PRACTICE WHAT YOU PREACH:
USE STATISTICS TO MAKE BETTER DECISIONS

LEONARDO ALMEIDA AND FILIPA OLIVEIRA | BANCO DE PORTUGAL
13 OCT. 2023
It is not enough to produce good numbers
BPSTAT AND ITS IMPORTANCE

BPSTAT

PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS
BPSTAT AND ITS IMPORTANCE

PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS

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HOW TO SIZE UP BPSTAT SUCCESS?
THE GOOGLE ANALYTICS

Key Metrics:

- Number of Visits
- Average Bounce Rate
- Average Time per Page
- Number of Users

Practise what you preach: use statistics to make better decisions.
HOW TO SIZE UP BPSTAT SUCCESS?

WHEN GOOGLE ANALYTICS TURNS A BLIND EYE

NO, THANKS!

DISTINGUISH OUR USERS

PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS

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THE CHALLENGE

Who are the users that Google can't see?

Which file format do users download the most?

Which information domain do users download most frequently?

How many times have users downloaded from BPstat?

What is the user's country?

Did users download automatically or manually?
# WHAT GOOGLE DON'T SEE

**200,000 logs generated per day**

<table>
<thead>
<tr>
<th>User</th>
<th>Excel</th>
<th>USD - daily</th>
<th>Period</th>
<th>Date</th>
<th>Referer</th>
</tr>
</thead>
</table>

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

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THE APPROACH
THE APPROACH

LINK FOLLOWING TECHNIQUE

WEB PAGE (BPSTAT)
Request URL = "/api/observations/[…]/"

DATA API
Request URL = "/data/v1/[…]/"

Manual Download

Automatic Download – Via web request

Automatic Download – Via API

PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS
CREATE A AUTOMATISM

THE APPROACH

Web server

Filter layer

Cleaning layer

Classification layer

Analysis

(Power BI)

Segment knowledge

1st

2nd

3rd

(Microsoft Azure Cloud)
BEYOND HEADLINES: TRACKING CONCERNS
WHAT'S TRENDING? DECODING USER CONCERNS

NEWS PUBLISHED BY THE MEDIA ON THE WEB

FILTERING NEWS RELATED TO STATISTICS AND BANCO DE PORTUGAL

SEGMENTATION BY STATISTICAL TOPIC USING KEYWORDS

ANALYSIS

PRACTICE WHAT YOU PREACH: USE STATISTICS TO MAKE BETTER DECISIONS

13 OCT. 2023
BEYOND HEADLINES: TRACKING CONCERNS

WHAT'S TRENDING? DECODING USER CONCERNS

1st - Interest rates

2nd - General government debt

3rd - Indebtedness of the non-financial sector

*News gathered up to July 2023
WHAT'S TRENDING? DECODING USER CONCERNS

1st - Interest rates

2nd - General government debt

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*News gathered up to July 2023
SERVE UP CONTENT THAT MATTERS
Know Your User

Serve up content that matters

Tailor content

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
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
C O N T E M P L A T I N G  W H A T ' S  N E X T

USER AT CENTER

A Producer-Centric Statistical Approach
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?’

llalmeida@bportugal.pt