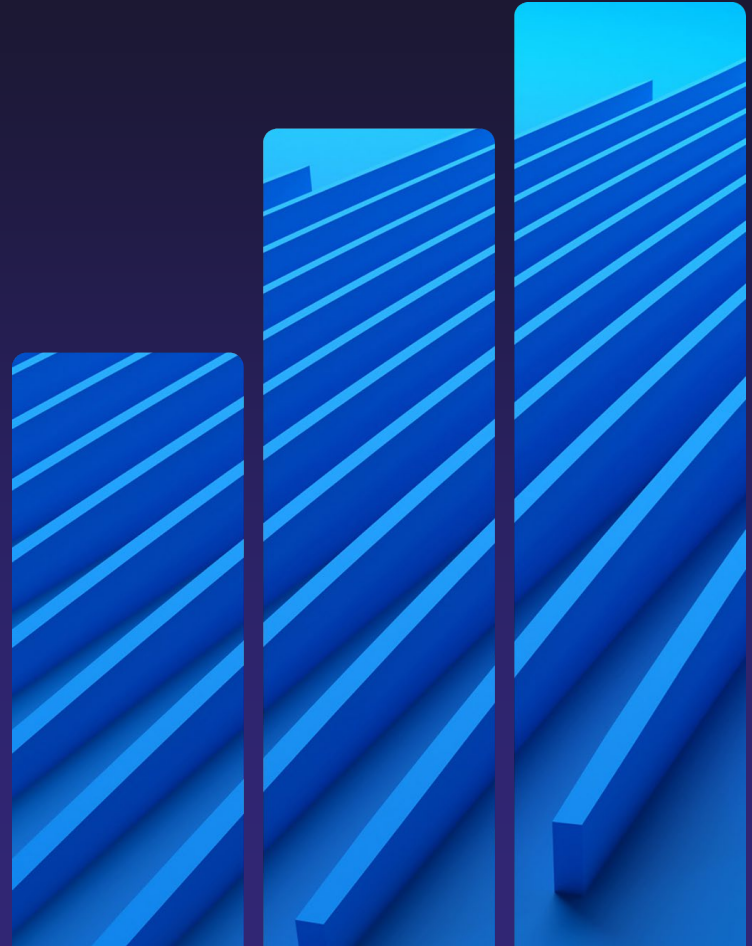


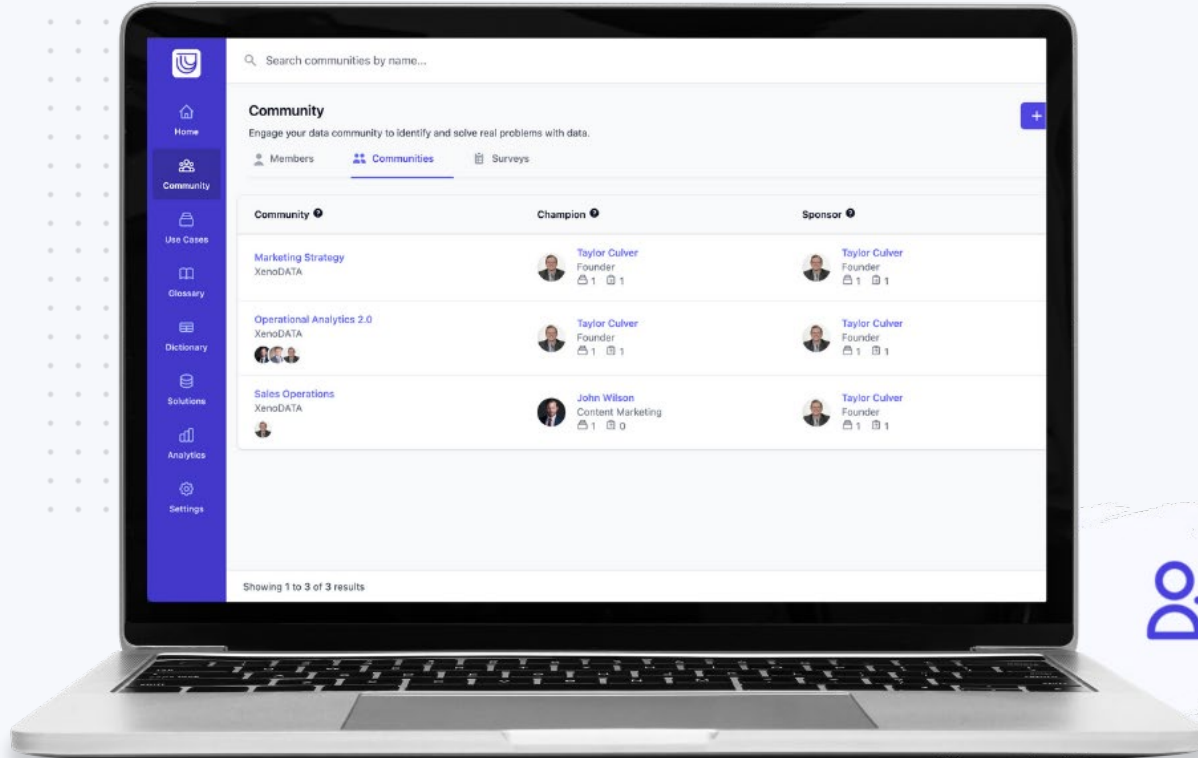
Governance

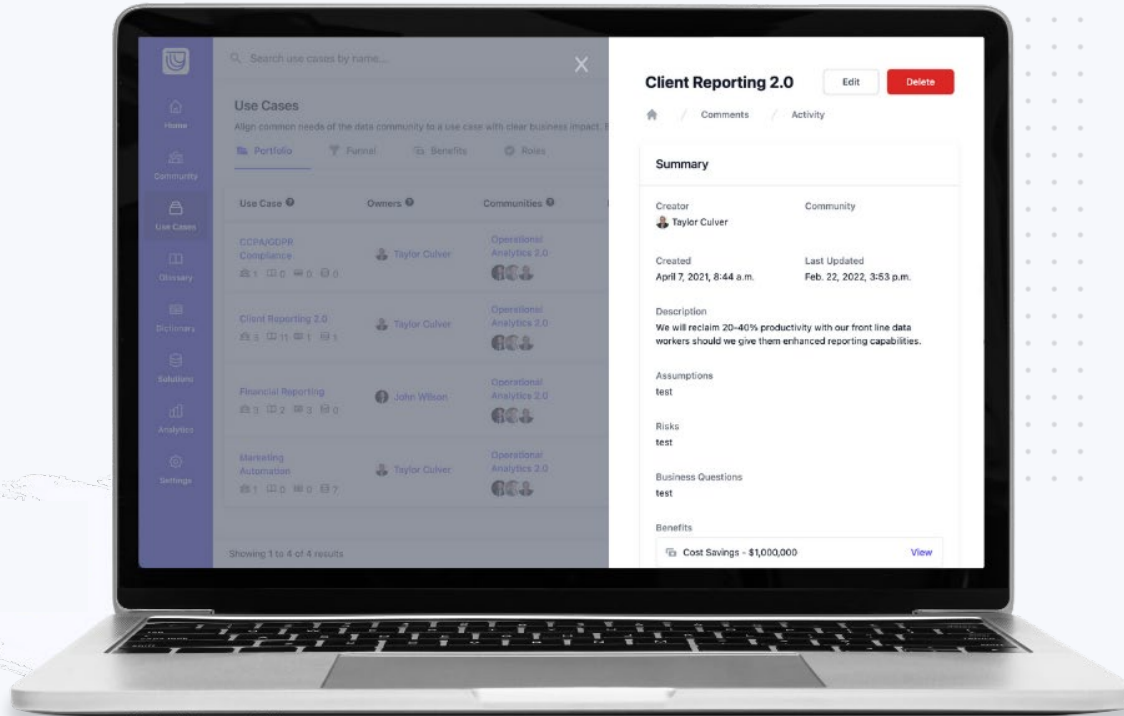
Allows you to identify proper use cases, link these to communities and specific data elements and assign responsibilities to data owners at a granular level




<https://xenodata.com/>









Search business terms by name...

Glossary

Define the business terms required to deliver one or many use cases.

