

# Case Study

## Business Intelligence & Augmented Analytics

**Smarten Case Study: Augmented Analytics Solution for  
India State Government Citizen Centric Schemes**



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### The Client

The Client is a state government with a population of approximately 30 million citizens, and an annual budget of \$5 billion USD. This government agency focuses on implementing IT and e-governance initiatives to enhance citizen services and governance efficiency. By leveraging advanced technology, the agency aims to improve the quality of life for citizens and to streamline administrative processes across and throughout departments.

### The Objective

The Client wished to consolidate data from various and diverse data sources, and create a data repository to improve planning for citizen-centric government schemes, to increase accuracy of targeting and to measure effectiveness within target groups in order to determine scheme performance and to justify and validate budget allocation.

- **Data Integrity and Quality:** Centralize data management to ensure accuracy and consistency across the organization.
- **Compliance:** Meet regulatory requirements by accurately tracking and reporting key metrics.
- **Self-Serve Analytics:** Empower users to analyze data independently, and accelerate decision-making.

- **Automate Reporting:** Implement business intelligence (BI) to automate report generation, and eliminate redundant manual tasks.
- **Data-Driven Decisions:** Provide easy access to achieve timely insights for informed, fact-based decision-making.
- **Operational Efficiency:** Use business intelligence (BI) to optimize processes and boost organizational productivity.
- **Strategic Planning:** Enable effective strategic initiatives with actionable insights from business intelligence (BI) and augmented analytics.
- **Collaboration:** Foster cross-functional insights and alignment through centralized data analysis.
- **Citizen Profile Analysis:** Understand demographics and geographies of citizens to effectively plan and monitor schemes for target populations.
- **Prevent Scheme Pilferage and Leakage:** Use advanced analytics to detect and reduce fraud, ensuring the proper use of funds in government schemes, and preventing misuse or leakage.

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### Challenges

- **Data Fragmentation:** The Client data is divided across diverse databases, with varying schemas and departments, making it difficult to integrate analytics within a single platform.
- **User-Specific Analytics:** Each department requires customized reports and analyses based on specific data access permissions and requirements, which poses a challenge in delivering uniform reports while still catering to individual needs.
- **What-If Analysis:** There is a need to perform 'what-if' analyses by applying different scenarios to existing data, which requires advanced analytical capabilities and integration with the business intelligence (BI) tool.
- **Policy Planning:** The Client wishes to utilize integrated data for policy planning purposes, necessitating the ability to derive actionable insights and trends from data analysis.
- **Timely Reporting:** Data fetching and report distribution must be automated to ensure that reports are sent to users via email, on a timely basis, which requires efficient scheduling and distribution mechanisms.

To overcome these challenges, the Client wanted a powerful browser-based analytical solution, built on industry standards, to support fact-based decision-making and answer time-critical questions.

### The Solution

The Smarten team developed and presented Smarten analytics using sample data from the Client to demonstrate the features and functionalities that would address Client requirements and concerns.

After an extensive and rigorous evaluation, the Client chose Smarten as its analytics partner and entered into a partnership to leverage the benefits of the Smarten solution and expand its product and service offerings.

To develop and implement a seamless solution, the Smarten team partnered with a leading Cloud Services provider to function as the System Integrator (SI). Known for its pioneering cloud platforms and dependable managed services, this partner supports prominent government bodies, financial institutions, and major corporations. Its team of certified professionals drives technological innovation, revolutionizing traditional IT practices and delivering substantial business value.

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### Technology & Platform

**Server** : Intel(R) Xeon(R) Platinum 8272CL CPU @ 2.60GHz  
**Operating System** : CentOS Linux 7  
**Applications** : Excel  
**Back-end (Database)** : PostgreSQL

#### Key Analytical Objects Implemented in the First Phase of Deployment:

- Overview
- Total Citizen by Age
- Total Citizens by District
- Total Citizens by Gender
- Total Gold/Silver Citizens
- Total Gold/Silver Citizens by District
- Total Gold/Silver Citizens by Gender
- Total Citizens by Age Group and Scheme
- Total Citizens by District and Scheme
- Total Citizens by Age Group and Rural/Urban Classification

- Total Citizens by District and Rural/Urban Classification
- Total Citizens by Gender and Age Group
- Total Citizens by Registration Type and Age Group
- Total Citizens by Registration Type and District
- Total Citizens by Registration Type and Gender

#### Key Citizen Profiles

- Total Citizens
- Male Citizens
- Female Citizens
- Transgender Citizens
- Urban Citizens
- Rural Citizens
- Gold Citizens
- Silver Citizens



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### Key Benefits and Deliverables:

- **Comprehensive Insight:** Achieve insight into citizen data across various dimensions.
- **Enhanced Value:** Enhance the value of schemes and programs provided by the Client through the use of data analytics.
- **Technology Integration:** Leverage the Smarten Augmented Analytics suite to encompass all relevant technologies and deliver results.
- **Operational Efficiency:** Easy integration of Client data with Smarten dashboards and objects.
- **Data Integrity:** Automate all operational reports with comprehensive data integrity.
- **User-Friendly Interface:** User-friendly interface reduces the burden of ad hoc queries.
- **Prevent Scheme Pilferage and Leakage:** Advanced analytics detects and reduces fraud, ensuring the proper use of funds in government schemes, and preventing data misuse or leakage.
- **Effective Strategic Planning:** Insightful reports provide insight for policy planning, streamlines decision-making processes and ensures strategies are aligned with objectives to respond to evolving needs.

- **Duplicate Registration Identification:** Identify and filter duplicate registrations within citizen databases to significantly enhance resource allocation efficiency, minimize unnecessary expenses, and promote fiscal responsibility and sustainability.
- **Short Roll-Out Time:** Swift integration and implementation ensures rapid Return on Investment (ROI) and user adoption and improves end-user satisfaction.

### The Smarten Team Role

The Smarten team provided comprehensive support throughout the project lifecycle including analytics development, enhanced reporting and templates to create datasets, and dashboards, and establish Key Performance Indicators (KPIs). The team worked seamlessly with the Client and the partner team to assist in data structure assessment, metadata design, user acceptance testing, and ongoing technical support and ensure satisfaction of Client requirements.

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### **Conclusion**

The Client required augmented analytics and reporting capabilities integrated within their Information System to understand and analyze citizen profiles and improve scheme planning and monitoring. The Smarten solution provided detailed citizen data analysis, offering a holistic overview across various dimensions, thereby empowering the Client to plan and monitor and target populations for schemes.

By identifying and filtering duplicate registrations, the Client optimized costs, ensured resource allocation accuracy, improved operational efficiency and strategic alignment. The integration of data analytics and reporting improved policy planning and decision-making and aligned strategies with objectives to address evolving needs. The analytical solution enables proactive targeting and metrics and promotes fiscal responsibility and sustainability within the state government.

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