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
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**

**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.
- **Accelerate Weather and Climate Data Use** – NOAA Big Data Project, NOAA Data Citation 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

- 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

https://www.commerce.gov/datausability
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 explore and understand.

https://midaas.commerce.gov
Delivered: The Opportunity Project

The Opportunity Project
Let's build something amazing together.

http://opportunity.census.gov
Delivered: DOC Web Analytics Dashboard

19,623

people on agency websites now

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

https://analytics.usa.gov/commerce/
Delivered: HelpGirlsOfColor

http://www.helpgirlsolor.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