



Stuart Coleman – Commercial Director – The Open Data Institute

stuart@theodi.org – [@SRColeman](https://twitter.com/SRColeman)

RSS/19/02/2013

Today

- ODI background and structure
 - mission, core activities and progress
- Statistics and data science; an inevitable marriage ?
- An early success
- Q and A

Our leadership team



Sir Tim Berners-Lee
President



Prof. Nigel Shadbolt
Chairman



Gavin Starks – CEO

15+ years startup experience.
20+ years science, internet and data.



Jeni Tennison – Technical Director

World-leader in open data and linked data.
W3C, legislation.gov.uk and data.gov.uk architect.



Stuart Coleman – Commercial Director

15+ years in tech space.
Formerly HP, Computer Associates, and AMEE.

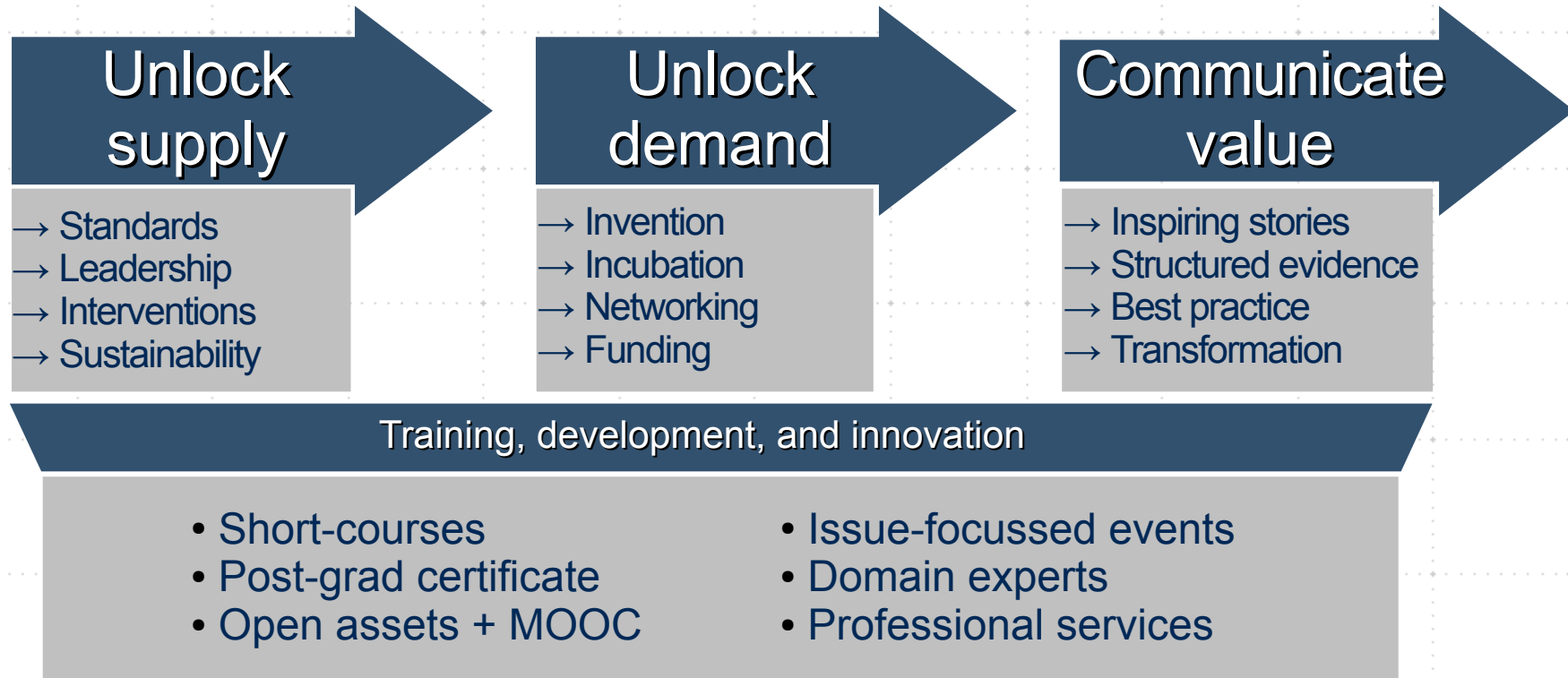
Mission

The Open Data Institute will catalyse the evolution of open data culture to create economic, environmental, and social value

