

# Making Sense of the Data Data Analytics in Public Sector

June, 2023





3-4

#### Introduction

5-11

# Data driven performance management

12-22

The plan



# Edgars Indriksons

Head of Data

Prev. Data scientist

Data engineer

Data analysts



# Riga Digital Agency

Previously ITC (Riga City IT department)

1 year old





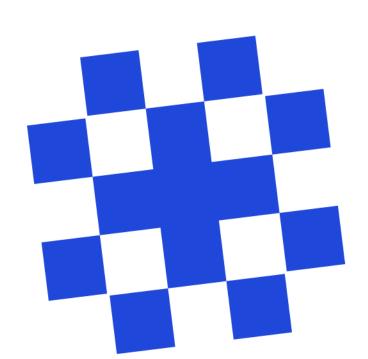
#### Findings in Riga City Council

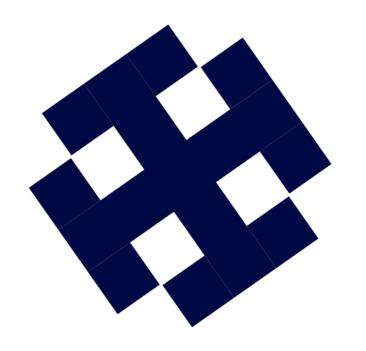
- No internal data analytics capacity
- Practically no dashboards (BI)
- Outdated data infrastructure
- Expensive procurement
- Too much Excel & nobody knows what's going on ?!

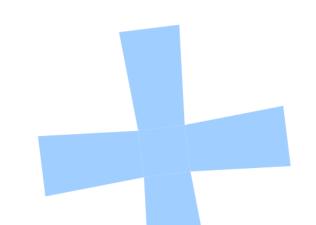


BUT, lots of people with lots of great ideas!

Jira backlog > 300 projects



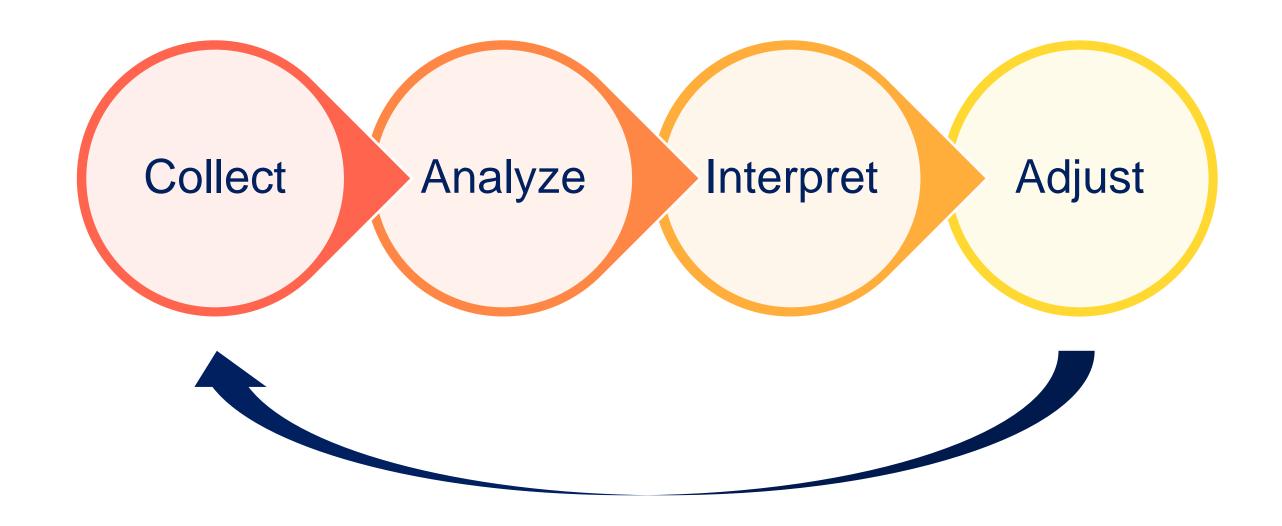


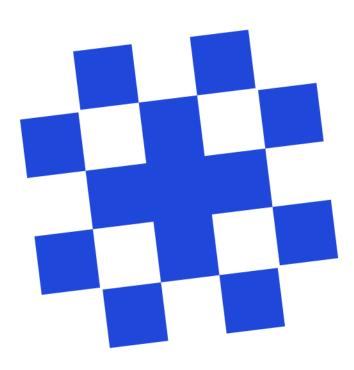


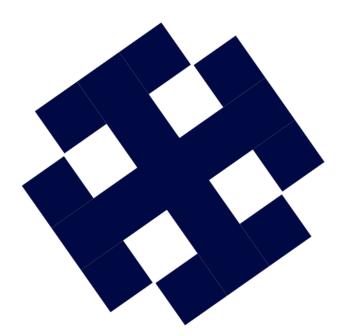
«High-frequency use of data and strategic engagement