Business Terms
Data Catalog
Taxonomies

0 Filters
Clear all
Sort ▾

Business Term	Description	Business Stewards		Mapped Data Elements		
<p>✔ Account Manager</p> <p>10 3</p>	<p>Internal Account Manager Name</p>	<ul style="list-style-type: none"> Ruben Dominguez Ruben Dominguez Carolina Lumbán Daniel Lumbán Daniel Trujillo Juan Trujillo William Trujillo 	Map	<p>Data Element</p> <ul style="list-style-type: none"> ABCUSER.user_first_name ABCUSER.user_last_name Client.OperationsManagerID Client.SalesManagerID COMPANY.comp_acctmgr_id Items.CompletionDate Manager.ManagerName Package.PackageID SalesRepresentatives.OrigID SalesRepresentatives.SalesRepName 	<p>Data Stewards</p> <ul style="list-style-type: none"> Ruben Dominguez Ruben Dominguez Daniel Trujillo Daniel Trujillo Daniel Trujillo Daniel Trujillo Daniel Trujillo Daniel Trujillo Juan Trujillo Juan Trujillo 	<p>Sample Value</p> <ul style="list-style-type: none"> Ruben Dominguez 1 1 750 2015-09-02 16:10:17.600 Josh 1 None None
<p>✔ Adjudication</p> <p>8 3</p>	<p>More process related than score. Adjudication is a component within a package. All other components in a package must be ...</p>	<ul style="list-style-type: none"> Ruben Dominguez Ruben Dominguez Carolina Lumbán Daniel Lumbán Daniel Trujillo Juan Trujillo William Trujillo 	Map	<p>Data Element</p> <ul style="list-style-type: none"> ADJ_OPTION.ADJ_DESC ADJ_OPTION.ADJ_ID DOES NOT MAP - ANow Orders.Dispute Orders.Successful_Dispute orderstatushistory.Status OrderTags.TagID SEARCH.ADJ_ID 	<p>Data Stewards</p> <ul style="list-style-type: none"> Ruben Dominguez Ruben Dominguez Daniel Trujillo Juan Trujillo Daniel Trujillo Juan Trujillo Juan Trujillo Ruben Dominguez 	<p>Sample Value</p> <ul style="list-style-type: none"> Meets Requirement, Doesn't Meet Requirement 6002,6558 --- --- --- --- --- 1

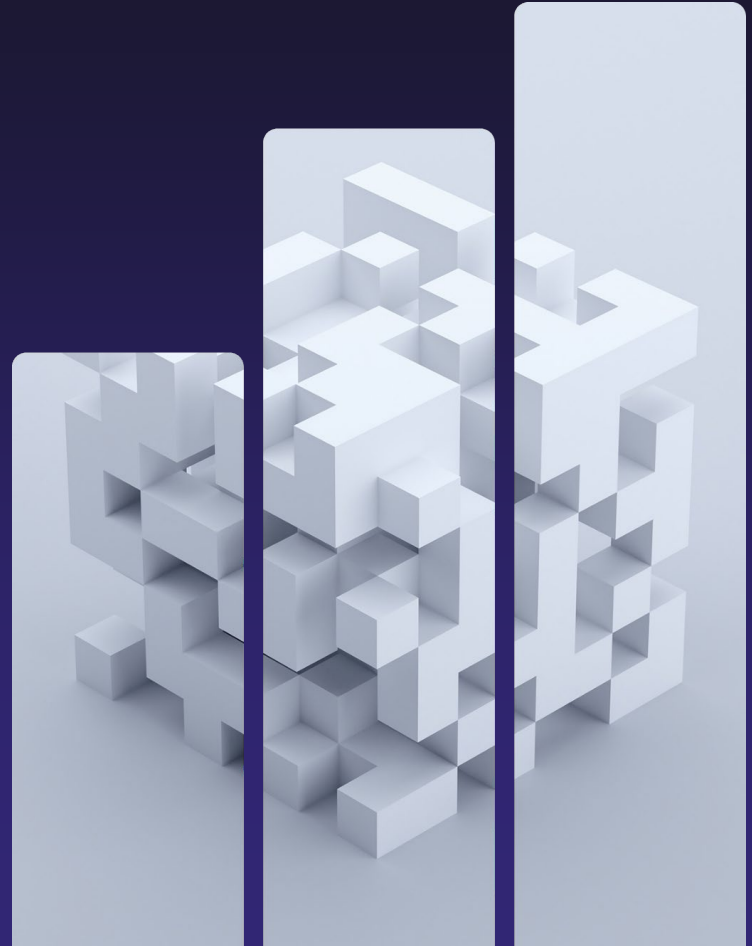
Showing 1 to 20 of 158 results

<<
1
2
3
...
6
7
8
>
>>

Enablement

Understanding how your data maps to results is key to success, but so is making the data approachable and comprehensible.

Often overlooked is consistency in delivery of reports.





