



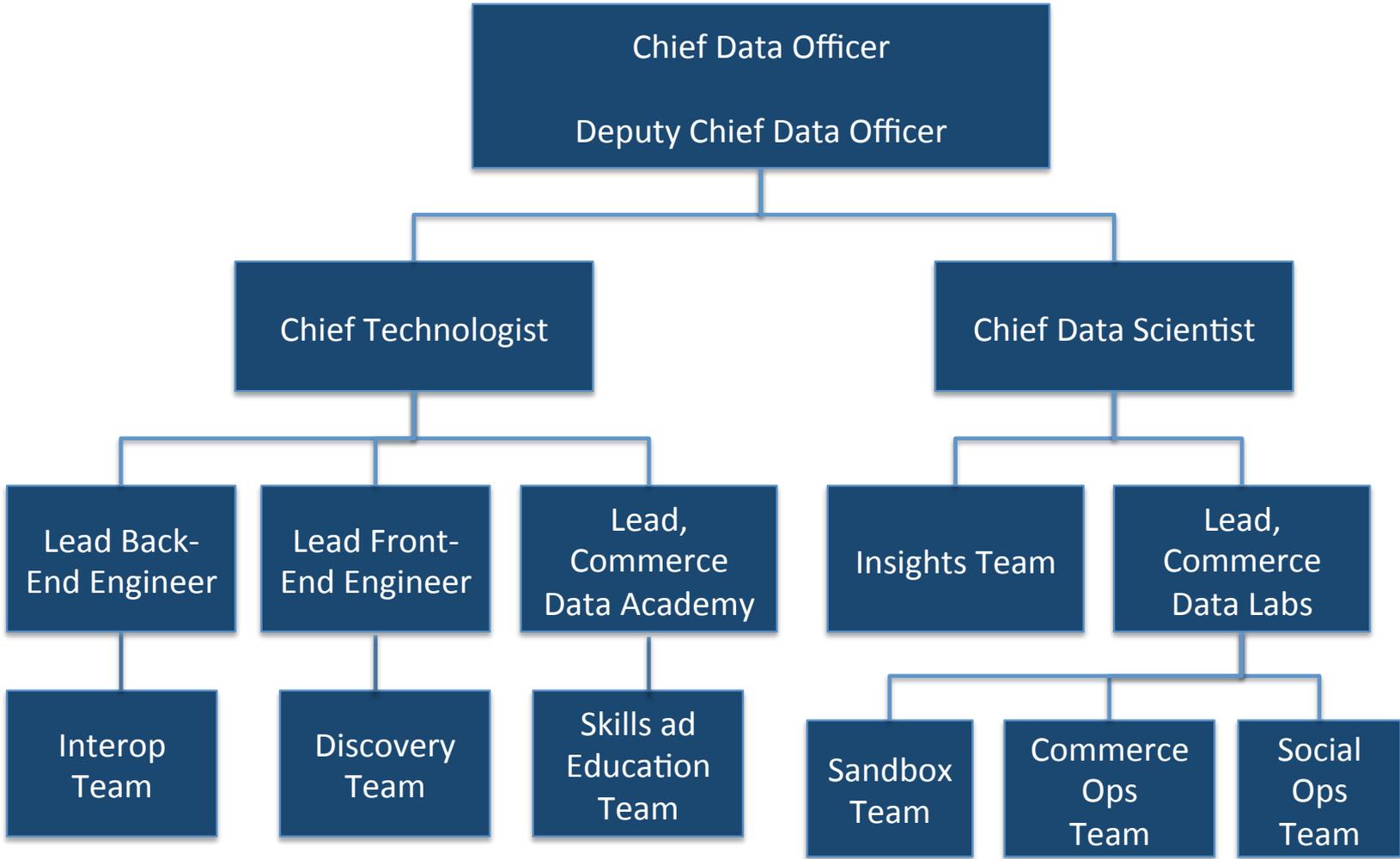
Commerce Data Service

Strengthening America's Data Agency

<https://www.commerce.gov/dataservice>

Presenter: Dr Tyrone Grandison, Deputy Chief Data Officer,
US Department of Commerce

Team Structure



Mission



- To empower people and business through Open Data and Transparency; both within and outside the DOC.
- To fundamentally change the way people and businesses interact with the DOC.
- To super-charge the data initiatives in the DOC's bureaus.

The Commerce Data Service (CDS) is the Secretary's single point of contact for DATA initiatives across all of DOC's bureaus.



Goal and Strategic Objectives

- **Strategic Goal:**
 - Maximize the positive impacts of Commerce data on society.
- **Strategic Objectives:**
 - **Fuel economic growth** by unleashing Commerce data and making it easier for businesses, communities, and citizens to access, analyze, and use the data.
 - **Create data-driven government** by combining and using data in new ways to increase the efficiency, effectiveness, and security of Commerce programs.
 - **Deliver data services** by leveraging advances in data science, software development, and standards to accelerate product innovations.



