



# PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS

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BANCO DE PORTUGAL

13 OCT. 2023



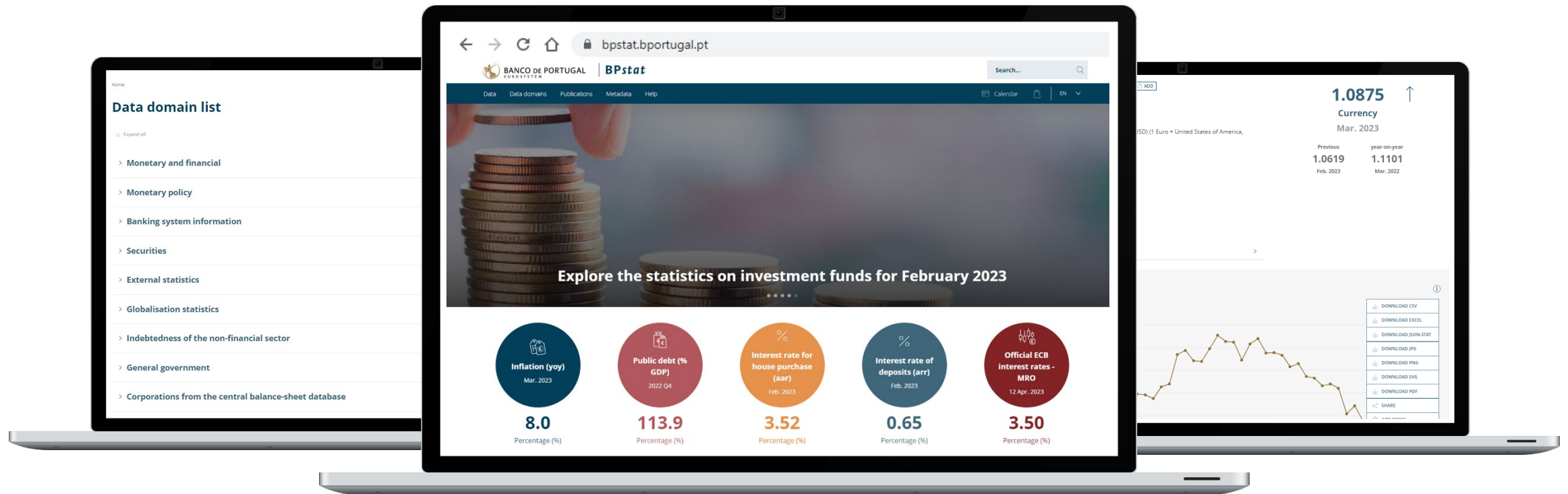
BANCO DE  
PORTUGAL  
EUROSISTEMA

**01** BPSTAT

**It is not enough to produce  
*good numbers***

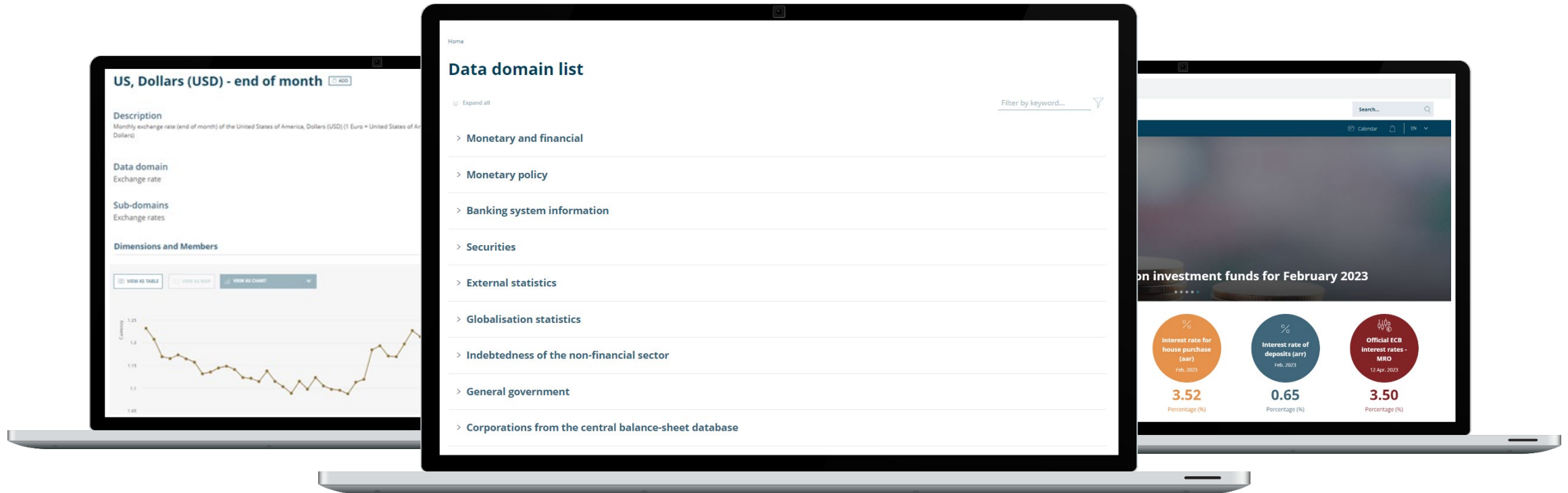