Survey Response Summary

2023

2024

No of Frontline Staff

3

No of Service Users

3

Hierarchy

All

Survey Type

All

Age

All

Ethnicity

All

Gender

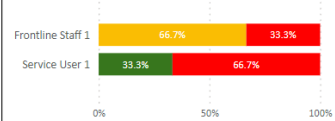
All

Postcode

All

What you do and how often

● Always ● Sometimes ● Never

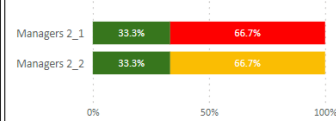


Question Detail

Survey Type	Question Num	Question Text
Frontline Staff	Q2a.1	I encourage people to prepare for they could bring or do in advance
Service User	Q1.1	I am encouraged to prepare for my appointments (e.g. what to bring c

What you do and how often

● Always ● Sometimes ● Never

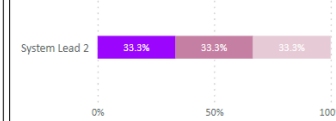


Question Detail

Survey Type	Question Num	Question Text
Managers	Q1b.2_1	How people are helped to prepare staff/services: - People are given in informing them of what to expect
Managers	Q1b.2_2	How people are helped to prepare staff/services: - People are prompt

What you do in the ICB

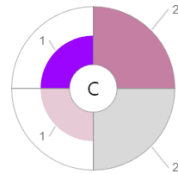
● Digital, Delivery, Personal... ● Executive Director... ● Personalised car...



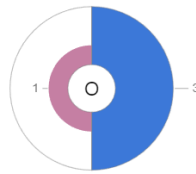
Question Detail

Survey Type	Question Num	Question Text
System Lead	2	Q0.2-What is your role in the Integrated Care Board (ICB) or system (please tick all that apply)? - Selected Choice

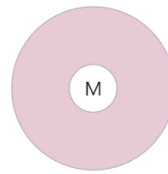
Capabilities



Opportunities

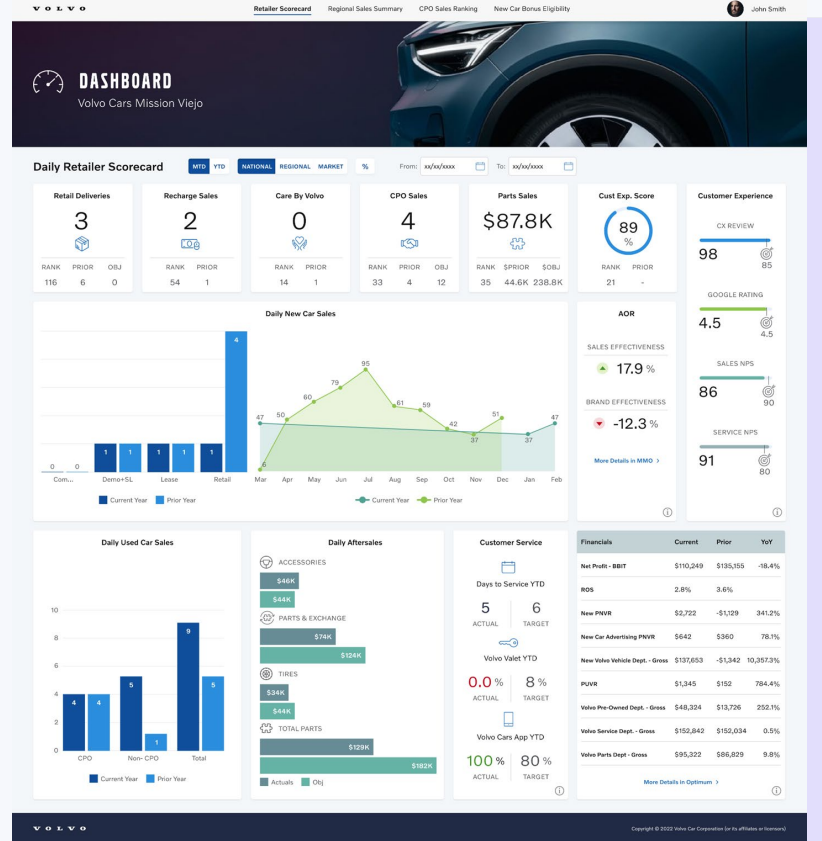
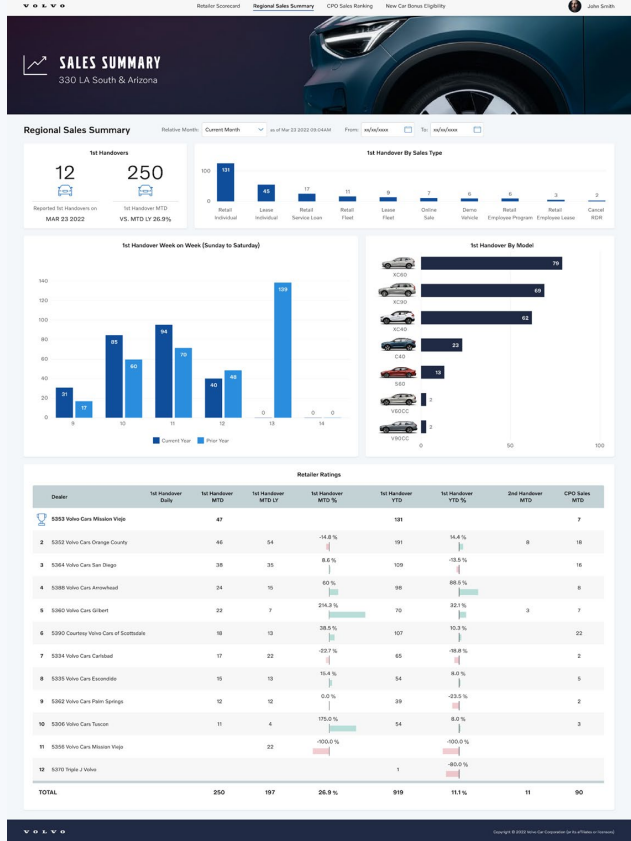