Our structure and highlights

- Not for profit, five years funding (Technology Strategy Board)
- £500k philanthropic funding from Omidyar Network
- 2-year programme with World Bank
“To train world’s political and national leaders”

Core activities



“Information causes change”



Social data

London's Daytime Population 2010

9,300,000

Daytime population

7,900,000

Resident population

Top 5 Boroughs - Daytime Population Density

1. City of London (350,000 sq. mi.)
2. Westminster (120,000 sq. mi.)
3. Kensington and Chelsea (59,000 sq. mi.)
4. Camden (55,000 sq. mi.)
5. Islington (52,000 sq. mi.)

Bottom 5 Boroughs - Daytime Population Density

29. Enfield (8,800 sq. mi.)
30. Richmond upon Thames (8,200 sq. mi.)
31. Hillingdon (7,800 sq. mi.)
32. Havering (4,900 sq. mi.)
33. Bromley (4,800 sq. mi.)

Top 5 Boroughs - Daytime Population

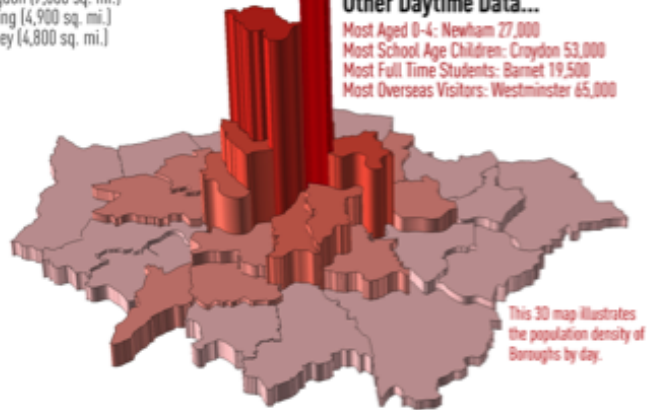
1. Westminster 980,000 (253,000 residents)
2. Camden 460,000 (235,000 residents)
3. City of London 390,000 (11,700 residents)
4. Tower Hamlets 380,000 (238,000 residents)
5. Southwark 360,000 (287,000 residents)

Top 5 Boroughs - Day Trip Visitors*

1. Westminster 116,000
2. Camden 34,000
3. Kensington and Chelsea 32,000
4. Southwark 23,000
5. Lambeth 20,000

Other Daytime Data...

- Most Aged 0-4: Newham 27,000
- Most School Age Children: Croydon 53,000
- Most Full Time Students: Barnet 19,500
- Most Overseas Visitors: Westminster 65,000



Data Source: <http://data.london.gov.uk/datastore/package/daytime-population-borough>

Alastair Rae, 2011

Population
Education
Health
Law
Crime
Housing
Transportation and travel
Media & publications
User-generated content
Personal data-shadows

Social value

London's Daytime Population 2010

9,300,000

Daytime population

7,900,000

Resident population

Top 5 Boroughs - Daytime Population

1. Westminster 980,000 (253,000 residents)
2. Camden 460,000 (235,000 residents)
3. City of London 390,000 (11,700 residents)
4. Tower Hamlets 380,000 (238,000 residents)
5. Southwark 360,000 (287,000 residents)

Top 5 Boroughs - Day Trip Visitors*

1. Westminster 116,000
2. Camden 34,000
3. Kensington and Chelsea 32,000
4. Southwark 23,000
5. Lambeth 20,000

Other Daytime Data...