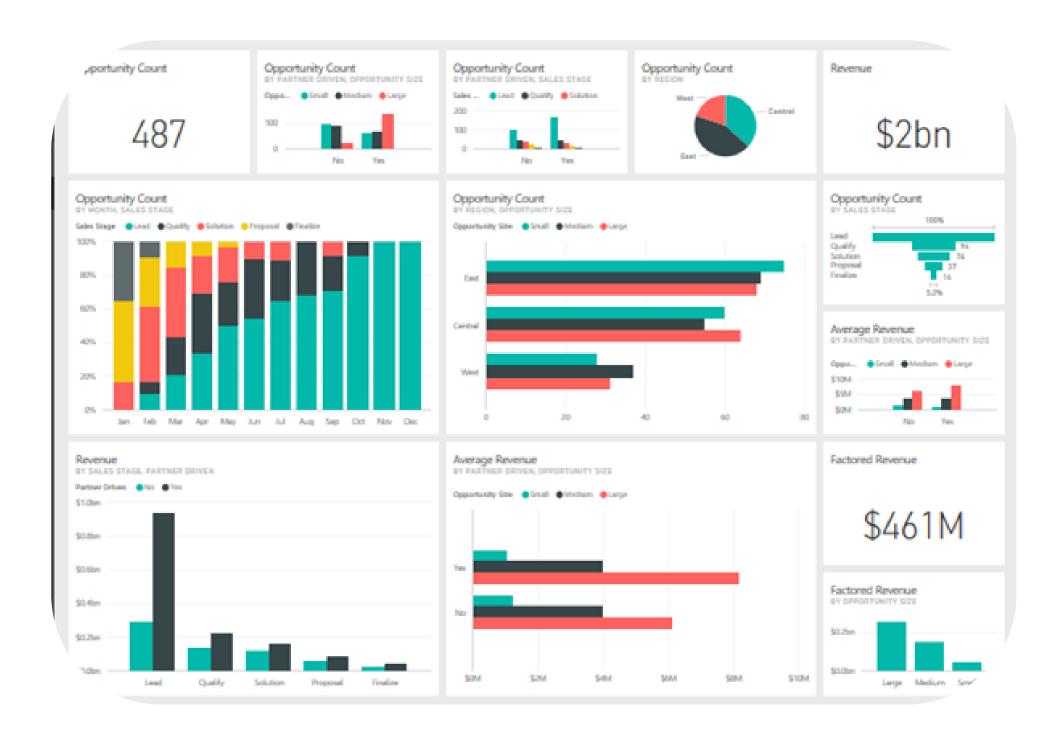
between government agencies and service providers»



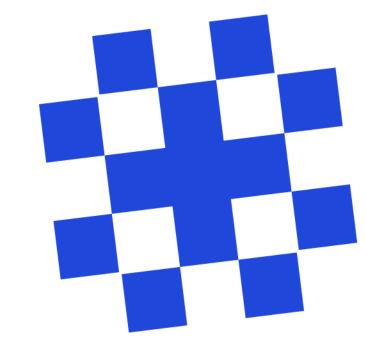


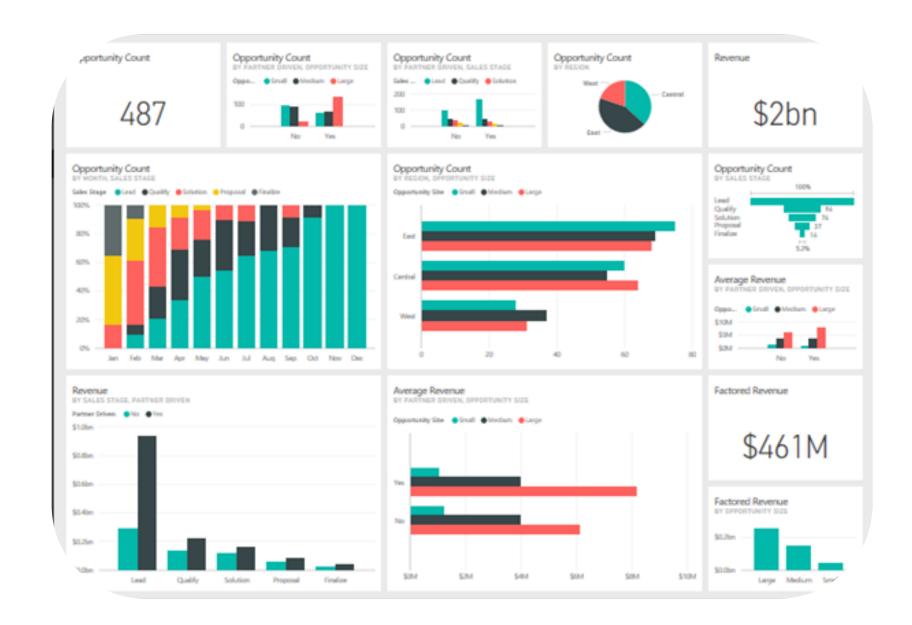






Dashboards

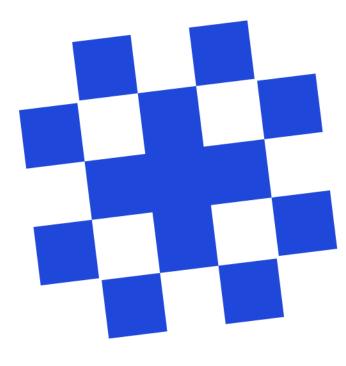




Dashboards

Overall Performance Goals Achieved Improvement Core Values · Felicia's work ethic is a Felicia possesses a · Of the Q2 traffic and · Of the areas identified in strong reflection of the disciplined, reliable work previous performance acquisition targets, ethic. She is always Felicia achieved 74% of reviews, Felicia has company's core values. available to her team demonstrated significant the goals. She demonstrates job growth as an employee. role ownership, ability to The goals are always set very high, and 74% is still learn, win as a team, and Felicia helps team While she still has some active reflection members on projects she significant in terms of areas to cover, her exceedingly well. is not involved in. She growth for the company. growth has demonstrated provides support, key her dedication to the role, · She has also made · Felicia will need to create insights, ideas and and ability to problemsignificant effort to learn, and execute a plan for direction when possible. solve proactively. study her industry and getting more press make highly-informed Felicia makes a strong mentions for the brand, She will need to effort to educate herself and brokering content decisions. determine ways to scale and enrich her own critical partnerships as she certain experiments and thinking skills. moves into Q3. hacks that show growth potential. · She is well-organized, efficient with her time and mindful of deadlines.