Motivation



Selected Respondents vs Total

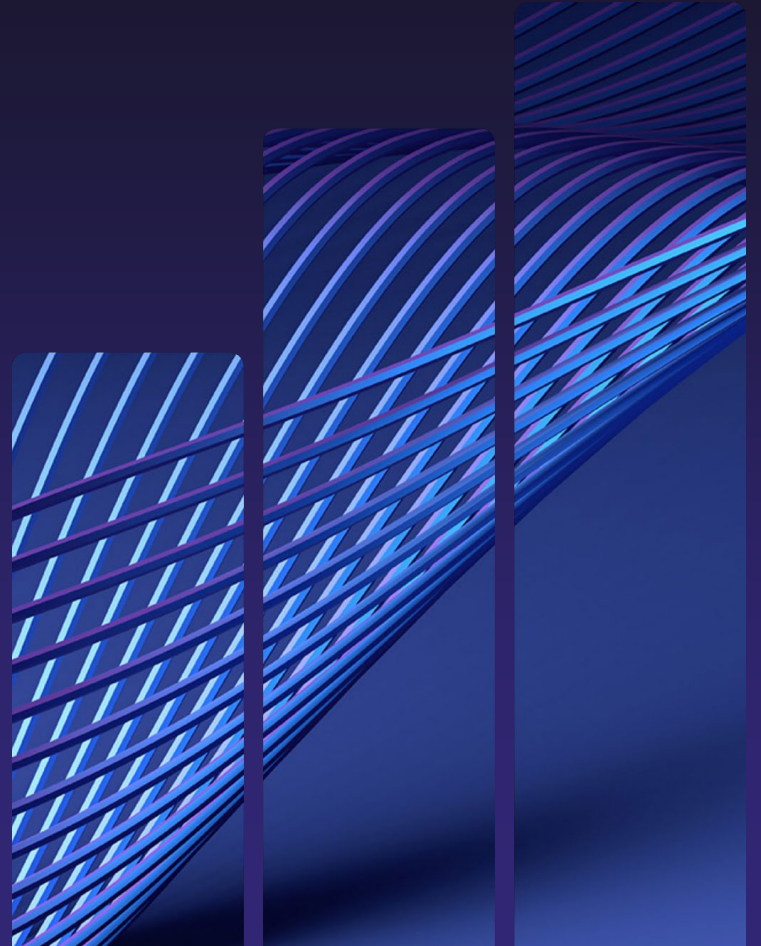




Mentoring: Building sustainable in-house skills

Having a trusted partner to lean on in order to help is important. We have mentoring programmes that we run which focus very much on “what works”.

Sometimes these are an hour every few weeks, sometimes these are a burst at the start to get you going and then a supporting person you can ask questions of.