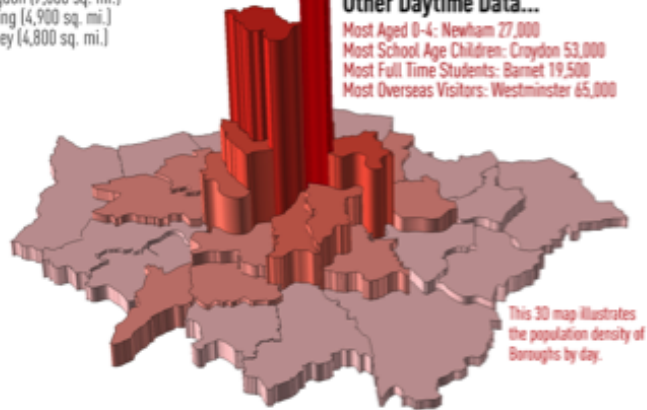
- Most Aged 0-4: Newham 27,000
- Most School Age Children: Croydon 53,000
- Most Full Time Students: Barnet 19,500
- Most Overseas Visitors: Westminster 65,000

Top 5 Boroughs - Daytime Population Density

1. City of London (350,000 sq. mi.)
2. Westminster (120,000 sq. mi.)
3. Kensington and Chelsea (59,000 sq. mi.)
4. Camden (55,000 sq. mi.)
5. Islington (52,000 sq. mi.)

Bottom 5 Boroughs - Daytime Population Density

29. Enfield (8,800 sq. mi.)
30. Richmond upon Thames (8,200 sq. mi.)
31. Hillingdon (7,800 sq. mi.)
32. Havering (4,900 sq. mi.)
33. Bromley (4,800 sq. mi.)



Data Source: <http://data.london.gov.uk/datastore/package/daytime-population-borough>

Alasdair Rae, 2011

'the Internet is Changing the Way We Think'

[Al Gore]

Data as culture

→ Ubiquitous data changes human behaviour

Innovation

→ continued transformation from products to services

→ scale existing services (e.g. MOOC)

→ radically improve data-driven decision-making

→ entirely new interactions

Environmental data



Maps / geographic
Terrain / land-use
Weather / climate
Water / hydrographic
Farming / species
Pollution / ecosystems

Environmental value



'I got it wrong on climate change
– it's far, far worse'

[Nicholas Stern]

Stimulate investment and growth

→ new energy supply, grids and efficiency markets

Improve governance and accountability

→ Transparency increases accountability and competition

Address resource scarcity at scale

→ effective resource management
→ systemic changes in supply-chain management

Economic data



Corporate

Market information (e.g. commodities)

Supply-chain transactions

Asset registers (e.g. stranded assets)

Procurement

Personal spending

Economic value



“Transparency Drives Prosperity” [Open Government Partnership]

Stimulate investment

→ Transparent rules-based commercial environments attract investment and make companies (both domestic and international) more competitive

Improve governance and accountability

→ Fiscal transparency increases accountability and is self-enforcing

Reduce corruption

→ wide participation and systemic changes affect everyone - “race to the top”

Incubating startups – helping people to create and develop ideas

MASTODON C HOME KIXI CHAOS TO INSIGHT TEAM SUSTAINABILITY BLOG CONTACT

BIG DATA DONE BETTER

Your business could be even more successful, if only you could unlock the power of all the data that you already have. But it's hard to even know where to start — the data is big, it's messy, and the analytical and technology options can be bewildering.

Mastodon C are agile big data specialists. We offer the open source technology platform and the skills to help you realise that potential carbon infrastructure.

WHAT WE DO

CHAOS TO INSIGHT SERVICE

Want to turn your data into profit? Mastodon C can get you started with data science, machine learning and advanced statistics to improve your business.

MAKE ME MONEY

plācr
Moving information to where the questions are

About Us Services Projects

placr.mobi **transport API**

the transport app solution total public transport data solution

API development

transport api

We develop transportapi.com as well as APIs for Transport for London, and Pearson.

Read more >>

App development

UK TravelOptions

We develop iOS and Android apps, most recently with Trapeze and Faster Imaging.

Read more >>

Joint Venture

First Location Bank

The bank does not have a logo yet

We are a partner in the new First Location Bank, a passive mobile tracking service.