DOC's Major 2016 Data Initiatives

Objectives

Strategies

Initiatives

Fueling
Economic
Growth

- **Smart Cities Initiative** – Census Bureau CitySDK 2.0, NIST Global Cities Challenge, NTIA Data Portal
- **21st Century Economic Data** – Census Bureau/BEA Data Optimization Study, BEA website redesign, BEA Digital Economy Price Indexes Roadmap.
- **Modernize Patent Data** – USPTO Big Data Analytics Program, USPTO Patent Examination Data Search, USPTO Developer Page.
- **Accelerate Weather and Climate Data Use** – NOAA Big Data Project, NOAA Data Citation project.
- **Unleash Scientific Data** – NIST Materials Data Curation System, NIST Standard Reference Data Modernization, NIST Measurement Data Management Project.
- **Trade Data Services** – ITA Exporters Data Project, ITA/BIS Trade Developer Portal, Foreign Trade Data Integration at BOC/BEA/ITA/BIS.

Creating
Data-Driven
Government

- **Census Innovation** – 2020 Census Re-engineering, American Community Survey Redesign, Census Bureau Income Data Project.
- **Administrative Data Sharing** – ESA Data Synchronization Effort.
- **Performance Analytics** – DATA Act implementation.

Delivering
Data Services

- **Commerce Data Service (CDS)** – Entrepreneurial team delivers products to Bureaus.
- **Software Developer Toolkits** – All Bureaus: new developer tools development, Data Usability Project public launch, agile delivery methodology deployment.
- **National Technical Information Service** – Evolution Action Plan implementation.



2016 CDS Project Priorities

Trade Data

Income Data

Patent Data
Modernization

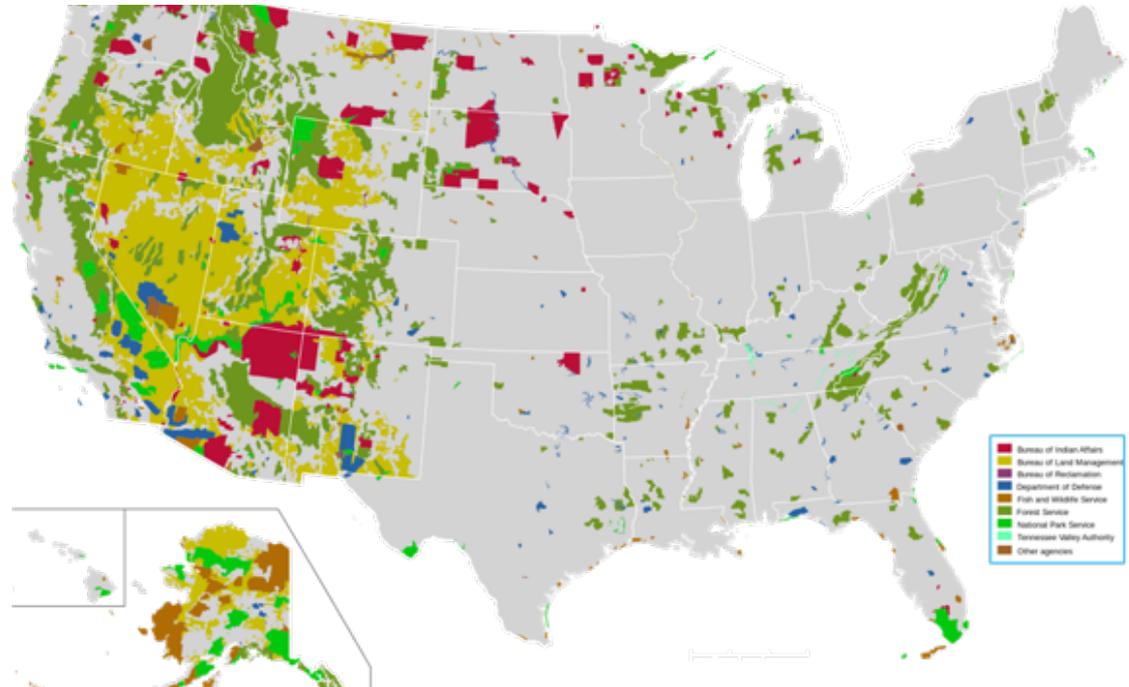
Commerce Data
Usability

Interoperability
Architecture



What We Do

- we Deliver
- we Consult
- we Train
- we Partner
- we Procure



Services to Bureaus

- Data Product & Service Development & Delivery
 - Data Consulting
 - Data Infrastructure Guidance
- Opening Data, Creating APIs, Testing & Optimizing Use
- Data Integration, Analysis, Utilization & Visualization
 - Client Engagement
 - Tech Transfer and Open Sourcing



Value to Bureaus

- Cost Savings and Cost Avoidance
 - Improved Data Quality
- Improved Connection to Customers
 - Time Savings
- Increased Budgets and Stakeholder Justifications
 - Public Recognition



