



Commerce Data Service

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Deputy Chief Data Officer

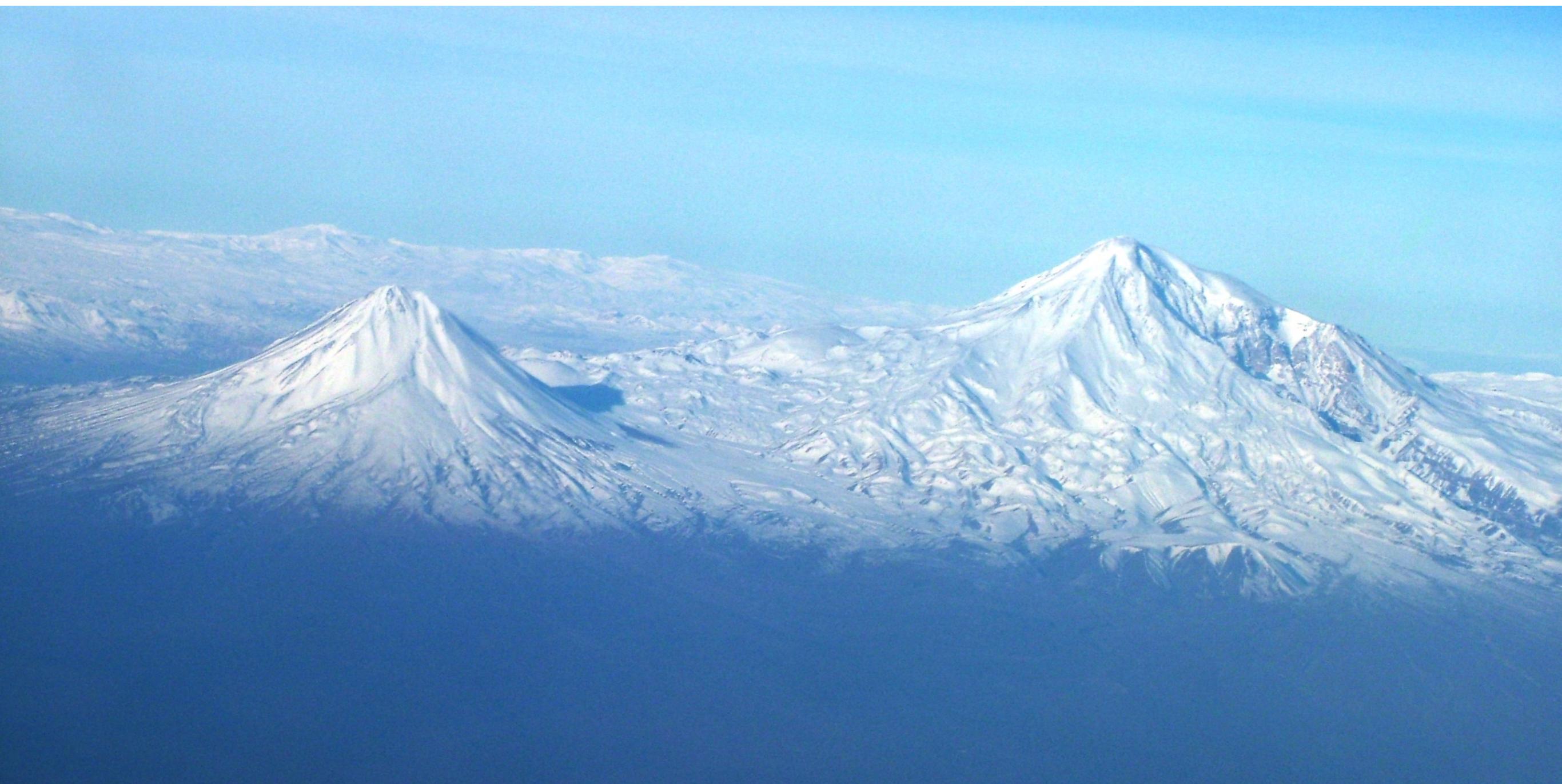
May 12, 2016



The US Department of Commerce
creates the conditions for economic
growth and opportunity