The Power in BI - Building Better Reports with Better (Best) Practices

EPISODE 1

Building Better Reports with Better (Best) Practices

Watch later Share



The screenshot displays a Power BI report interface. On the left, the DAX editor shows the following formulas:

```
1 Incorrect CALCULATE w/ Variables =  
2 VAR _sales = SUM ( Sales[Sales] )  
3 VAR _currentsales =  
4 TOTALMTD (   
5     'sales',  
6     'Calendar'[Date]  
7 )  
8 RETURN  
9     _sales
```

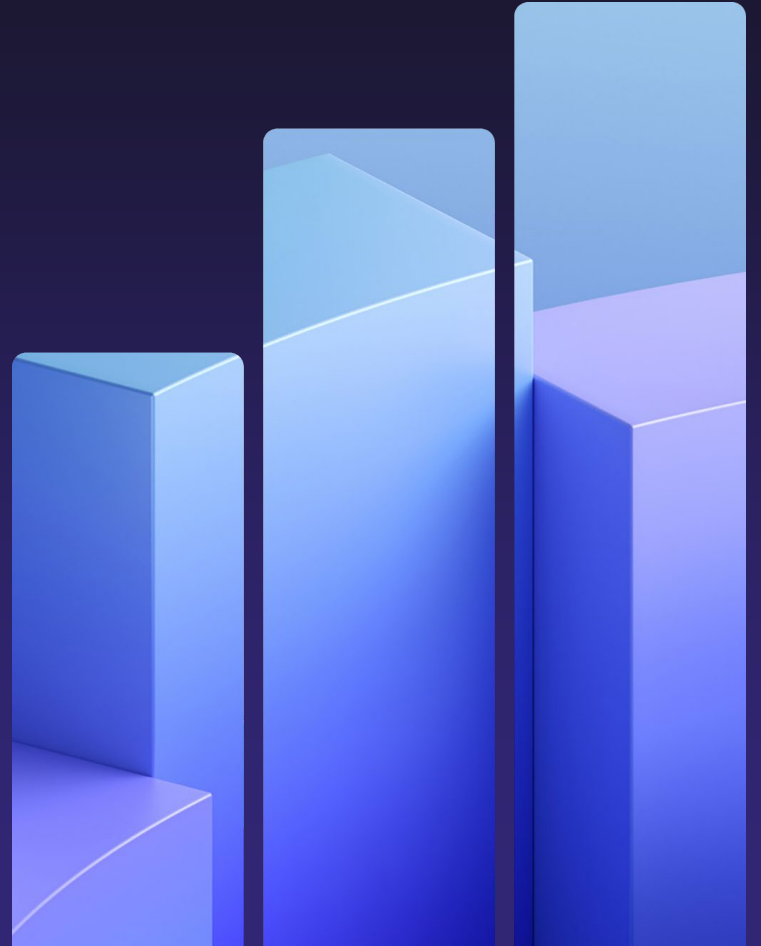
The report visual includes a table with columns for Product Sales, Quantity Sold, and Revenue. A large KPI card shows a value of \$32.5M. To the right, there are two bar charts: 'Revenue by Category' and 'Revenue by Country'. A map of the United States is also visible. The right-hand pane shows the 'Visualizations' and 'Data' toolbars.

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DATA-DRIVEN SOFTWARE

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Custom Model Advice



Dynamic Parking

Our client wanted to be able to adjust pricing based on factors such as weather, emission levels of the car, traffic, resident status, etc. We built a model which they implemented to allow them to do dynamic pricing for parking locations across the city.

Resident parking permit pricing across London boroughs

	Factors used for resident parking permit pricing						
	CO2	# CO2 bands	Engine Size	Electric/green	Diesel	Multi-vehicle	Location
Barking and Dagenham	X	7	X		X	X	
Barnet	X	14	X		X	X	
Bexley							X
Brent	X	3	X		X	X	
Bromley							X
Camden	X	5	X		X	X	
Croydon	X	5	X		X	X	
Ealing	X	4	X		X	X	
Enfield			X				
Greenwich						X	X
Hackney	X	5	X		X		
Hammersmith						X	

