Case study

How a government department leveraged analytics to plan strategically

We identified priority areas for new community spaces in more than 100 communities using predictive modelling, primary research, and a custom dashboard, empowering our client to plan effectively and conduct targeted research on challenges in marginalized communities.

Objectives

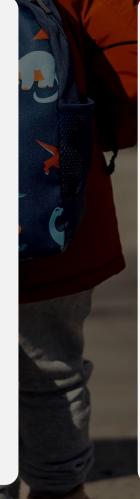The department needed to create a strategic plan to add new community spaces for the future.

Its objectives were to:

1. Understand the current and projected future gaps between supply and demand

2. Analyze needs across more than 100 communities

Methodology

To help the department plan for the future, we:

1. Developed a predictive model to forecast population trends

2. Conducted primary research to understand key drivers and challenges

3. Created a custom dashboard featuring a map of the area to help the department visualize available spaces and project future supply and demand gaps

Outcome

Using the dashboard, the department identified which communities need new spaces most.

They will continue to use it to project and plan for future gaps (and can update it with space availability data when available).

The department is also using the insights to conduct targeted research about the challenges marginalized and underserved communities face.

Click here to speak with our team

Leger