



## EDITORIAL COMMENT

One common question that people often ask, is why is Data Analytics relatively new even though data processing using computers has been around for decades? The clue to the answer lies in the question itself. During earlier times, data was processed to obtain information in the form of reports and was not meant to create an output data set. The storage technology was not as advanced as today and the capacities of the secondary storage devices were in Kilobytes, which is unbelievable. In earlier times the back-up was done only for really essential data. It's only when storage became cheap, people started backing up all kinds of data. Also, with all kinds of connected devices, the volume of data generated has also increased and this led to a phenomenon called data explosion.

Though Artificial Intelligence (AI) as a branch in Computer Science has existed 4-5 decades ago, it did not become a success mainly because it was rooted on programming and knowledge bases. The success of the current version of AI is due to the fundamental premise of data, which is available in bulk. The current form of AI gets its intelligence from data and it trains itself into a more refined model by going through more and more data sets. If the datasets are not accurate, the model will be faulty. For example, a person loaded 99 Smartphones on a wheel barrow and circled around the streets of Berlin as an experiment. The phones used GPS and location services and were connected to Google Maps. As a result, Google Maps thought there was increased traffic activity on certain streets and since the phones were moving slowly, Maps assumed there was a massive traffic jam.



## STAKEHOLDER INTERVIEW



**Thomas Jacob**

Head - Centre for Open Data Research

**Q:** *What do you envisage are the new vistas areas that the Centre for Open Data Research (CODR) can play in enriching PACs action research?*

**A:** CODR can be helpful when there are research projects that are data intensive. It would be a daunting task for any team to manually perform various tasks viz. data collection, data cleansing, applying transformation logics, performing statistical analysis and creating & training predictive models etc., on huge data sets. CODR is capable of handling all these and much more in a faster and accurate manner. The bottom line is, when you have to deal with data, think of CODR.

**Q:** *In your opinion how has data analytics impacted industries-corporate? NGOs etc*

**A:** Any organisation that generates operational data and has made it a point to archive the historical data, are sitting on a gold mine because the data can provide them with invaluable insights on how they can perform their business in an optimal way. One classic example of an effective usage of data analytics is the project carried out by one of the DTH companies in the US. They captured the data of DTH remote clicks by the customer to see if the customer is changing the channel while a particular ad is being aired and analysed it along with the customers' demographic information to arrive at the optimal customer group for a particular ad, so as to increase the viewership.



Companies like Amazon and Flipkart are also doing a similar analysis on the buying pattern when they 'recommend' certain products while one browses on their web site.

**Q:** *What does data analytics mean to a lay person?*

**A:** It's often true that a mother can understand the behaviour of her child, more accurately than anyone else in the world. How is she doing that? She would be employing data analytics techniques here. Analysing past data would provide valuable insights on the current behaviour and can also predict the future behaviour of the child.



## NEWS

- A meeting was held between Shri Rajeev Chawla ACS e-Governance, Annapurna K Project Director - KODI and the CODR team on Wednesday, November 4, 2020

The CODR team made a brief presentation to the eGovernance department on the Data Integration project of State Government datasets focusing on Land & Assets, People, and Money (LPM). The presentation highlighted the objective, motivation behind the project and the current understanding of the project by CODR. Through the integration of LPM datasets, the government seeks to enhance the quality of decision-making and enable business analytics that can guide policy and programme interventions.

The Additional Chief Secretary (ACS) of eGovernance department provided recommendations based on CODR's current project plan. The ACS also confirmed interest in establishing a global approach for data standards, forms of data, and presentation of data. The data integration project would require close collaboration between CODR and 3 key government departments i.e., Health, Education, and Women & Child Development.

- Another meeting was held between Chief Secretaries, Principal Secretaries, Director-IIITB and other seniors and the CODR team from PAC on Saturday, October 17, 2020.



## ACTION POINTS

- The e-Governance department will review the Concept Note developed by CODR on data integration of land, money and people. The department should give its inputs by October 20th, 2020. The CODR will include both private and public land and assets for integration in the Concept Note submitted to the e-Governance department. In addition, the CODR will draft the technical solution for this by end of January, 2021.
- All the data given to CODR by various government departments should be channelised through Karnataka Open Data Initiative (KODI) to ensure data security. KODI should develop the first draft of the rules to facilitate the same.
- CODR should conduct a virtual workshop for the single points of contact (SPOCs) in each department to build awareness on the mandate given to CODR. The departments include Health and Family Welfare, Women and Child Development, Agriculture, Housing, Labour, Education, KODI and Rural Development and Panchayat Raj (RDPR).
- A taskforce will be constituted consisting of the officials from the above mentioned departments to identify pain points, research questions and for overall guidance.

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