Performance summaries





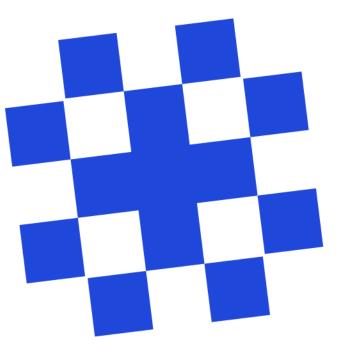




Dashboards

Performance summaries

Data analysis





Dashboards



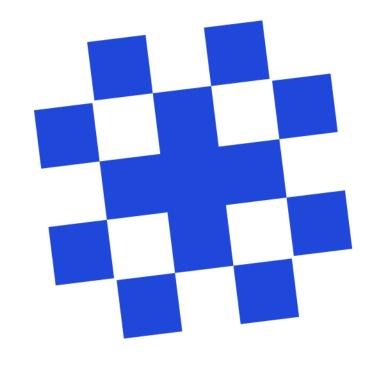
Performance summaries



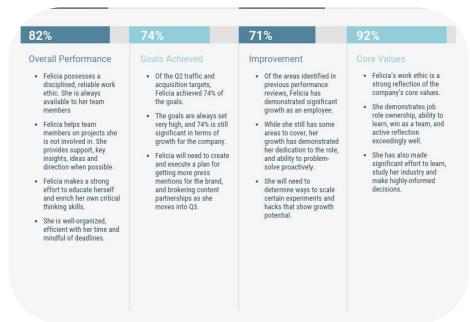
Monthly meetings



Data analysis









Dashboards

Performance summaries

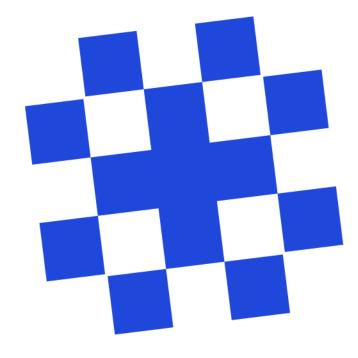
Data analysis



Monthly meetings



Monthly engagement





Overall Performance

Felicia possesses a disciplined, reliable work ethic. She is always available to her team members 
Felicia helps team members on projects she is not involved in. She provides support, key insights, ideas and direction when possible.

Felicia makes a strong effort to educate herself and enrich her own critical thinking skills.

She is well-organized, efficient with her time and mindful of deadlines.

The Qoals Achieved

of the Q2 traffic and acquisition targets, Felicia and acquisition targets, Felicia has demonstrated significant growth as an employee.

The goals are always set very high, and 74% is still significant in terms of growth for the company.

Felicia will need to create and execute a plan for getting more press mentions for the brand, and brokering content partnerships as she moves into Q3.

She is well-organized, efficient with her time and mindful of deadlines.

The goals are always set very high, and 74% is still significant in terms of growth has demonstrated her dedication to the role, and ability to problem-solve proactively.

She will need to determine ways to scale certain experiments and hacks that show growth potential.