Read more >>

Jonathan sets out Placr's that the government must

The government's data regulators and their view

HB NETWORK FIND BUILDINGS FIND ORGANIZATIONS FIND PROJECTS EXPLORE NETWORK EXPLORE MAPS ADD YOUR ORGANIZATION

PROJECTS ► **ST PANCRAS RENAISSANCE HOTEL**

PROJECT ENGINEERING

St Pancras Renaissance Hotel
Euston Rd, London, England

Map Satellite

0 Like
0 Tweet
0 Share

opencorporates The Open Database Of The Corporate World

We have information on **50,980,866** companies

Search

Filter by jurisdiction

- 1,297 Abu Dhabi (UAE)
- 107,172 Alaska (US)
- 39,620 Albania
- 748,568 Arizona (US)
- 44,301 Aruba
- 30,129 Barbados
- 43,189 Bermuda
- 2,625,994 California (US)
- 642,987 Canada
- 656,481 Connecticut (US)
- 176,399 Croatia
- 220,742 District of Columbia (US)
- 1,324 Dubai (UAE)

Locatable alpha

Locatable is a new way to help (rest of the)

Places Property Work Parents

1 LIST **2 SEARCH** **3 FIND**

List the important places you want to live near. This might be work, your family or anywhere.

Our search engine will show you all the locations where you can live that are close to your Places.

Find your next ideal home by viewing available property listings from Zoopla on the map!

Get started!



Training and Enablement

- Post Grad Certificate in Open Data
 - Practitioners
- Short courses
 - Open Data and the law
 - Open Data in practice
 - Open Data and Procurement
 - Open data journalism
- Lunchtime Lectures (Free!)



Incubating startups – helping people to create and develop ideas

Ideas

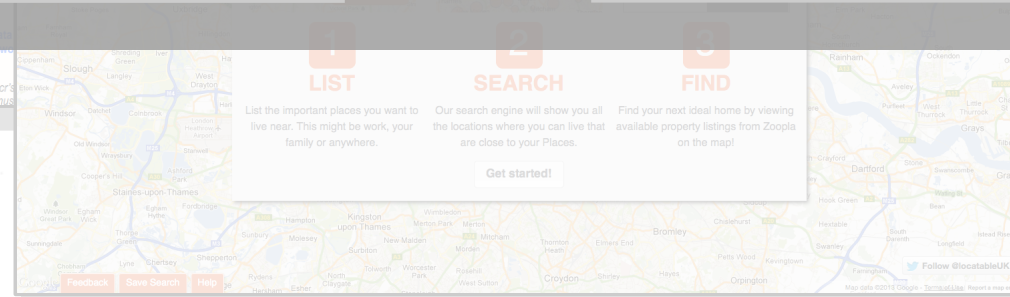
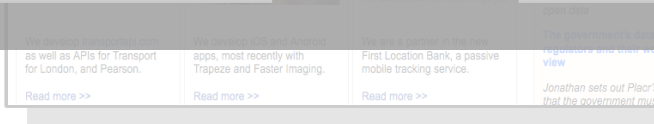
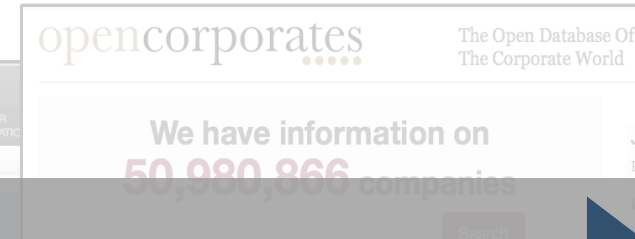
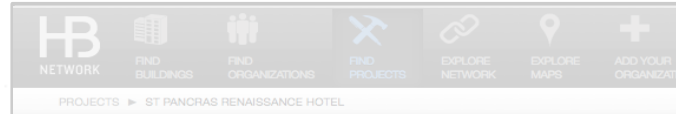
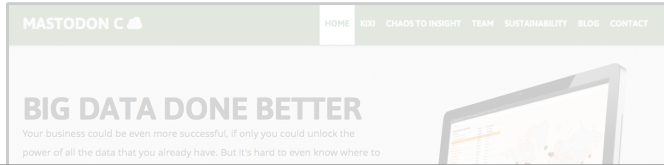
- Mentoring
- Product support
- Networking
- Space & Events