# BPSTAT



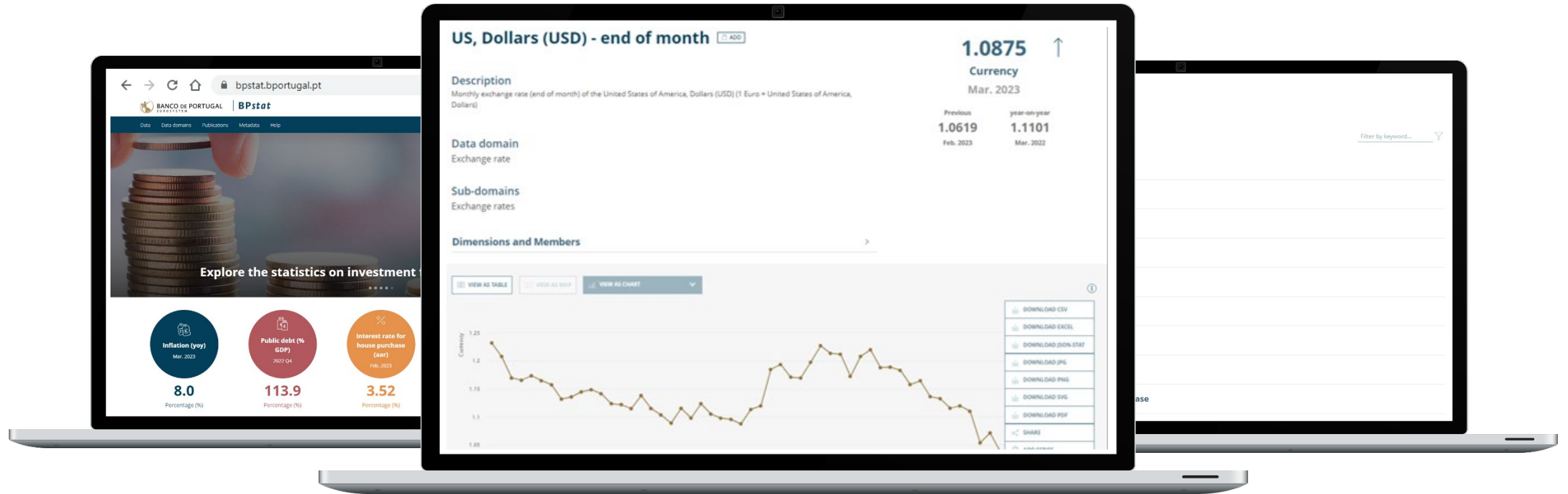


# BPSTAT



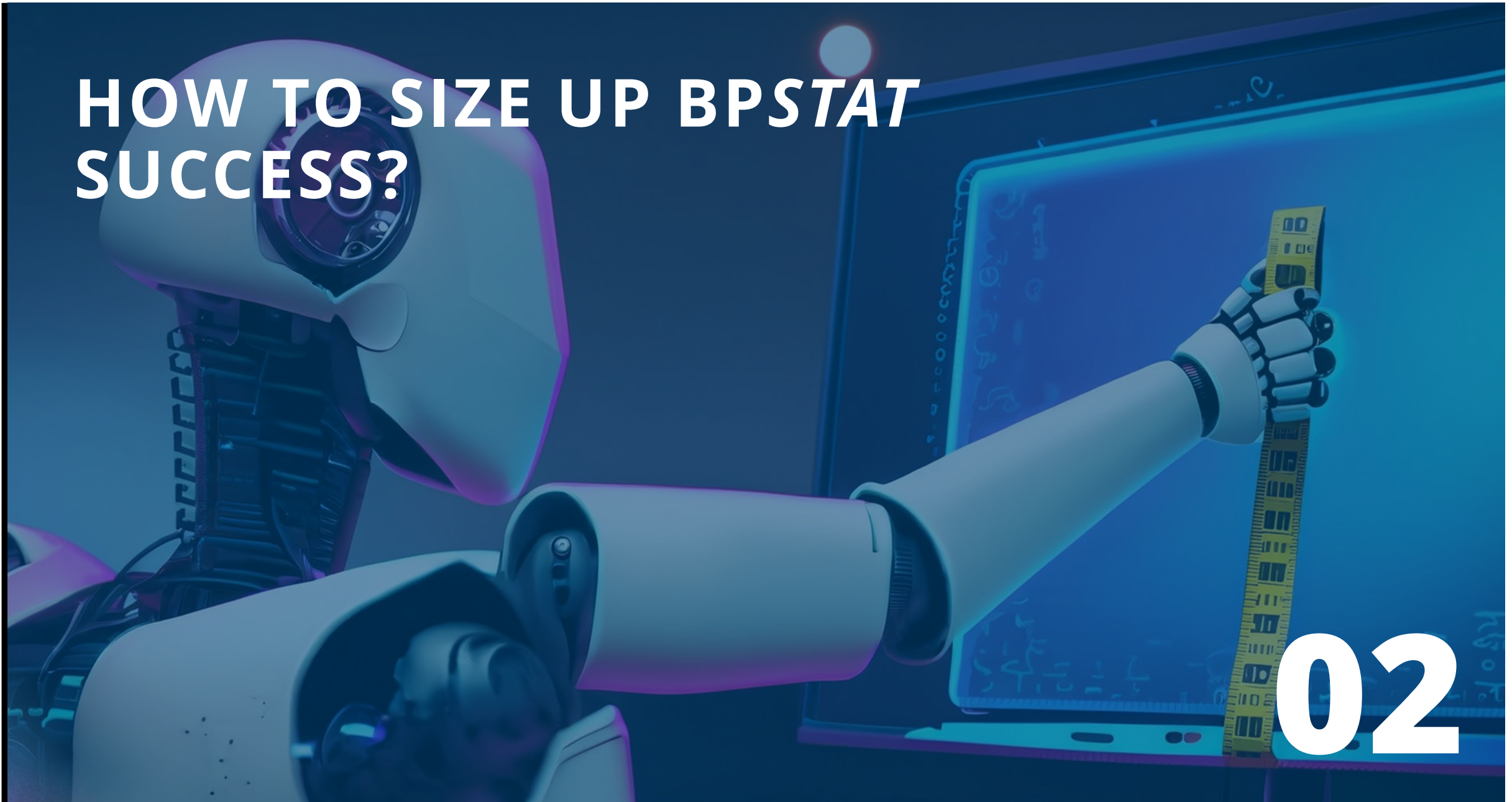


# BPSTAT



# HOW TO SIZE UP BPSTAT SUCCESS?

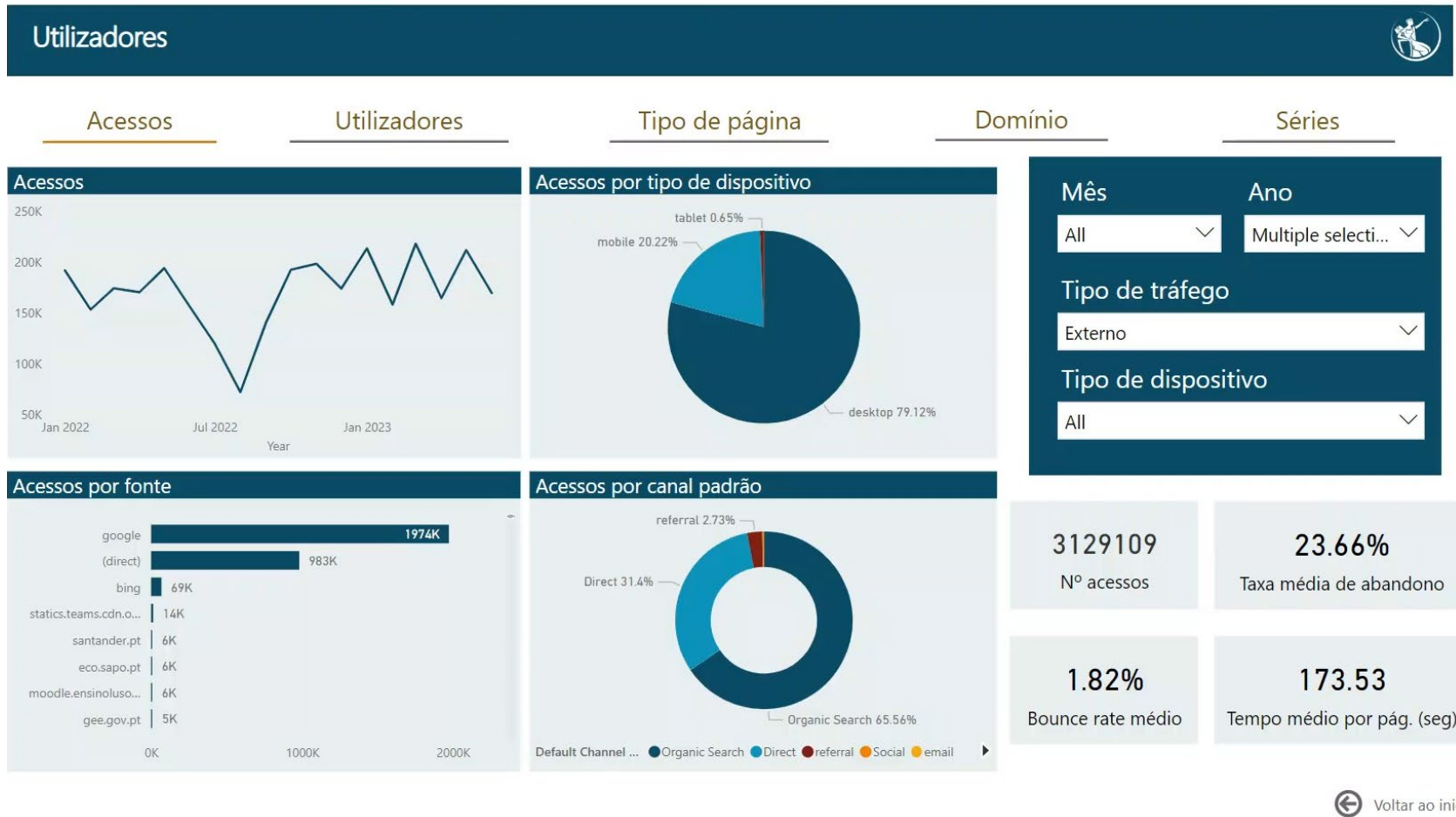
02





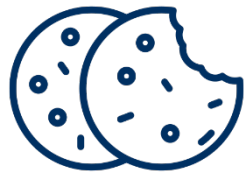


# THE GOOGLE ANALYTICS

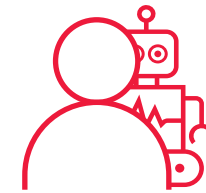




## WHEN GOOGLE ANALYTICS TURNS A BLIND EYE



NO,  
THANKS!



DISTINGUISH  
OUR USERS



# THE CHALLENGE

Who are the users that Google can't see?

How many times have users downloaded from BPstat?

Which file format do users download the most?

What is the user's country?

Which information domain do users download most frequently?

Did users download automatically or manually?