Dashboards

Performance summaries

Data analysis



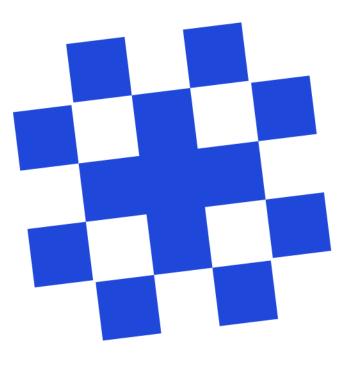
Monthly meetings



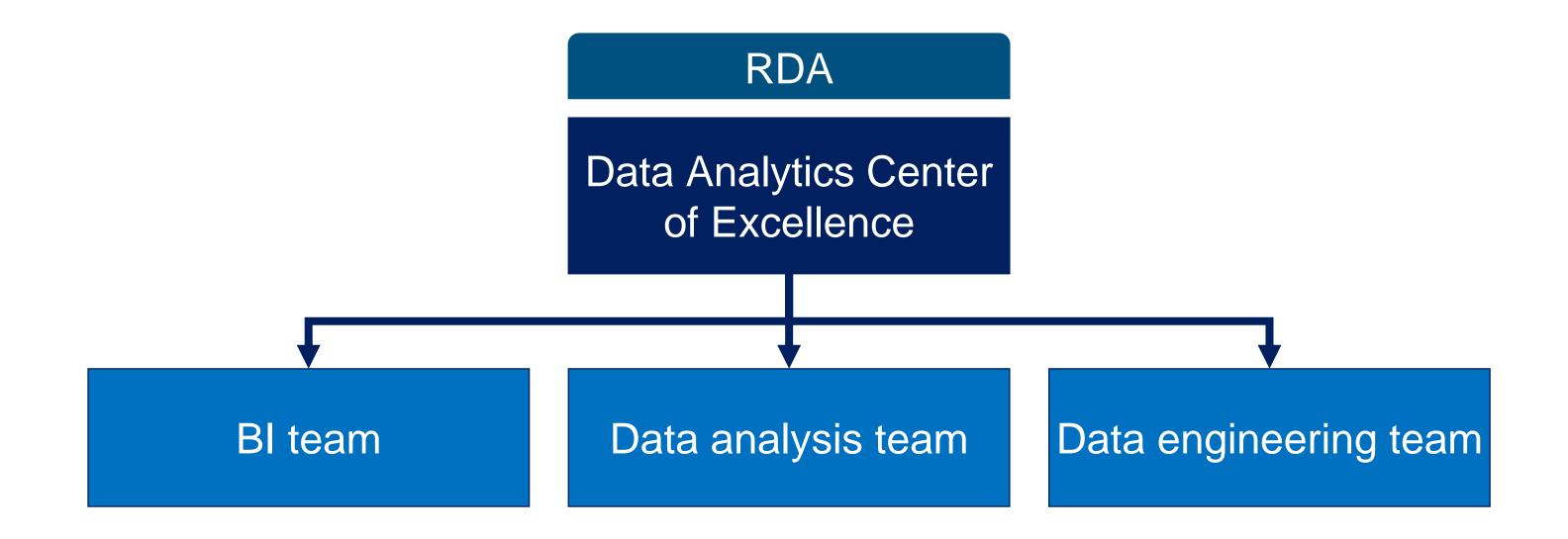
Monthly engagement

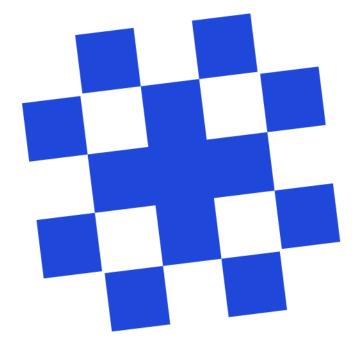