Revenue

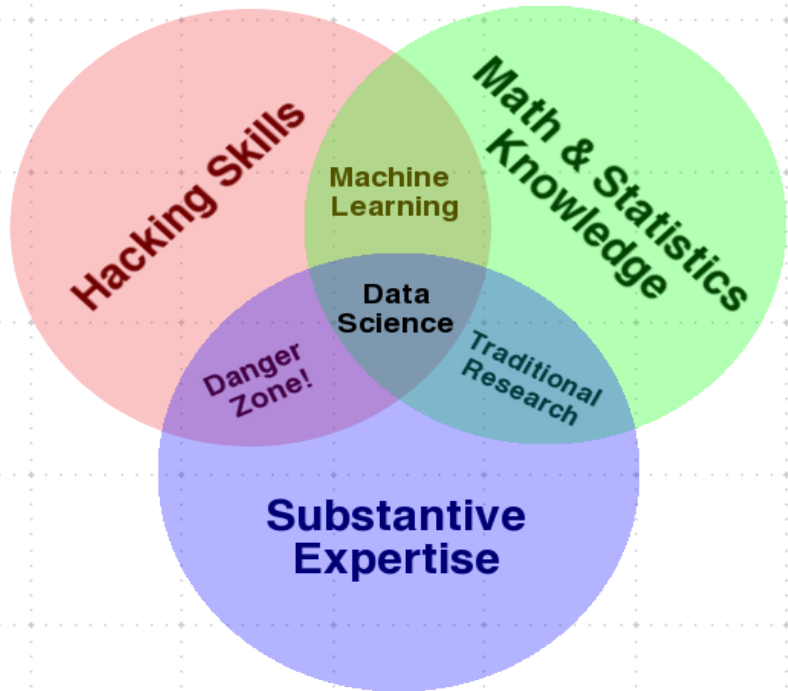
- Sales support
- Legal support
- Networking
- Space & Events

Funding

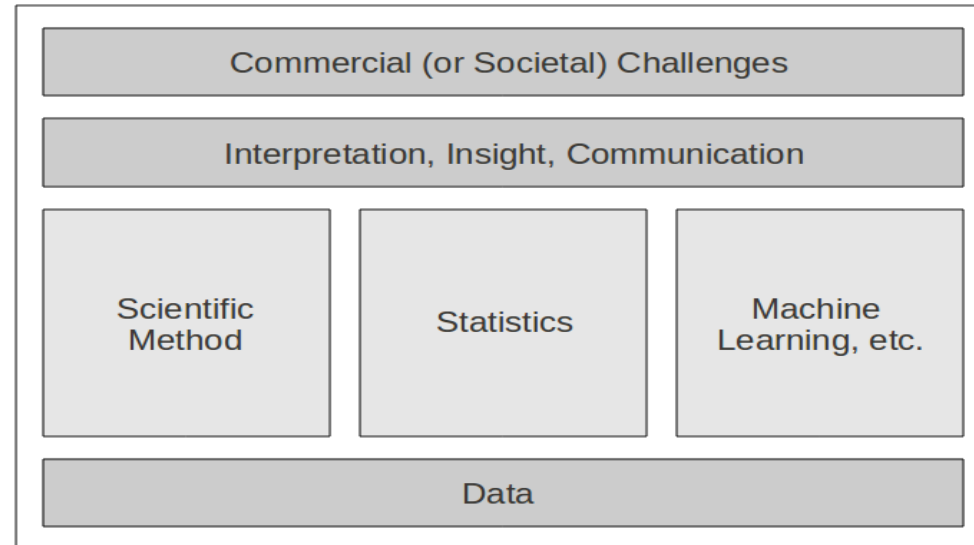
- Comms support
- Investor support
- Networking
- Space & Events



Statistics is essential to our success



Components of Data Science



"Data science isn't just about the existence of data, or making guesses about what that data might mean; it's about testing hypotheses and making sure that the conclusions you're drawing from the data are valid."