# NAVIGATING BEYOND G.A.



03



# WHAT GOOGLE DON'T SEE

RealClientIP	RequestURL	Timestamp	Referer
":89.[...]"	"/"	":2022-08-11T13:17:4	":https://www.google.pt/"
":89.[...]"	"/js/49.8126579cd41cbc2841ff.chunk.js"	":2022-08-11T13:19:4	":https://bpstat.bportugal.pt/serie/12531971"
":89.[...]"	"/static/manifest.json"	":2022-08-11T13:20:2	":https://bpstat.bportugal.pt/serie/12531971"
[...]	[...]	[...]	[...]
":89.[...]"	"/api/observations/excel/?series_ids=12531971&language=PT&start_date=2022-05-10&end_date=2022-08-10"	":2022-08-11T13:20:2	":https://bpstat.bportugal.pt/serie/12531971"

User

Excel

USD - daily

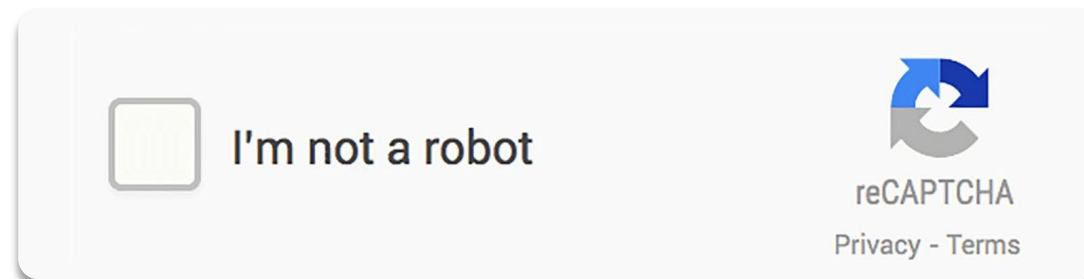
Period

Date

Referer



200,000 logs generated per day




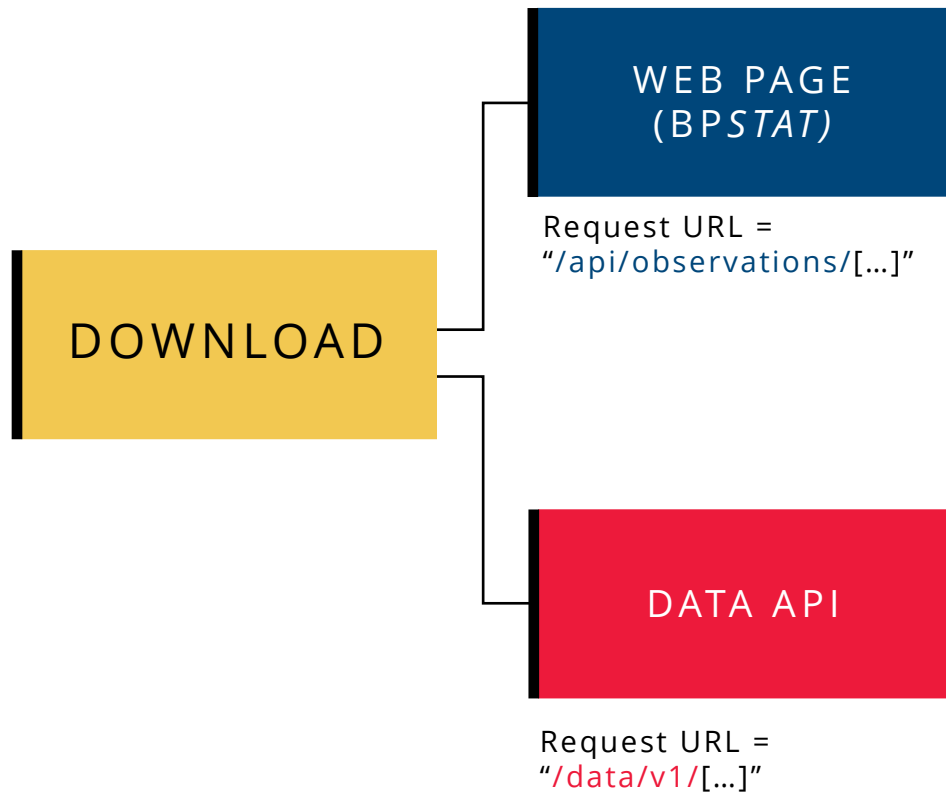
# THE APPROACH



04



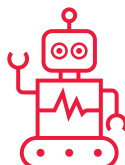
# LINK FOLLOWING TECHNIQUE



**Manual  
Download**



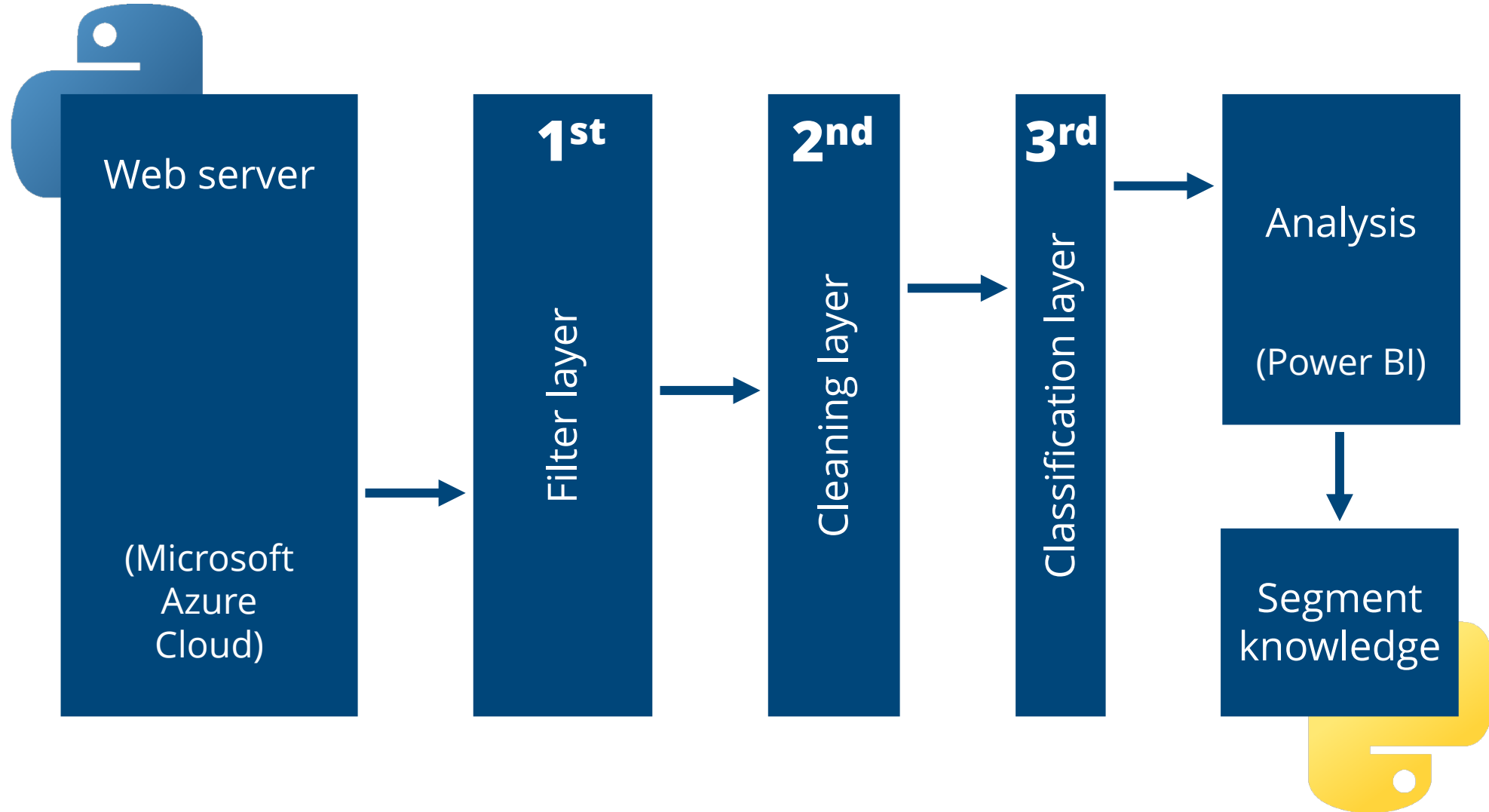
**Automatic Download  
- Via web request**