Quarterly workshops

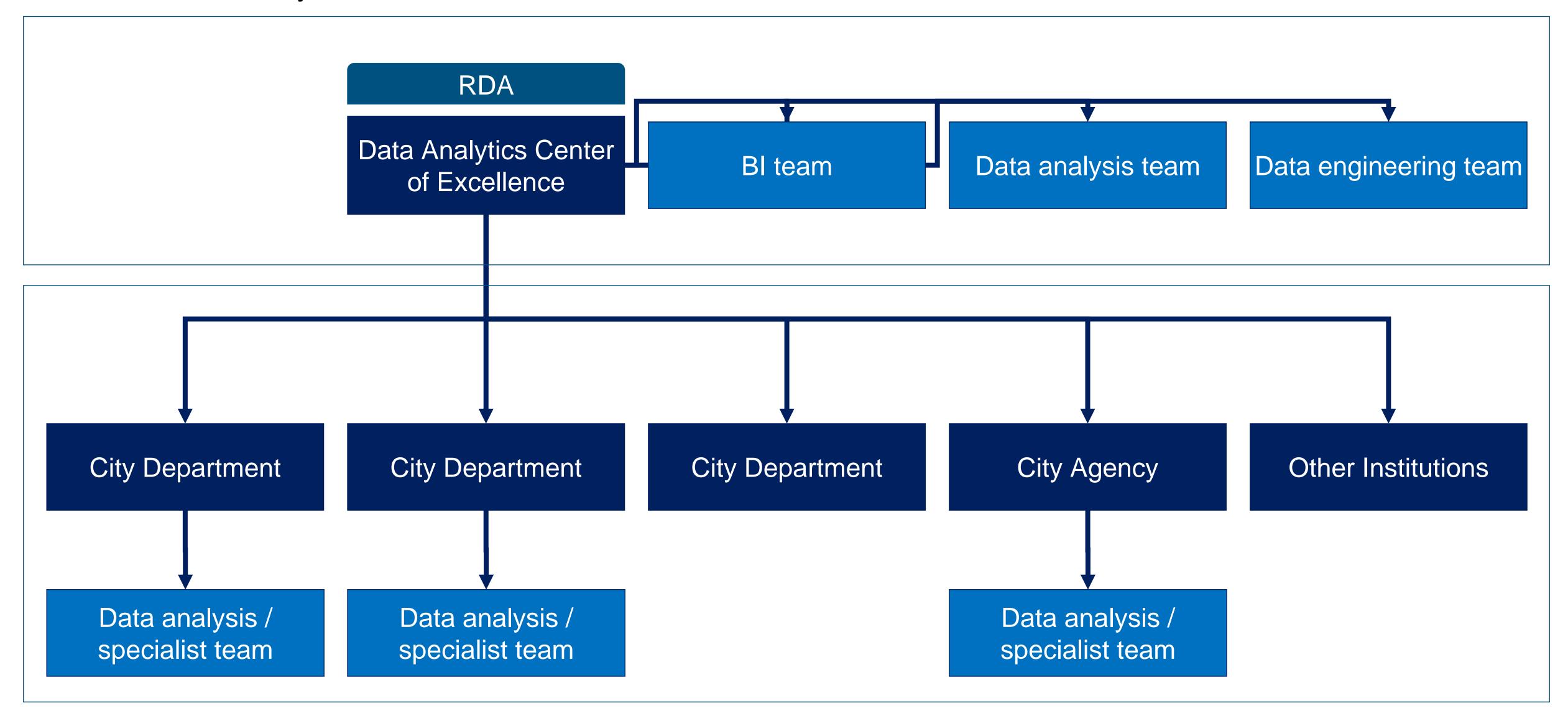


### Data Analytics Center of Excellence

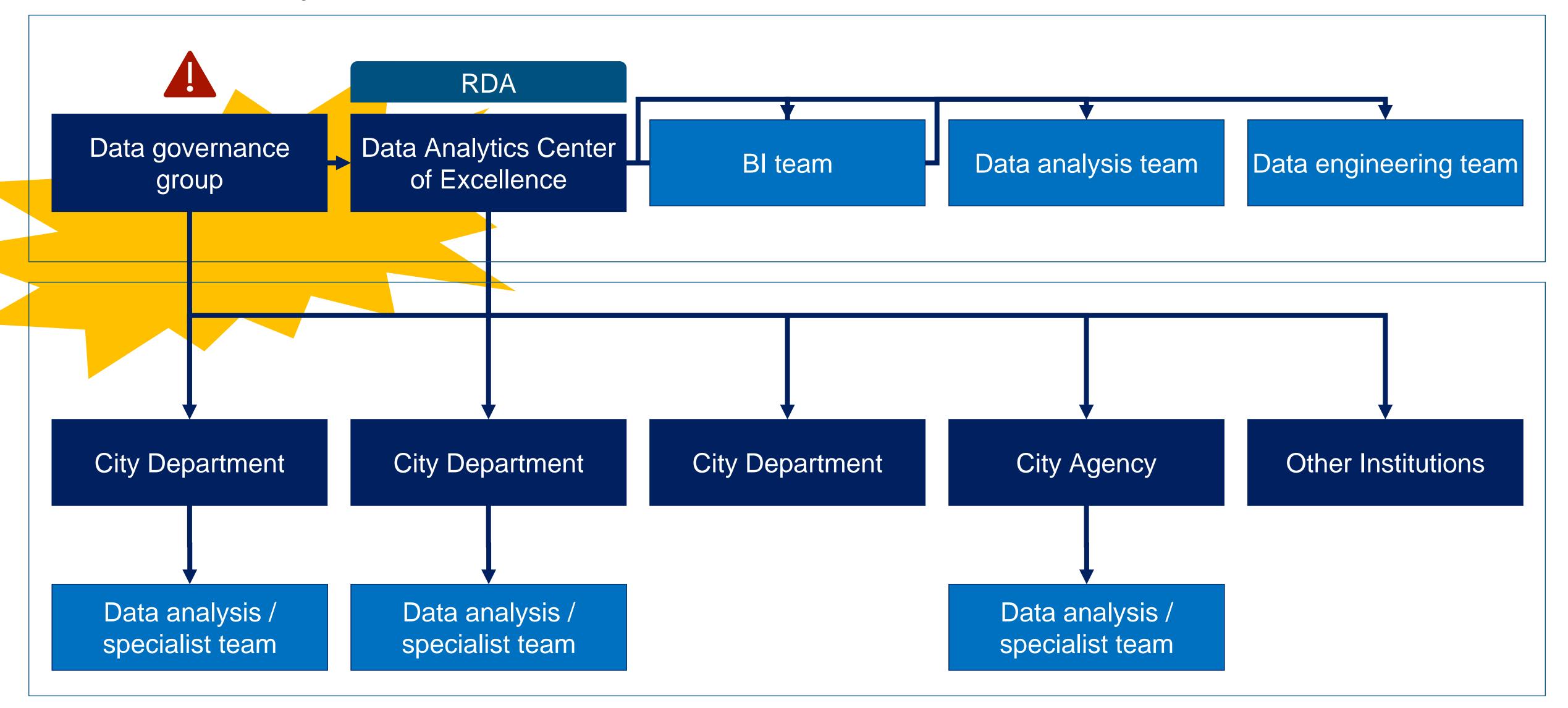




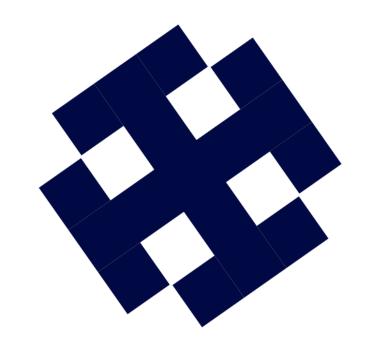
#### Data Analytics Center of Excellence