Illustrative example

Vehicle

Model: MINI Hatch 3Dr Cooper S 2.0SD 170 DPF StopStart EU6 6Spd

Manufacture year: 2014

Gross weight: 1655kg

Dimensions: 7.44m²

Fuel type: diesel

Euro rating: Euro 6

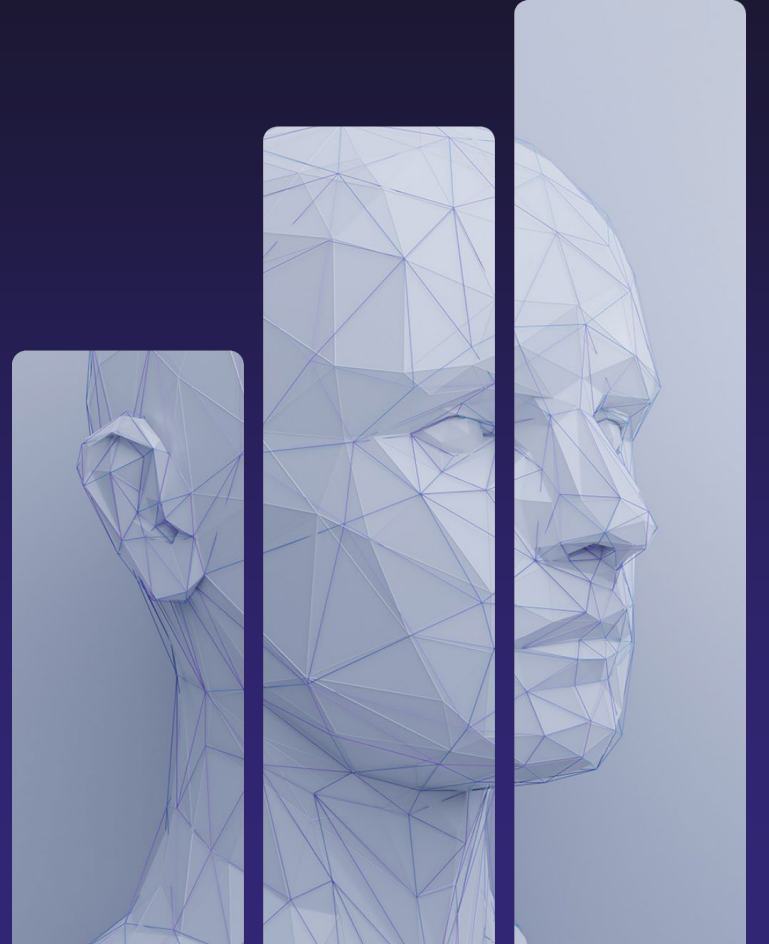
CO₂: 106 g/km

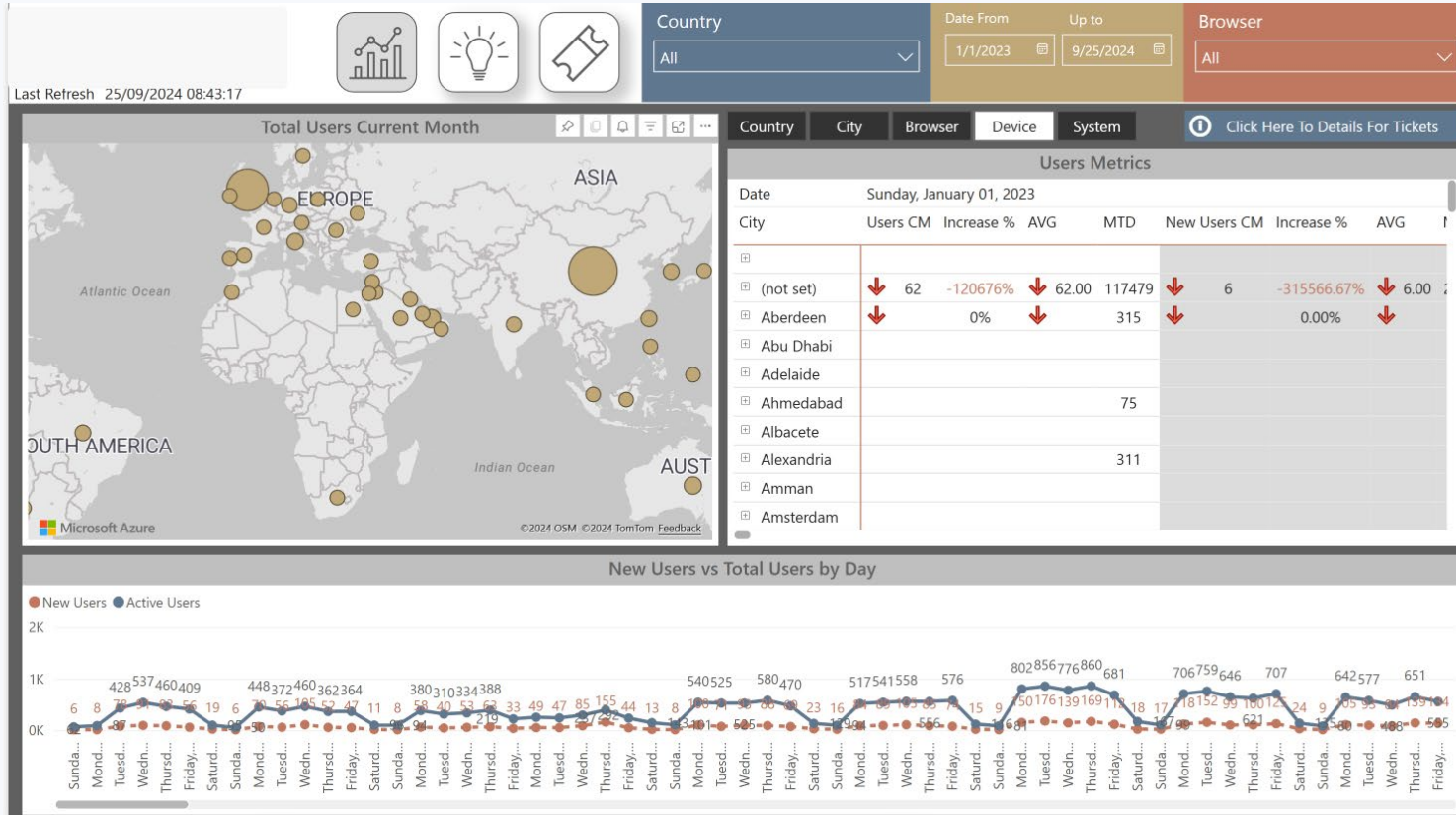
Sample pricing mechanism

- Maximum permit price: [redacted]
- 20% weight for each of CO₂, manufacture year, dimensions, weight, fuel type
 - maximum charge of [redacted] for each attribute ([redacted] % x [redacted])
- Weight limits: (1500, 2500)
- Dimension limits: (6.0, 9.0)
- CO₂ upper limit: 150
- Year limits: (2005, 2020)

DIY Data

BUT WE DON'T HAVE A
DATA SCIENTIST !





Tickets Report V4 | Data updated 9/25/24

PPU Trial
59 days left

Pages

Google Analytics

Page 1

Country: All | Date From: 10/1/2022 | Up to: 9/25/2024 | Browser: All

Country City Browser Device System | Click Here To Details For Tickets

Copilot

Total Users Current Month

Microsoft Azure | ©2024 OSM | ©2024 TomTom Feedback

Users Metrics

Date	Country	Users CM	Increase %	AVG	MTD	New Users CM	Increase %	AV
	Australia	↓	0%	↓	1553	↓	0.00%	↓
	Austria				16			
	Belgium				16			
	Brazil	↓	0%	↓	1688	↓	0.00%	↓
	Canada	↓	0%	↓	156	↓	0.00%	↓
	Chile	↓	0%	↓	276	↓	0.00%	↓
	China	↓	16	-81331%	↓	16.00	71558	0
	Colombia				16			
	Egypt							
