

## **India Joins UN Panel on Big Data**

**Source: TH** 

### Why in News?

India has become a member of the United Nations (UN) Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD) after its recent induction into the United Nations Statistical Council (UNSC), signaling its growing influence in global statistical frameworks.

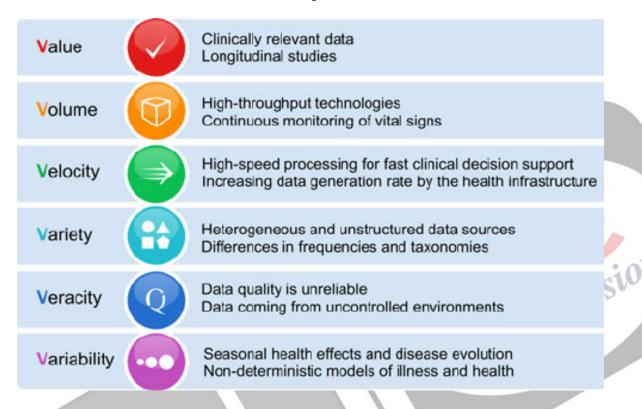
# What is the United Nations Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD)?

- About:
  - UN-CEBD is a specialized body under the United Nations, established to leverage Big
    Data and data science for strengthening global statistical systems.
  - It was established in 2014, under the aegis of the United Nations Statistical Commission (UNSC).
- Members:
  - It has **31 member states (including India)** and 16 international organizations.
- Objectives:
  - Explore the role of big data in monitoring and reporting progress on <u>Sustainable</u> <u>Development Goals (SDGs</u>).
  - Address challenges associated with utilizing non-traditional data sources for official statistics.
- Governance:
  - Advisory Board: Serves as the principal management body of the UN-CEBD and convenes around 4 times a year to review the committee's work and provide strategic guidance.
  - UN Bureau: It oversees the day-to-day operations and administrative functions.
- Key Functions:
  - Strategic Coordination: Provides vision, direction, and coordination for a global program on utilizing big data in official statistics, including for tracking indicators of the 2030 Agenda for Sustainable Development.
  - Promotion of Big Data Use: Encourages practical applications of big data, including cross-border data, while addressing associated challenges and leveraging existing frameworks.
    - Encourage innovative utilization of non-conventional data sources, including <u>satellite imagery</u>, <u>loT</u>, and private-sector data.
  - Capacity Building: Focuses on enhancing capabilities through training, experiencesharing, and building technical expertise and offering technical assistance to member nations for modernizing their statistical systems.
  - **Building Public Trust**: Works towards establishing public confidence in the use of big data for official statistical purposes.

## What is Big Data?

#### About:

- Big data refers to large, complex datasets that traditional data management systems cannot efficiently store, process, or analyze.
- It enables improved processes, better decision-making, and enhanced product/service development.
- India's Big Data Initiatives:
  - National Data & Analytics Platform (NDAP)
  - Big Data Management Policy
  - National Data Warehouse on Official Statistics
- **Drivers:** There are **6Vs** that drive big data are:



## Applications:

## **Big Data Application examples in different Industries: Retail/Consumer** Finances & Frauds Services Compliance and regulatory reporting Large-scale clickstream analytics

- Merchandizing and market basket analysis
- Campaign management and customer loyalty programs
- Supply-chain management and analytics
- Event- and behavior-based targeting
- Market and consumer segmentations
- Risk analysis and management
- Fraud detection and security analytics
- Credit risk, scoring and analysis
- High speed arbitrage trading
- Trade surveillance
- Abnormal trading pattern analysis

- Web and Digital media
- Ad targeting, analysis, forecasting and optimization
- Abuse and click-fraud prevention
- Social graph analysis and profile segmentation
- Campaign management and loyalty programs

#### Health & Life Sciences

- Clinical trials data analysis
- Disease pattern analysis
- Campaign and sales program optimization
- Patient care quality and program analysis
- Medical device and pharmacy supply—
- chain management
- Drug discovery and development analysis

#### Telecommunications

- Revenue assurance and price optimization
- Customer churn prevention
- Campaign management and customer
- Call detail record (CDR) analysis
- Network performance and optimization
- Mobile user location analysis

#### **Ecommerce & customer service**

- Cross-channel analytics
- Event analytics
- Recommendation engines using predictive
- Right offer at the right time
- Next best offer or next best action

## **United Nations Statistical Commission (UNSC)**

- UNSC is the highest decision-making body for **international statistical activities**.
- It was established in 1946 and is a functional commission of the <u>UN Economic and Social</u> <u>Council (ECOSOC)</u>.

## **UPSC Civil Services Examination, Previous Year Questions (PYQs)**

## Q. With the present state of development, Artificial Intelligence can effectively do which of the following? (2020)

- 1. Bring down electricity consumption in industrial units
- 2. Create meaningful short stories and songs
- 3. Disease diagnosis
- 4. Text-to-Speech Conversion
- 5. Wireless transmission of electrical energy

## Select the correct answer using the code given below:

- (a) 1, 2, 3 and 5 only
- (b) 1, 3 and 4 only
- (c) 2, 4 and 5 only
- (d) 1, 2, 3, 4 and 5

Ans: (b)

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