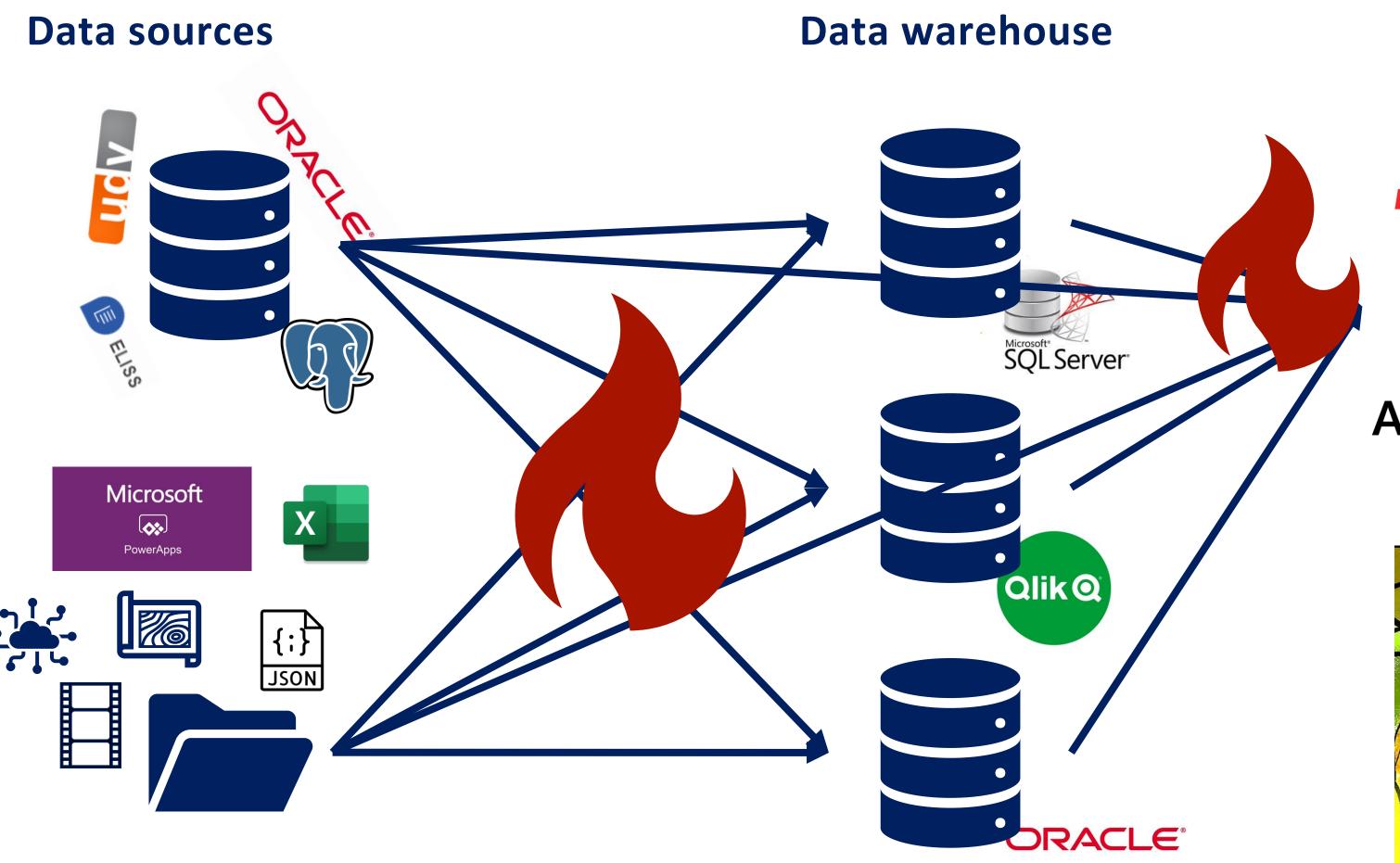


#### Data Analytics Center of Excellence



#### Data Infrastructure





#### Vizualization

#### MicroStrategy®





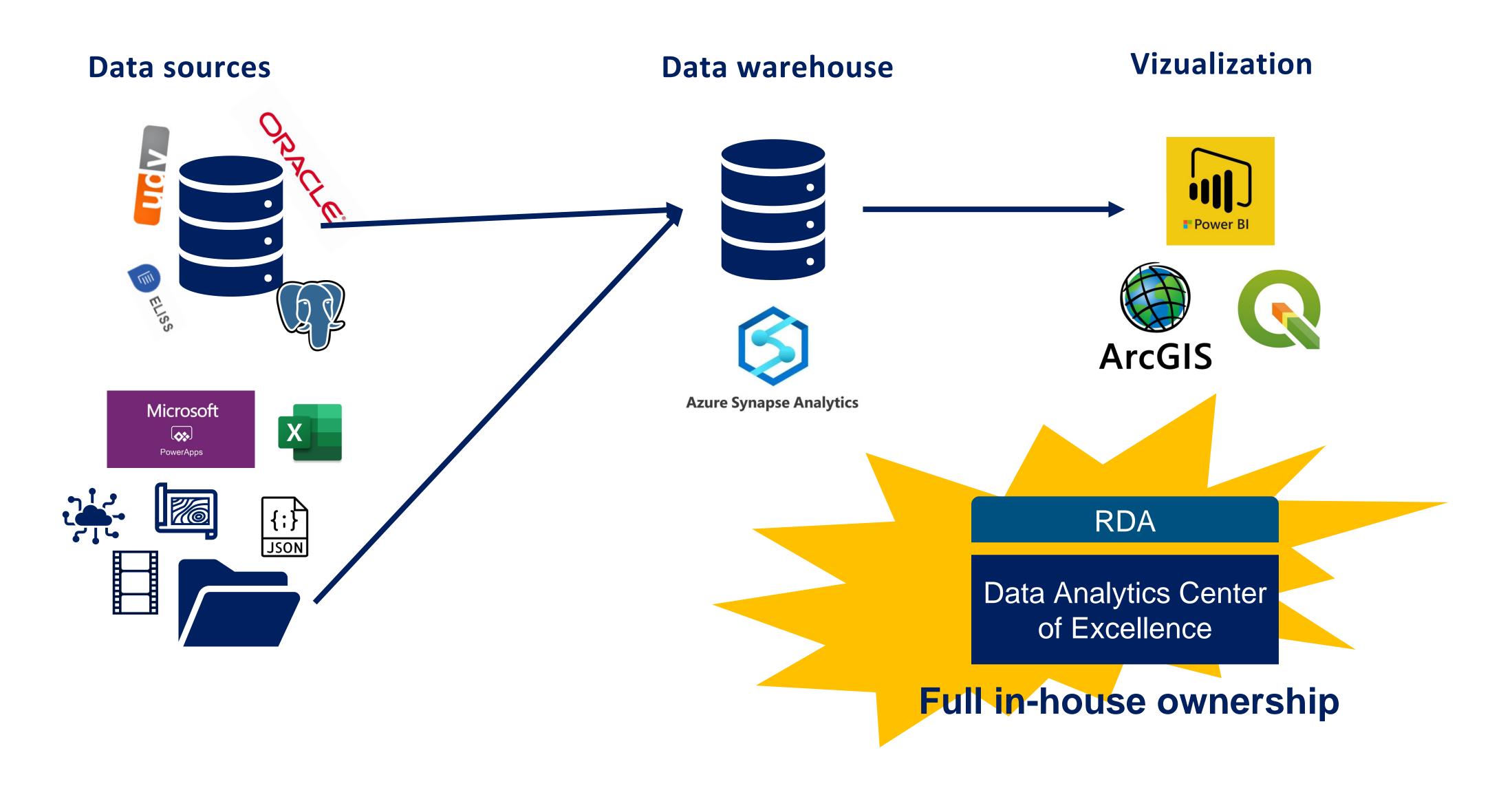
ArcGIS







#### Data Infrastructure



#### Open Data

Citizen engagement is important!