	France				159			

New Users vs Total Users by Day

Legend: ● New Users ● Active Users

Insights

Top All

~ Anomalies

Recent anomaly in Active Users

The most recent anomaly was on **Sunday, September 22, 2024**, when **Active Users** had a low value of **49**.

[Show more](#)

~ Trends

Recent trend in Active Users

Active Users started trending up on **Saturday, July 1, 2023**, rising by **147.37%** (140) in 1.05 years.

[Show more](#)

ⓘ This feature is in preview. [Learn more about Power BI insights](#)

Tickets Report V4 | Data updated 9/25/24

PPU Trial: 59 days left

Pages

Google Analytics

Page 1

Country: All
Device: All

Country	City	Browser	Device	System						
Inot soft		62	120676%	↓	1174	6	212000%	↓	2628	71
Aberdeen			0%	↓	315		0.00%	↓	37	↓
Abu Dhabi										
Adelaide										
Ahmedabad										
Albacete						75			10	

Trend

Upward trend in New Users

New Users trended up between Monday, May 1, 2023 and Sunday, May 21, 2023 with a rise of 66.

Possible explanations

Country

'United Kingdom' accounted for the majority of the increase among Country. The relative contributions made by 'United Kingdom' and 'Australia' changed the most.

New Users vs Total Users by Day

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Thank You.

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