**Automatic Download  
- Via API**



# CREATE A AUTOMATISM





# BEYOND HEADLINES: TRACKING CONCERNS

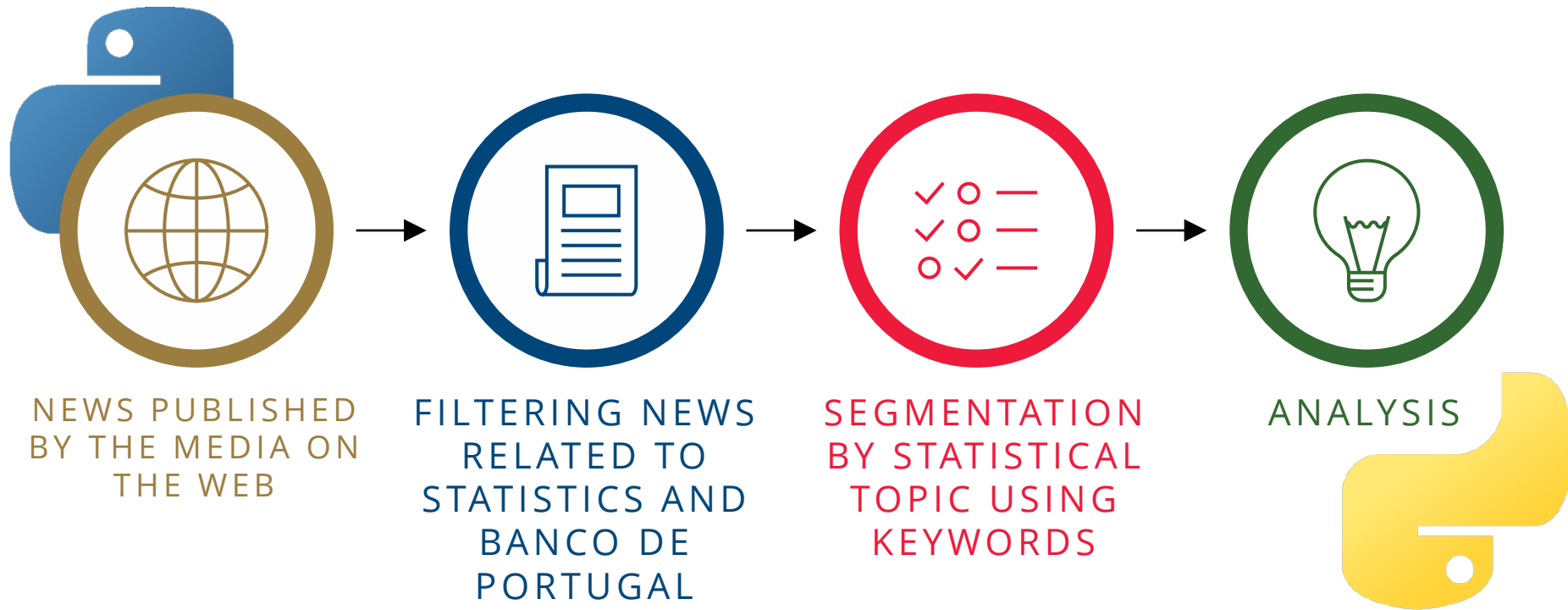


05





# WHAT'S TRENDING? DECODING USER CONCERNS





# WHAT'S TRENDING? DECODING USER CONCERNS

1<sup>st</sup> - Interest rates

2<sup>nd</sup> - General  
government debt

3<sup>rd</sup> - Indebtedness of the  
non-financial sector

\*News gathered up to July 2023



# WHAT'S TRENDING? DECODING USER CONCERNS

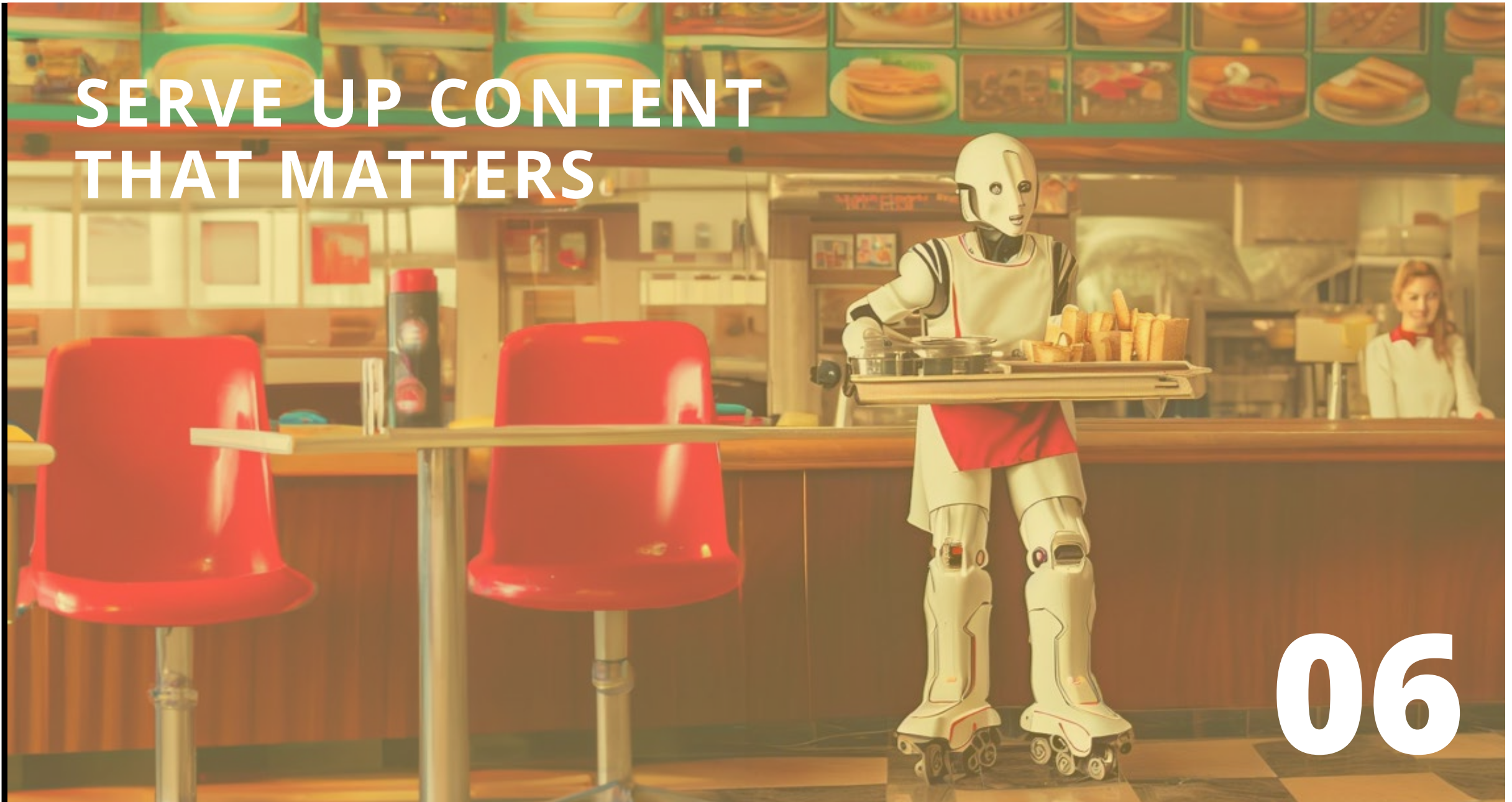
1<sup>st</sup> - Interest rates

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\*News gathered up to July 2023

# SERVE UP CONTENT THAT MATTERS



06



## KNOW YOUR USER



## TAILOR CONTENT

The screenshot shows the BPstat website interface. At the top left is the logo for BANCO DE PORTUGAL EUROSYSTEM. To its right is the BPstat logo. Below these is a dark blue navigation bar with links for Data, Data domains, Publications, Metadata, and Help. Below the navigation bar is a breadcrumb trail: Home > Data domain > Monetary and financial. The main heading is 'Loans for house purchase' in a large, bold, dark blue font. Below the heading is a paragraph of text: 'Statistics on loans for house purchase refer to loans for acquisition or construction of personal and permanent residential property, and include information on new loans and stock of loans, interest rates, reference rates and monthly repayments'.