Riga open data portal concept

Data catalog

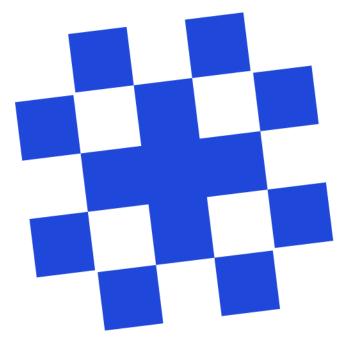
Public dashboards

Public performance summaries

Open data API



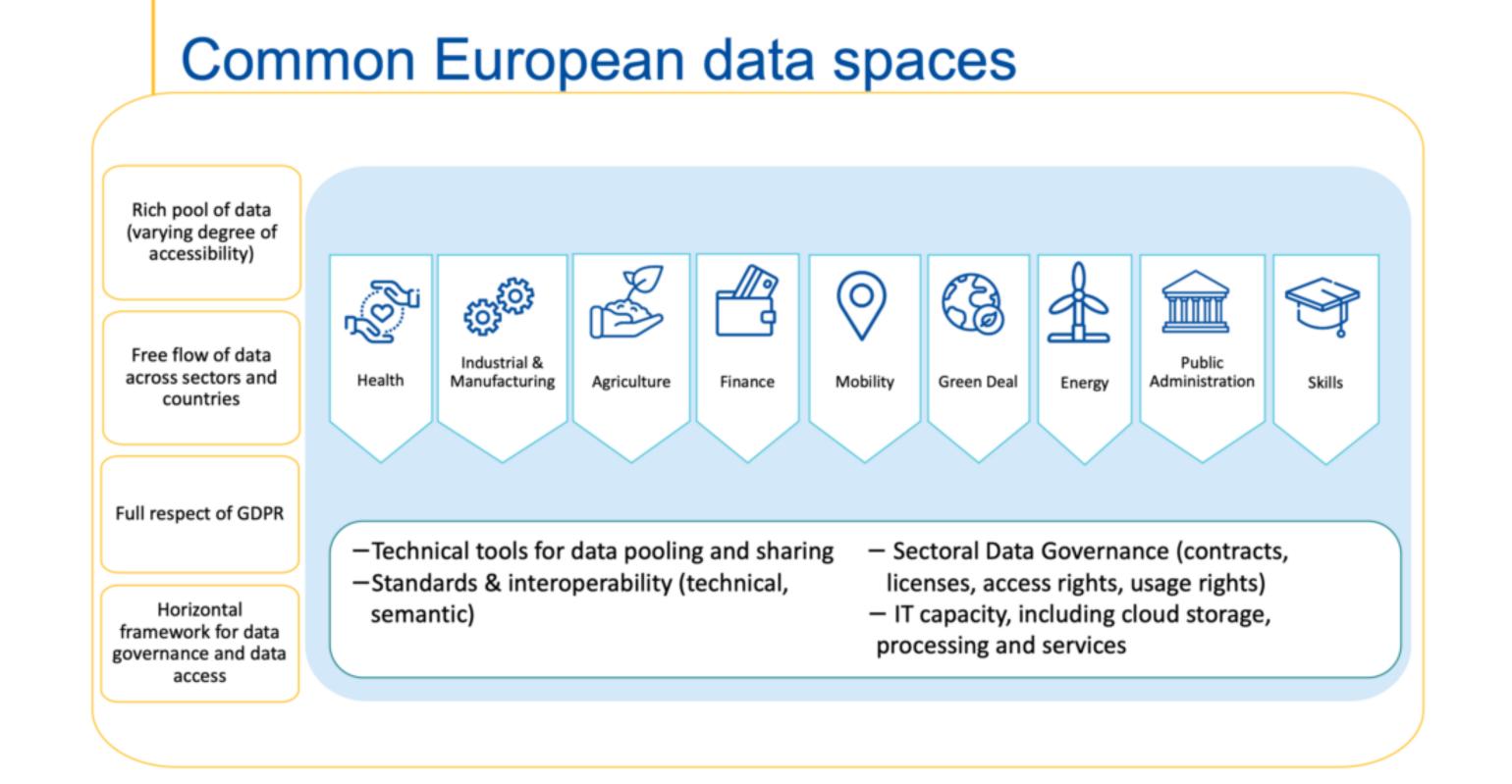


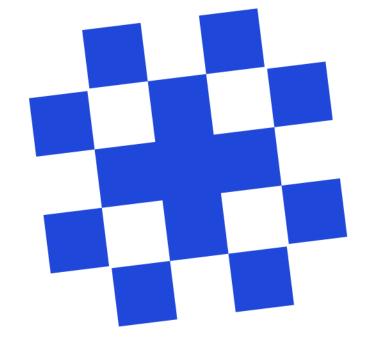


#### Open Data Spaces

Open data portal is just the beginning...