Source: <http://radar.oreilly.com/2010/06/what-is-data-science.html>



Big open
data?

Meaningful insight

Lots of small data?



Home

- Detailed statin analysis
- Why prescriptions matter
- FAQ
- Methodology
- Contact us
- About this site

About Prescribing Analytics

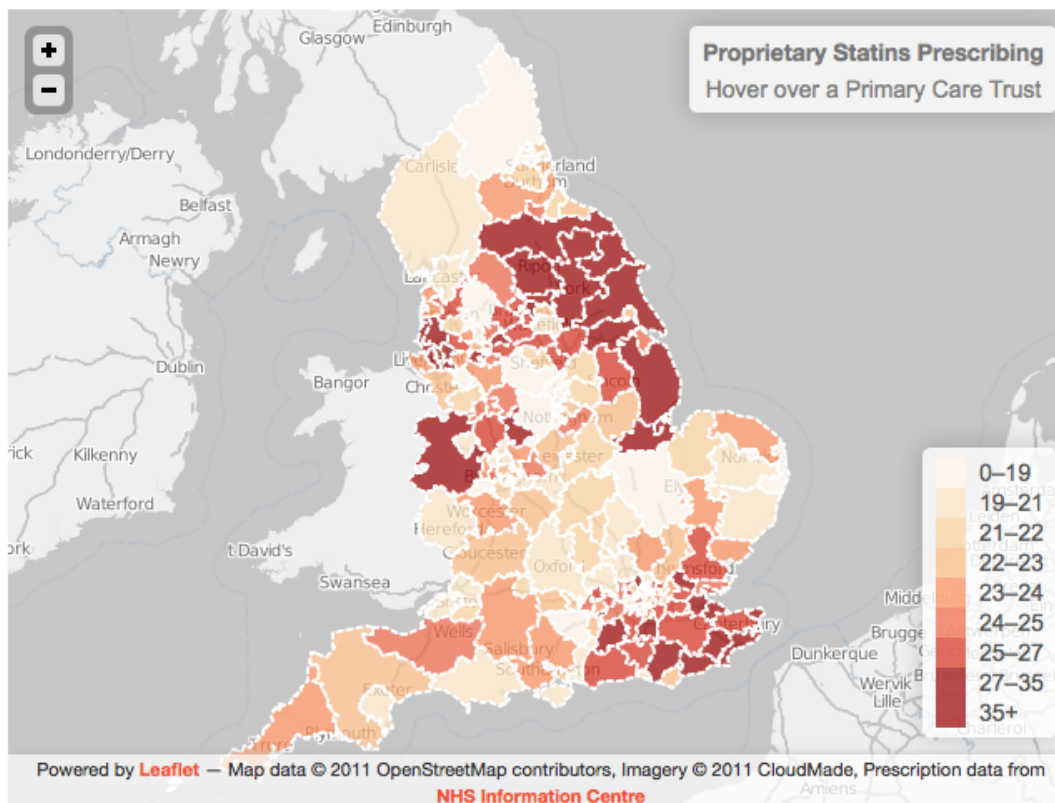
Prescribing Analytics is a joint venture of a group of UK technologists and NHS doctors, who believe in the power of data and technology to help the NHS.

Drop us an email at info@prescribinganalytics.com

NHS efficiency savings: the role of prescribing analytics

The NHS has been challenged to make £20 billion in “efficiency savings” by 2015 (1). £10 billion a year are spent by the NHS on essential drugs. Often, there’s a choice between a cheap “generic” medication, or an expensive “branded” one. Branded drugs can cost over ten times as much, for the same therapeutic benefit. “Prescribing Advisors” in the NHS, with the support of NICE, encourage doctors to use the most cost effective treatments. We have analysed exactly how much is spent on expensive “branded” medicines, for one class of drugs, namely statins, in England.

Percentage of proprietary statin prescribing by CCG Sep 2011 - May 2012



Show PCT data

- Convened domain-experts + health + data analytics + communications
- Analysed 35m rows of data (all the data)
- 8-week turnaround
- £200m+ saving potential
- Trackable interventions
- Repeatable