Fifty Thousand Foot View

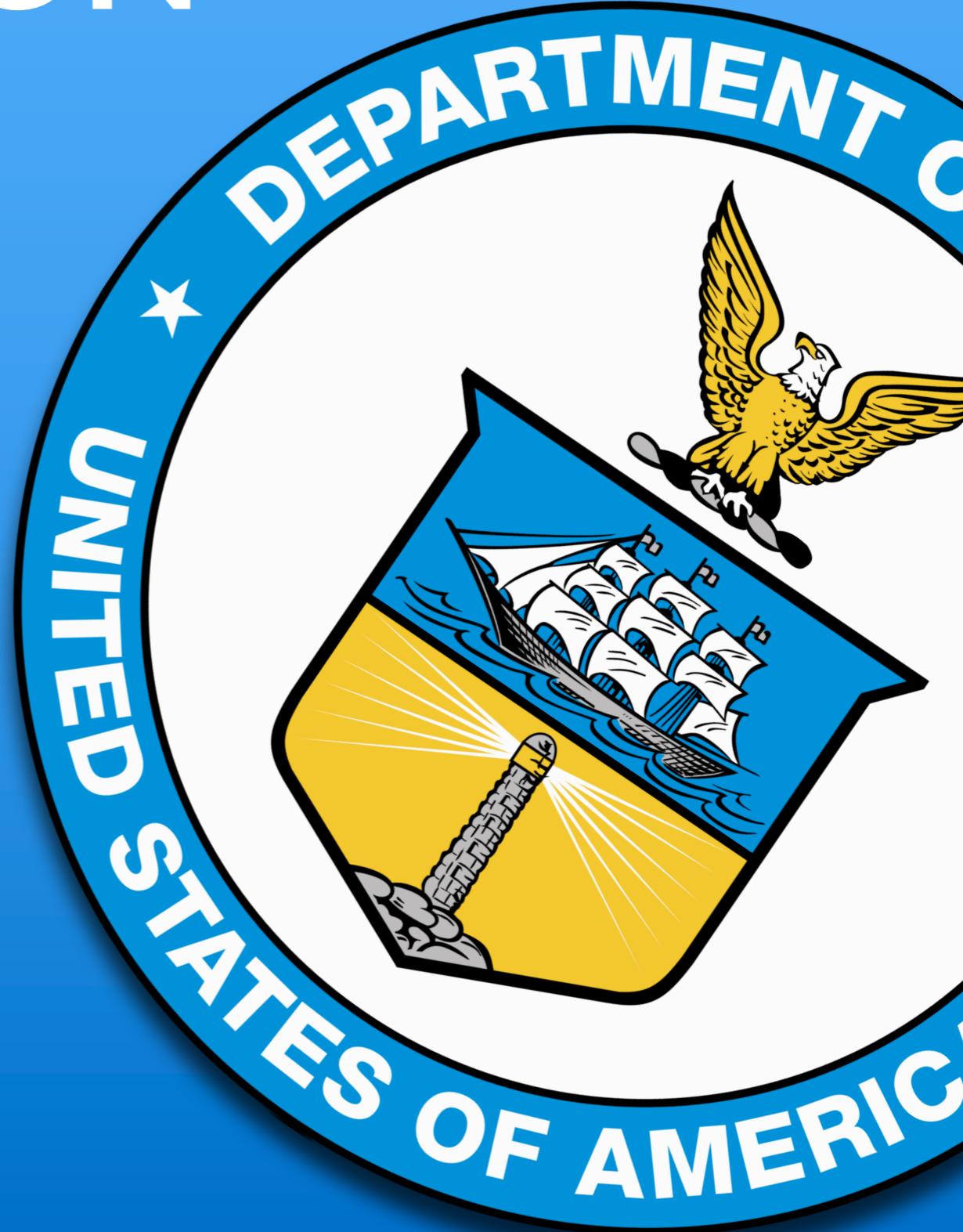


MISSION

To empower people and business through Open Data and Transparency; both within and outside the Department.

To fundamentally change the way people and businesses interact with the DOC.

To super-charge the data initiatives in the DOC's bureaus.