To encourage engagement we need clear data governance structure

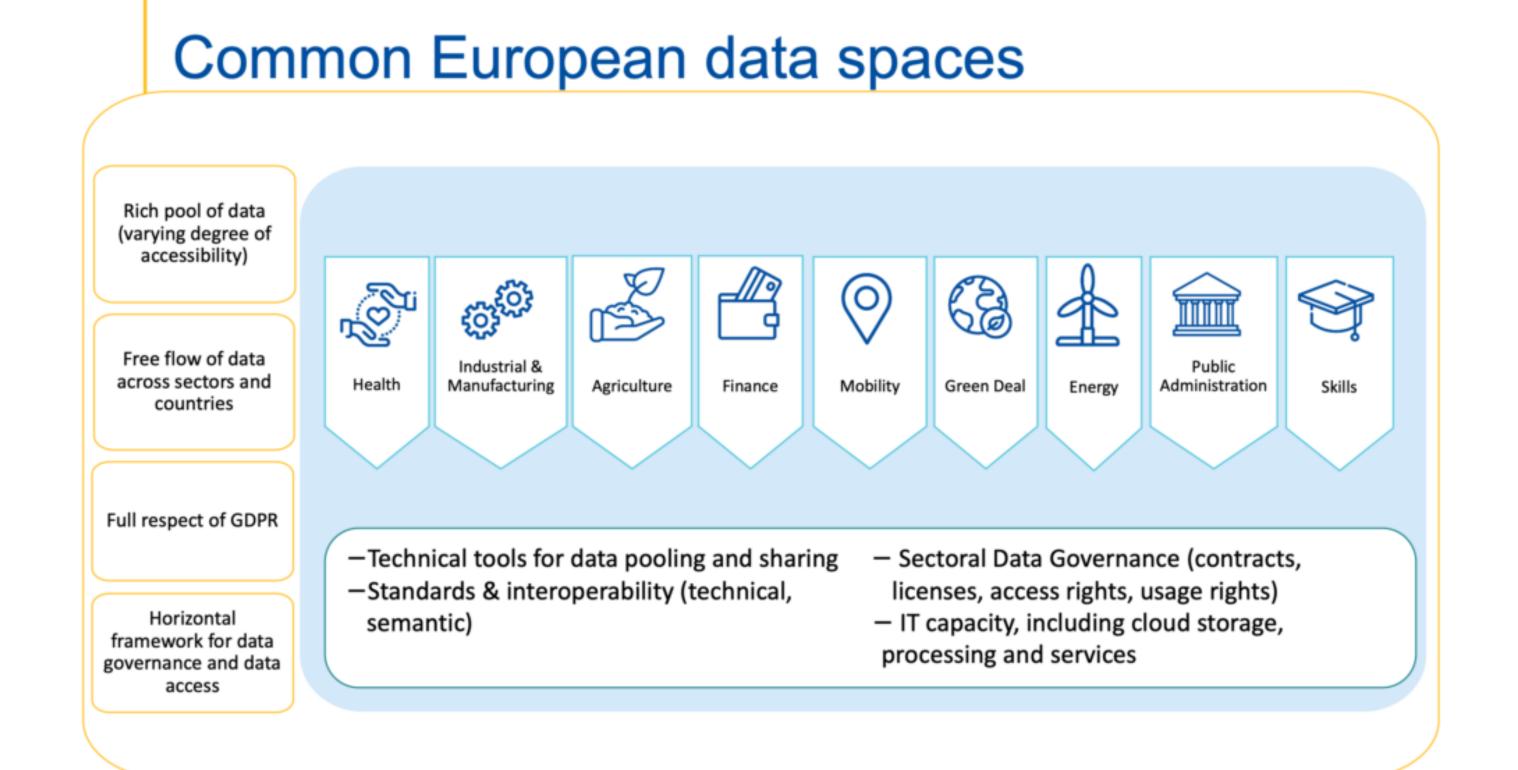




#### Open Data Spaces

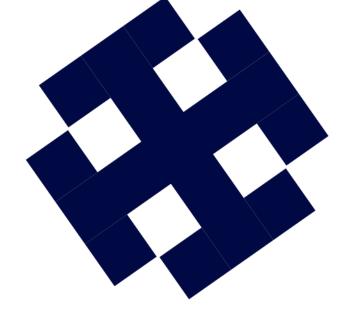
Open data portal is just the beginning...

To encourage engagement we need clear data governance still





#### Expansion



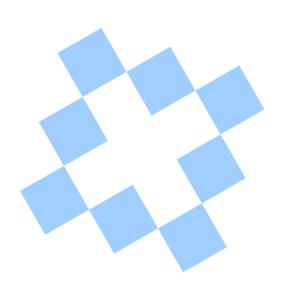


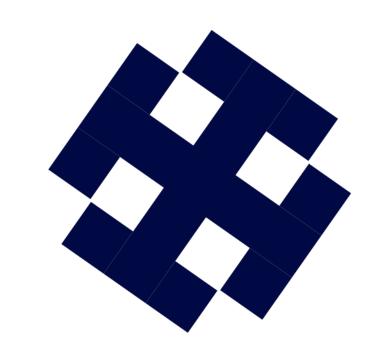
Not only for Riga

But also for other Latvian municipalities

For example – Riga region

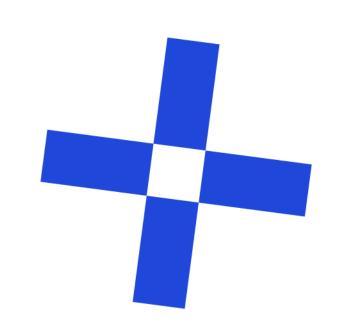




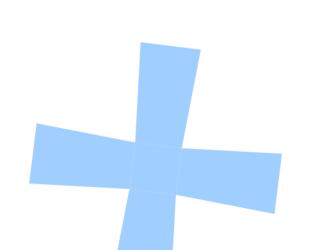


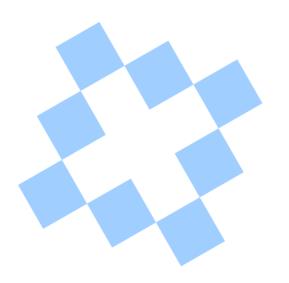
We are just starting, so...

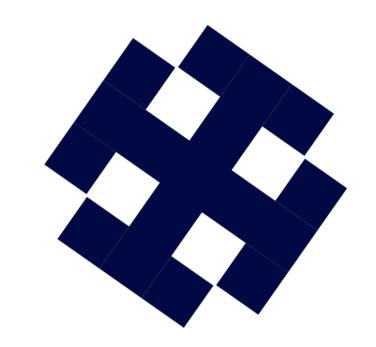
# Wish us Luck!



P.S. We are hiring





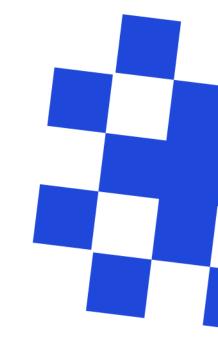


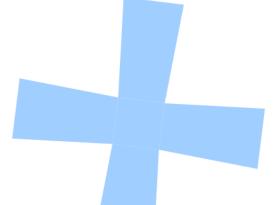


### Wish us Luck!



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