

## Project Details

<b>Title</b>	Identification of low volume, high value cohorts
<b>Topic Areas [3 keywords relevant to the project]</b>	This project seeks to explore the possibility of using various data sources to identify cohorts – low volume – around which an early intervention and prevention intervention can be targeted
<b>Company Name</b>	Birmingham City Council
<b>Target Problem [1-3 sentences]</b>	<p>The early intervention and prevention programme champions a prevention approach to council interventions. The goal is to transform from intervention duty to prevention duty for most of citizens social issues including housing, homelessness and social care.</p> <p>In a time of limited resources, BCC is challenged with finding efficient ways of delivering in adult social care with limited resources. It is therefore believed that by identifying cohorts of people that can be targeted through the ‘prevention duty’ deliver better outcomes than when they are needing ‘intervention duty’.</p> <p>We need to design a data system/solution that can leverage the various data sets and data sources to find groups (cohorts) that are likely to need (in the future) intervention so that we can target prevention messaging and support which is cheaper and more efficient for both the citizens and BCC.</p> <p>The problem is to identify, build and produce a single, actionable list of potential ‘proactive cohorts’ around which target prevention initiatives are design and executed.</p> <p>This list will be maintained as a single, measurable source of the truth for ‘proactive cohorts’ development across the council.</p>
<b>Project Aim [1-3 sentences]</b>	<p>The aim is to design a solution that allows the continued generation of potential cohorts for proactive prevention intervention actions. The solution should be agnostic of data sources and reproducible across the council vast data landscape</p> <p>Input: a matrix that could concatenate several data sets/data items from multiple data sources.</p> <p>Output: a simple reproducible list of subjects (name and contact details) who meet the specific input criteria – referred to as ‘cohorts’.</p>
<b>Target Users [1-5 keywords/phrases]</b>	<ul style="list-style-type: none"> <li>- Council data staff – analysis, engineers and designers</li> <li>- Council Service designers – those who plan service intervention</li> <li>- Council decision makers – those who commission service delivery</li> </ul>
<b>Technologies [1-5 technologies required in case of project implementation]</b>	<p>Various technologies may be useful including but not limited to</p> <ul style="list-style-type: none"> <li>- Service design tools for modelling and creation of prototypes such as miro, Figma</li> <li>- Access to jira for creation of tasks and user stories</li> <li>- Microsoft suite – visio, excel</li> <li>- Data visualization tools like power BI</li> </ul>
<b>Skills Needed [1-5</b>	To be successful on this project, project team would benefit from having

**keywords]**

- Product management skills – understanding the concept of iterative design and product thinking
  - User research skills – able to design and carry out research to understand user needs and identify insights
  - Service design skills – the understanding of how services interact and how various products work to deliver end to end services for users
  - Data analysis skills – to be able to explore how various data sources can be utilized in the identification and solutioning of ‘whole problems’ employing the concept of ‘enrichment’
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