Values

- **Open**
 - Everything in public.
- **Collaboration and Co-creation**
 - No impostors. One team. Ask for help. Partner often. Improve everything.
- **Communication**
 - Communicate often and meaningfully. Document everything.
- **Curiosity**
 - Constantly learning. Constantly automating. Constantly teaching.
- **Fun**



What We Ask of Bureaus when Working with CDS

- Have or Choose an empowered **Product Owner**
 - Someone who can handle internal bureau discussions, present a unified bureau voice, and provide feedback promptly to project questions.
- Read our **Stakeholder Guidelines** document.
- **User-Centered Design** - Expect us to talk to your end users to verify and refine project goals.
- **Change** is the only constant – expect project goals to evolve.
- **Build – Measure – Learn**
 - Expect a high initial failure rate. Lessons learned are incorporated into future iterations.
- Be prepared to **collaborate** through numerous iterations of product development.
 - We practice Agile Development and Lean Startup methodology.



Delivered: Commerce Data Usability Project

DEPARTMENT OF COMMERCE
COMMERCE.GOV

Search Engage Share

COMMERCE DATA USABILITY PROJECT

With tens of thousands of datasets ranging from satellite imagery to material standards to demographic surveys, the U.S. Department of Commerce has long been in the business of Open Data. Through the Commerce Data Usability Project, go on a series of guided tours through the Commerce data lake and learn how you can leverage this free and open data to unlock the possible.

<https://www.commerce.gov/datausability>



Delivered: MIDAAS

An official website of the United States Government This site is currently in alpha. [Learn More.](#)

 **MIDAAS** Alpha
Commerce Data Service [Topics](#) [Explore](#) [Developers](#)

Income Across **AMERICA**

Explore how income changes across geographies and demographics.

[Browse Topics](#) or [Explore Data](#)

View and Build Powerful Visualizations

Income distribution in the United States is a complex issue that everyone deserves the right to

<https://midaas.commerce.gov>



Delivered: The Opportunity Project

 An official website of the United States Government

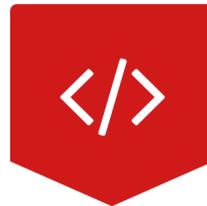
This site is currently in beta. [Learn more.](#)

The Opportunity Project

Let's build something amazing together.



Connect



Build



Learn More

<http://opportunity.census.gov>



Delivered: DOC Web Analytics Dashboard

analytics.usa.gov - Department of Commerce



About this site

19,623

people on agency websites now

Visits Today



Visits in the Past 90 Days

There were **334.5 million** visits over the past 90 days.

Top Pages

Now 7 Days 30 Days

People on a **single, specific page** now. [Download the full dataset.](#)

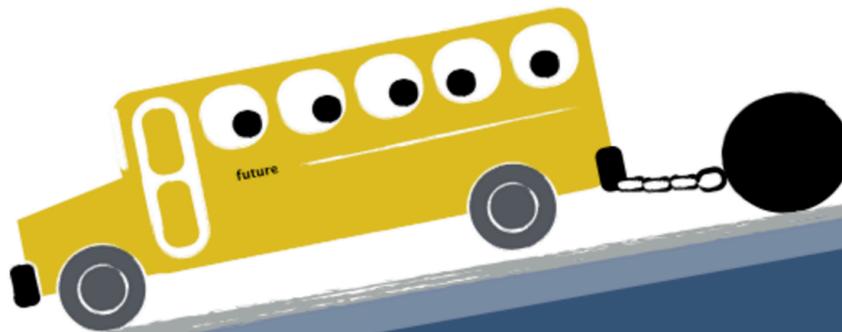
National Weather Service	1,051
National Weather Service - Forecasts by Region	258
Storm Prediction Center Today's Storm Reports	182
Storm Prediction Center Mar 16, 2016 0600 UTC Day 1...	172
Doppler Radar National Mosaic	112
NOAA/NWS Storm Prediction Center	90
Eastern U.S. Infrared, Enhancement 4 - NOAA GOES G...	87
Storm Prediction Center Convective Outlooks	79
Duluth, MN	63
United States Patent and Trademark Office	62
Trademark Status & Document Retrieval	59
Twin Cities, MN	50

<https://analytics.usa.gov/commerce/>



Delivered: HelpGirlsOfColor

RIGHT NOW THE ISSUE THE STORIES THE EVIDENCE DRIVE CHANGE CONTRIBUTE DATA



Schools,
Girls of Color
+ Justice

<http://www.helpgirlsofcolor.org>



Delivering

- New Exporters
- Commerce Data Academy
- Web ReDesign
 - BEA RIMSS
 - NOAA Data Portal
- Patent Data
 - Developer Portal
 - Big Data Science Models
 - Infrastructure for Data Science projects





Thank You

For more data@doc.gov