**A FRESH  
PERSPECTIVE**

**07**

## DDEMf | Users questions and requests

**1.5**

Average response time (days)



Percentage of requests answered within 2 working days

Nº of requests answered by the unit compared to the total received in the DDE.



Requester Sector	Average response time	Nº of requests
	0.6	23
Individuals	1.6	18
Banks	1.8	15
Non-Financial Companies	1.0	13
Other Financial Institutions	1.9	8
Students or Professors	2.0	5
Public Administrations	7.3	3
<b>Total</b>	<b>1.5</b>	<b>85</b>

Theme	Nº of requests
IFM	77
IFNM	8
<b>Total</b>	<b>85</b>



# DISCOVERING DATA: A UNIFIED VIEW

## EXAMPLE OF BANKING STATISTICS DASHBOARD

Requests submitted by users via email or another contact channel

The main topic to which the request pertained



# CONTEMPLATING WHAT'S NEXT

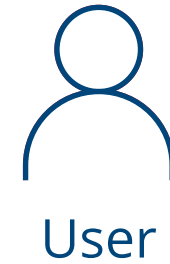
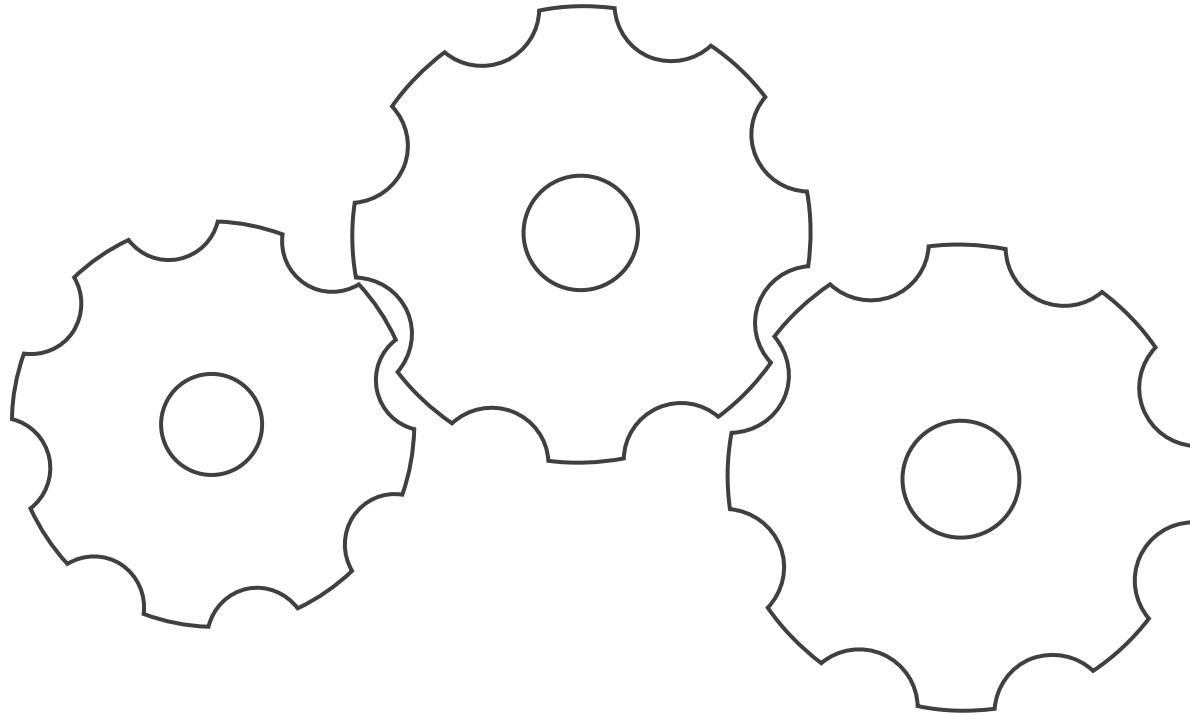


08



# USER AT CENTER

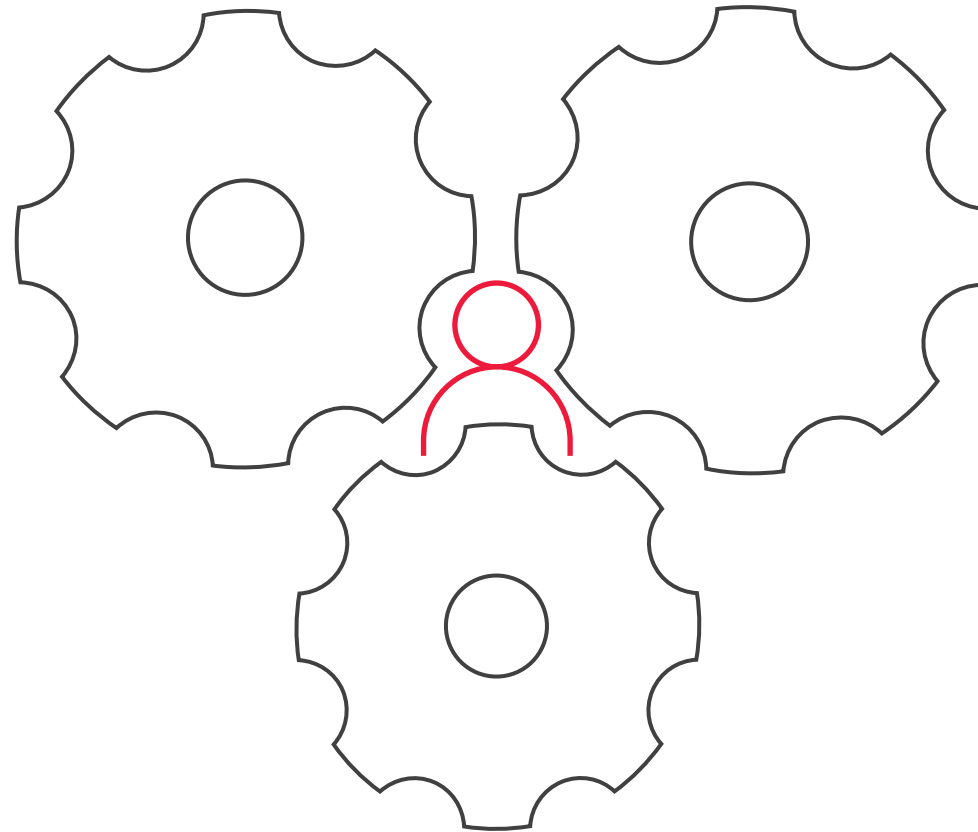
## A Producer-Centric Statistical Approach





