

**Advanced analytics: bringing
data together to improve
outcomes for vulnerable
individuals and families**

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In today's climate, it seems like it's always 'data for bad' ...

Do we use data for the best outcomes?



Abusive data

- ▶ Security breaches
- ▶ Data hacking
- ▶ Personal data leaks



Data for profit

- ▶ Tailored advertising
- ▶ Personalised adverts



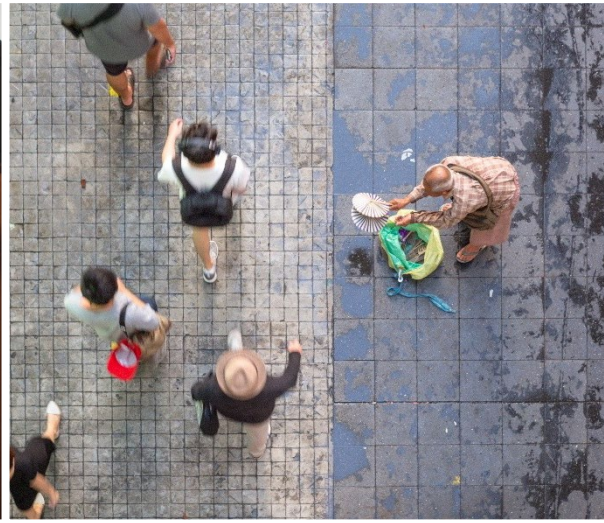
Data for data's sake

- ▶ Redundant stores of data

So, what does good look like?



Supporting the elderly



Tackling homelessness

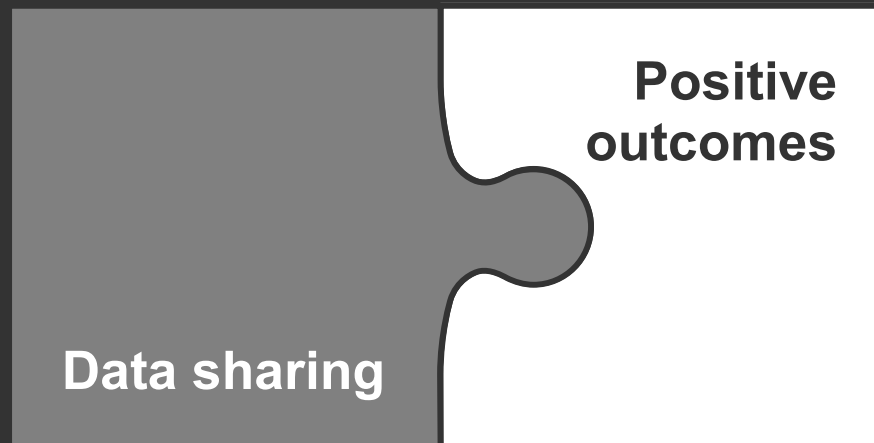


Protecting children

How can we bring data together for good rather than bad?

Risks associated with data sharing

Data for good



We need to drive forward data sharing, balancing the risks to achieve positive outcomes

Transforming 'Advanced analytics' into Advancement through Analytics



Data for profit



Abusive data

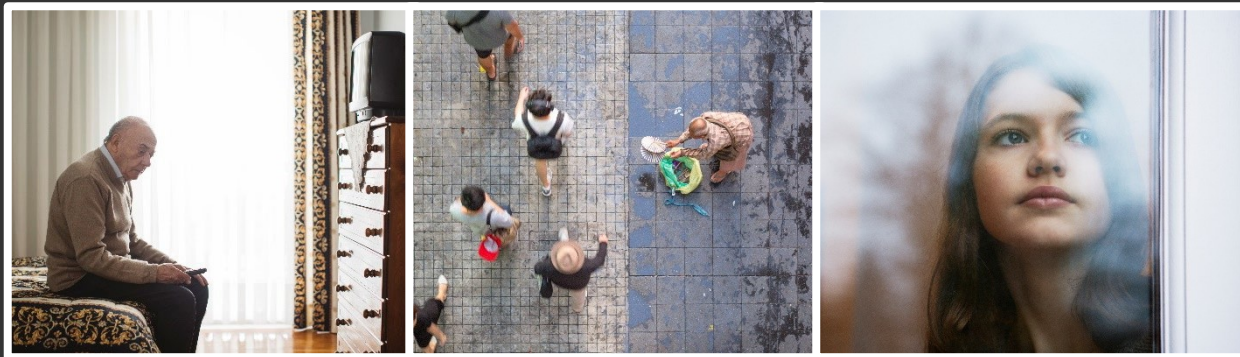


Data for data sake



Why are we involved?

xantura



Summary

Data is being wasted – it's too often used for bad rather than good



Need to drive forward balancing risk and data sharing to improve outcomes for vulnerable citizens



Advancing society through advanced analytics