

## Data Analysts User Group Conference 2019

### Going the Extra Mile:

#### Finding data that reaches the parts other data cannot reach

The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG Friday 18 October 2019

#### Focus Questions for the day:

1. How do we argue for high quality relevant data rather than easy cheap data?
2. When is data good enough and fit for purpose, how do we check?

#### Programme

##### New Data from Merged Sources

Registration and Coffee (9.30)

1. Chair's Introduction  
**"Slow and Hard not Quick and Easy"** (10.00)  
Tim Drye, Director Data Analysts User Group
2. **"Using Data to Identify Markets"**(10.15)  
Joel Stafford, E.On
3. **"Bringing Data Together: The Gemini Principles"**  
Mark Enzer, Centre for Digital Built Britain (11:00)

Coffee (11.30)

4. **"Faster Economic Indicators"** (12:00)  
Louisa Nolan, Lead Data Scientist, Data Science Campus, ONS
5. **"Consumer data: Identifying difficult to reach groups"** (12:30)  
Jonathan Reynolds, , Deputy Dean, Said Business School, University of Oxford & Deputy Director of the ESRC Consumer Data Research Centre

Lunch, students' posters, & informal discussions (12.45)

##### Data in Challenging Circumstance

6. **"Master Dissertation Awards Presentation"** (14:00)  
Alison Park, Director of Research, ESRC
7. **"Using Data within the Metropolitan Police"** (14.15)  
Paul Dawson, Head of Evidence and Impact, MOPAC
8. **"The resurgence of the value of Qualitative data in the blizzard of Quantitative data"** (14.45)  
Andrew Bolton, Head of Practice: Data, Analytics & Statistics, BPDTS, DWP Digital Group

Tea (15.15)

##### Data under Physical Constraints

9. **"Using geography to determine the character of place and the possible impacts of data use"**  
(15:45)  
Peat Allan, GSS Quality Review Programme, OS
10. **"Delivering Geographic Data for Use within Defence & Security"**  
Lt Col. Paul Hammett, 42 Royal Engineers (Geotech) (16.15)
11. **Chair's Final Reflections and the DUG award** (16.45)

Please stay for the drinks reception following the close of the conference.