# USER AT CENTER

Placing the User at the Heart of Our Endeavours





## PRACTICE WHAT YOU PREACH



Continue to understand the user's needs.

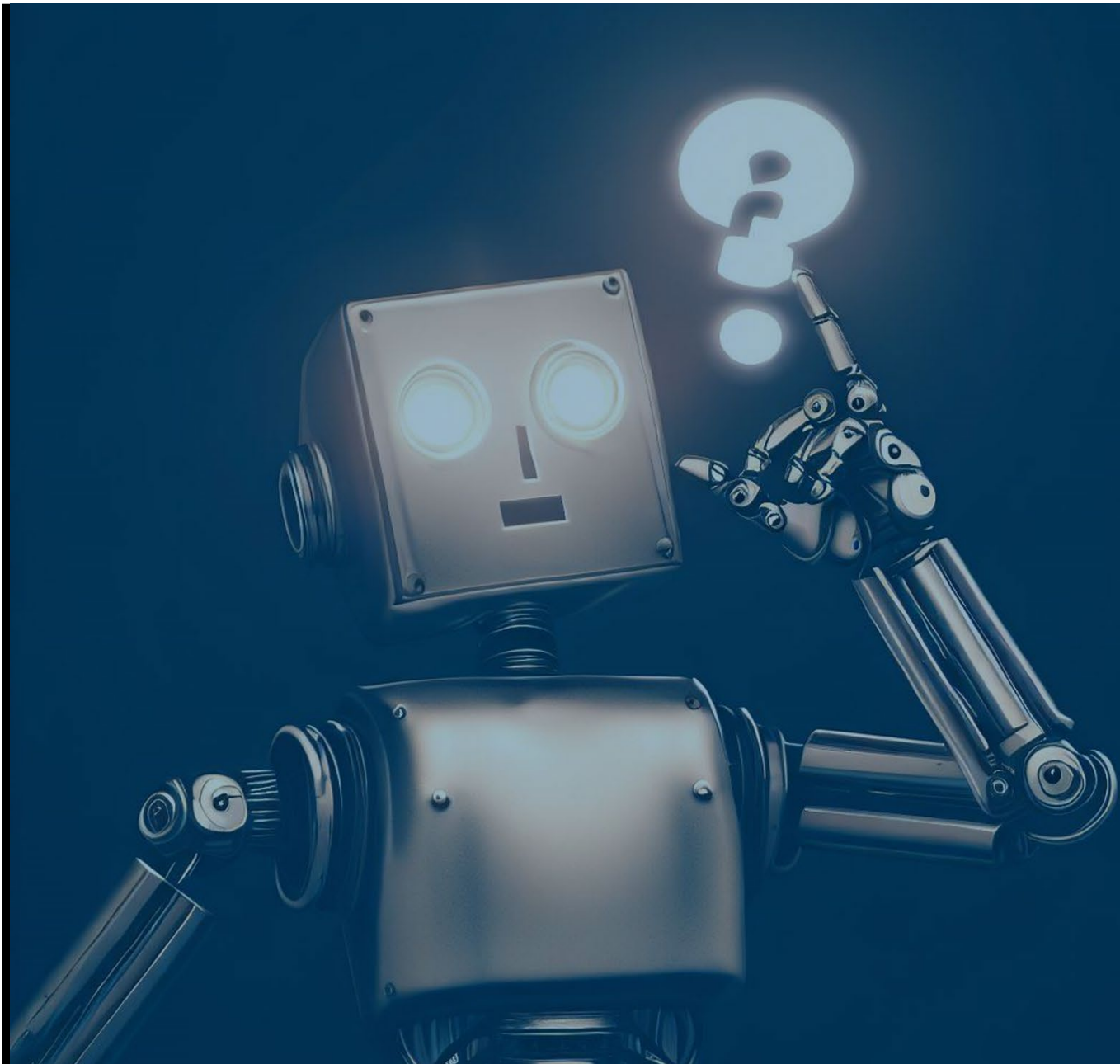
And their level of satisfaction.



Adapt the language to each target audience.



Share the performance.



## LIGHT-HEARTED NOTE:

IN THE REALM OF  
DATA, I OFTEN  
PONDER:  
'AM I ANALYSING  
THE ROBOTS, OR  
ARE THE ROBOTS  
ANALYSING ME?'

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