Lambeth Business Intelligence

James Chen, Ben Sarkis, Rachel Whalen, Christopher Fernandez
Project goal

Our goal is to encourage those who gather data, as well as those who utilize it, to incorporate a Business Intelligence system in Lambeth.
1. Background
   a. Business Intelligence
   b. Lambeth’s Profile
2. Methods and Results
   a. Timeline
   b. Objective 1:
      Gather Information
   a. Objective 2:
      Implement a Plan
3. Conclusions and Recommendations
Business Intelligence

BI is a technology-driven process for analyzing data and converting it into useful information.

Helps businesses, corporate executives, and many other people make informed decisions.

Lambeth is beginning to use BI and has several databases and steps for how data is shared.
Case Studies

Järfälla Kommun, a suburb of Stockholm, Sweden
Implemented BI in the contact center of the municipality

A hospital in Southern Taiwan
Used an SQL based BI system that improved clinical decision making

Success Factors of BI
Study of five organizations with common successes between each. Empirical, as there is very little objective data on this.
Lambeth’s Profile

- The 8th poorest of the 32 boroughs in London
- Young, poor population
  - High employment, but underpaid
- Most densely populated area in London
  - About 310,000 people and growing
A Diverse Population

2015 Lambeth population by ethnic group

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>People</th>
<th>% of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>179,952</td>
<td>55.9</td>
</tr>
<tr>
<td>Black Caribbean</td>
<td>28,214</td>
<td>8.8</td>
</tr>
<tr>
<td>Black African</td>
<td>37,099</td>
<td>11.5</td>
</tr>
<tr>
<td>Black Other</td>
<td>32,567</td>
<td>10.1</td>
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<tr>
<td>Indian</td>
<td>4,950</td>
<td>1.5</td>
</tr>
<tr>
<td>Pakistani</td>
<td>3,204</td>
<td>1.0</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>2,165</td>
<td>0.7</td>
</tr>
<tr>
<td>Chinese</td>
<td>5,113</td>
<td>1.6</td>
</tr>
<tr>
<td>Other Asian</td>
<td>11,575</td>
<td>3.6</td>
</tr>
<tr>
<td>Other</td>
<td>16,973</td>
<td>5.3</td>
</tr>
<tr>
<td>BAME</td>
<td>141,820</td>
<td>44.1</td>
</tr>
</tbody>
</table>
Employment

- 80% of the working age population is employed, but 20% are below the poverty line
- Lambeth has been known as an “escalator borough”
Budget

- Budget cut by 56%, more cuts to come
- £36.9 million cut in Lambeth’s 2015/2016 budget
Lambeth’s Administration

• Lambeth Council
  • 63 councillors with 3 from each of the 21 wards elected every 4 years
  • 6 committees with 3 sub-committees

• The Cabinet
  • 10 councillors
Commissioners and Service Managers

Commissioners plan long term strategies for the future

Service Managers plan short term for day to day functions
Methods and Results

Timeline
Objective 1
Objective 2
Week 1
- Introduce ourselves
- Prepare Interviews

Week 2
- Schedule Interviews

Week 3
- Develop the Integration Plan

Week 4
- Interviews for Commissioners, Service Managers, and Lambeth Staff
- Prepare and Approve the Survey

Week 5
- Implement the Integration Plan
- Evaluate and Edit the Integration Plan

Week 6
- Determine Future Recommendations

Week 7
- Final Proposal
Objective 1:
Research staff opinions on the use and analysis of data in Lambeth.

- Interviews
- Survey
Attendance

All Emails Sent

- No Response
- Nonexistent Email
- Responses
- Unavailable
- Interviews
Interviews

• Discussing how each position gathers and uses data.
• About 45 minutes long.
• Main qualitative method

Outcome

Got an outside perspective of the council
♦ Building Control: defined the limits of Insight Hub
♦ BI Analyst: knew about the Hub, but had not used it
Welcome to the Insight Hub, bringing you research & analysis about Lambeth, the people that we here and the services they use.

Discover methods & tools to help you use data & evidence in your everyday work, as well as case studies of how other people in Lambeth and beyond have used analysis to help them. You can also take part in sessions where you can find out & share how to use these methods & tools.

Whether you carry out research & analysis or want to use insights to help you commission or run services, the Insight Hub's for you. If you can’t find what you’re looking for, or you’d like to find out how to do something around research or analysis, add a comment on Yammer.

**What we know about our services**

**What we know about our residents**

**What we know about our wards**

**How Lambeth compares**

**What the wellbeing of our residents is**

**What Lambeth will look like**

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**Technical Information**
How long have you worked for the Lambeth Council?

- Under 6 months
- 6 months to 1 year
- 1 to 2 years
- Over 2 years

What is your current job title?

- Commissioner
- Service Manager
- Analyst
- Executive-Support Staff
- Other

How do you commonly use data and evidence? (Service planning, future predictions, etc.)

Have you heard about the Insight Hub?

- Yes
- No
- Not Sure

What data sources do you frequently use? (Police reports, National Health Service data, a specific database, national data, etc.)

What would you find helpful to access and utilize data? (tick all that apply)

- Links to data sources (Police reports, National Health Service data, national data, etc.)
- Comparisons to other boroughs
- Trends in services
- Separations by wards and neighborhoods
- Future Planning
- Resident opinions and values
- Other

How did you hear about the Insight Hub?

- Poster
- Email
- Learning session or workshop
- Friend or colleague
- Other
The Survey Results Confirmed our other Data

What would you find helpful to access and utilize data?

- Links to data sources
- Comparisons to other boroughs
- Trends in services
- Separations by wards and neighborhoods
- Future Planning
- Resident opinions and values
- Other
Objective 2:

Develop and implement an encouraging integration plan of BI in Lambeth.

- Workshops
- Posters
Workshops

- Understand what BI is
- Discussion of BI
- Experience of Insight Hub
- Why Lambeth needs BI
- Workshop Evaluations and future plan
Workshop Plan

- Greeting
- Ask what already works
- Talk about BI and Insight Hub
  - Show Insight Hub
- Questions
- Evaluation
Data in Context:
The Insight Hub

James Chen, Ben Sarkis,
Rachel Whalen, Christopher Fernandez

Discussion:
What system/database do you use?

Workshop

Why Use Insight?

Local Government Association
# Workshop Evaluation

Please answer the questions below at the end of the workshop.

**Facilitator:** _______________________  **Date:** __________

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither disagree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>This workshop helped me understand Business Intelligence.</td>
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<td></td>
</tr>
<tr>
<td>This workshop helped me understand the Insight Hub.</td>
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</tr>
<tr>
<td>I plan to use the Insight Hub in the future.</td>
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How would you like to see the workshop improved? Do you have any recommendations about the Insight Hub? ________________________________________________________________

______________________________________________________________

______________________________________________________________

Thank you!
Conclusions

Some staff do not understand that they use BI

◊ They just see data as a part of their job

Few staff know about the Insight Hub

◊ Many of the staff would find it useful

◊ Over time the Insight Hub will likely become integrated in Lambeth
Recommendations

Insight Hub

♦ Create awareness
♦ Overcome perceived lack of need

Recommendations

♦ Media for insight hub
♦ More surveys and interviews
♦ Continue holding the workshops
Future Projects

◊ Talk with a Human resources person

♦ Data quality and standards

♦ Continue with Lambeth as a sponsor

◊ Better when council is done reorganizing
Acknowledgements

 Our sponsor, Noel Hatch
 Chris Guthrie
 Lambeth Council
 Professor Jianyu Liang and Professor Vincent J. Manzo
QUESTIONS?
References