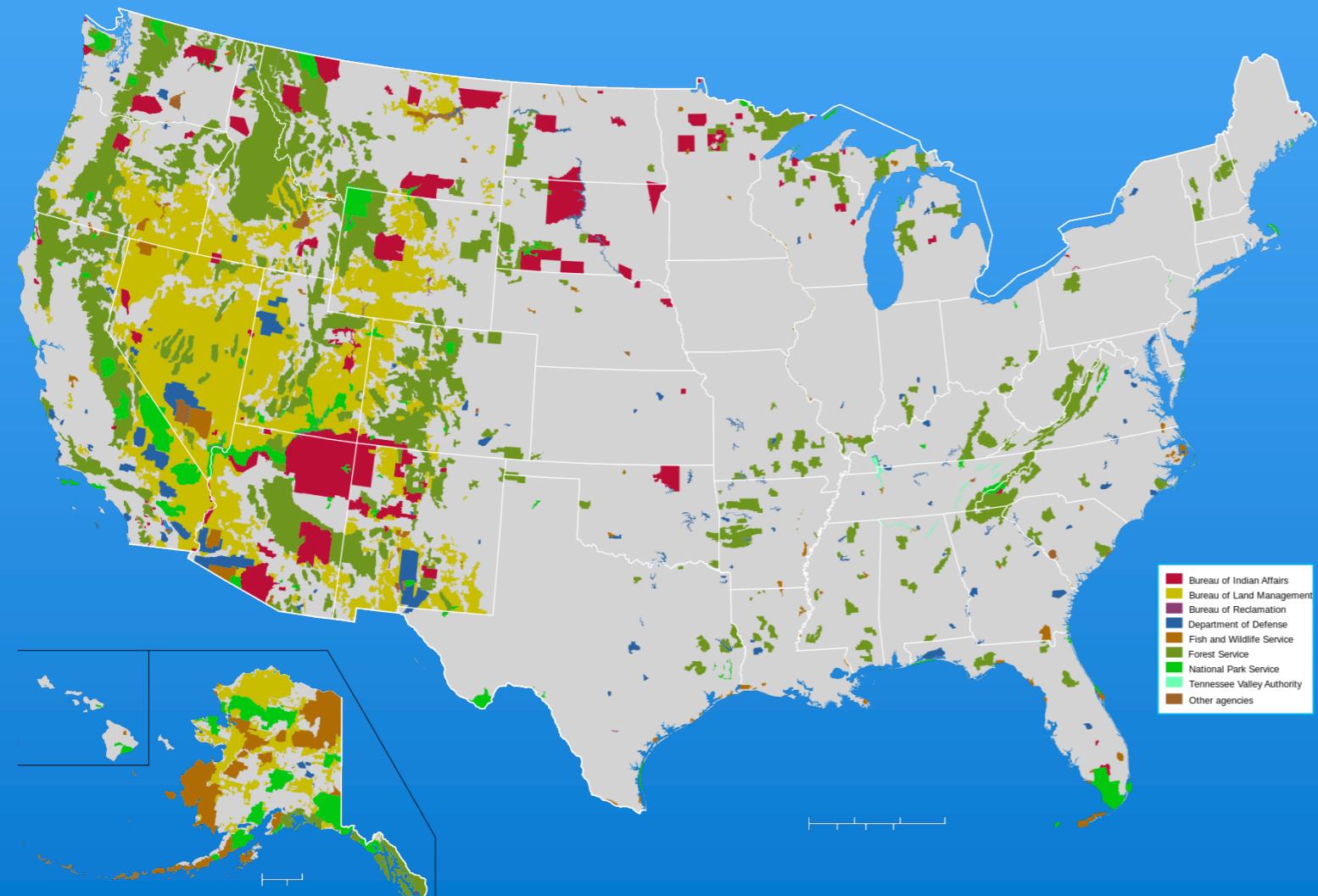


STRATEGY



- Build 21st century data product delivery into the bureaus' DNA
- Making bureaus more data-driven

WHAT WE DO



- we Deliver
- we Consult
- we Train
- we Partner
- we Procure

SERVICES OFFERED TO BUREAUS

Data Product & Service Development & Delivery

Data Consulting

Data Infrastructure Guidance

Opening Data, Creating APIs, Testing & Optimizing Use

Data Integration, Analysis, Utilization & Visualization

Client Engagement

Tech Transfer and Open Sourcing

VALUE TO BUREAUS

Cost Savings and Cost Avoidance

Improved Data Quality

Improved Connection to Customers

Time Savings

Increased Budgets and Stakeholder Justifications

Public Recognition

The Current Year



GOAL & STRATEGIC OBJECTIVES

- **Strategic Goal:**

- Maximize the positive impacts of Commerce data on society.

- **Strategic Objectives:**

- **Fuel economic growth** by unleashing Commerce data and making it easier for businesses, communities, and citizens to access, analyze, and use the data.
- **Create data-driven government** by combining and using data in new ways to increase the efficiency, effectiveness, and security of Commerce programs.
- **Deliver data services** by leveraging advances in data science, software development, and standards to accelerate product innovations.

DOC'S MAJOR 2016 DATA INITIATIVES

Objectives



Strategies



Initiatives

Fueling
Economic
Growth

Creating Data-
Driven
Government

Delivering
Data Services

- **Smart Cities Initiative** – Census Bureau CitySDK 2.0, NIST Global Cities Challenge, NTIA Data Portal
- **21st Century Economic Data** – Census Bureau/BEA Data Optimization Study, BEA website redesign, BEA Digital Economy Price Indexes Roadmap.
- **Modernize Patent Data** – USPTO Big Data Analytics Program, USPTO Patent Examination Data Search, USPTO Developer Page.
- **Accelerate Weather and Climate Data Use** – NOAA Big Data Project, NOAA Data Citation project.
- **Unleash Scientific Data** – NIST Materials Data Curation System, NIST Standard Reference Data Modernization, NIST Measurement Data Management Project.
- **Trade Data Services** – ITA Exporters Data Project, ITA/BIS Trade Developer Portal, Foreign Trade Data Integration at BOC/BEA/ITA/BIS.

- **Census Innovation** – 2020 Census Re-engineering, American Community Survey Redesign, Census Bureau Income Data Project.
- **Administrative Data Sharing** – ESA Data Synchronization Effort.
- **Performance Analytics** – DATA Act implementation.

- **Commerce Data Service (CDS)** – Entrepreneurial team delivers products to Bureaus.
- **Software Developer Toolkits** – All Bureaus: new developer tools development, Data Usability Project public launch, agile delivery methodology deployment.
- **National Technical Information Service** – Evolution Action Plan implementation.

2016 CDS Project Priorities

Trade Data

Income Data

Patent Data
Modernization

Commerce Data
Usability

Interoperability
Architecture

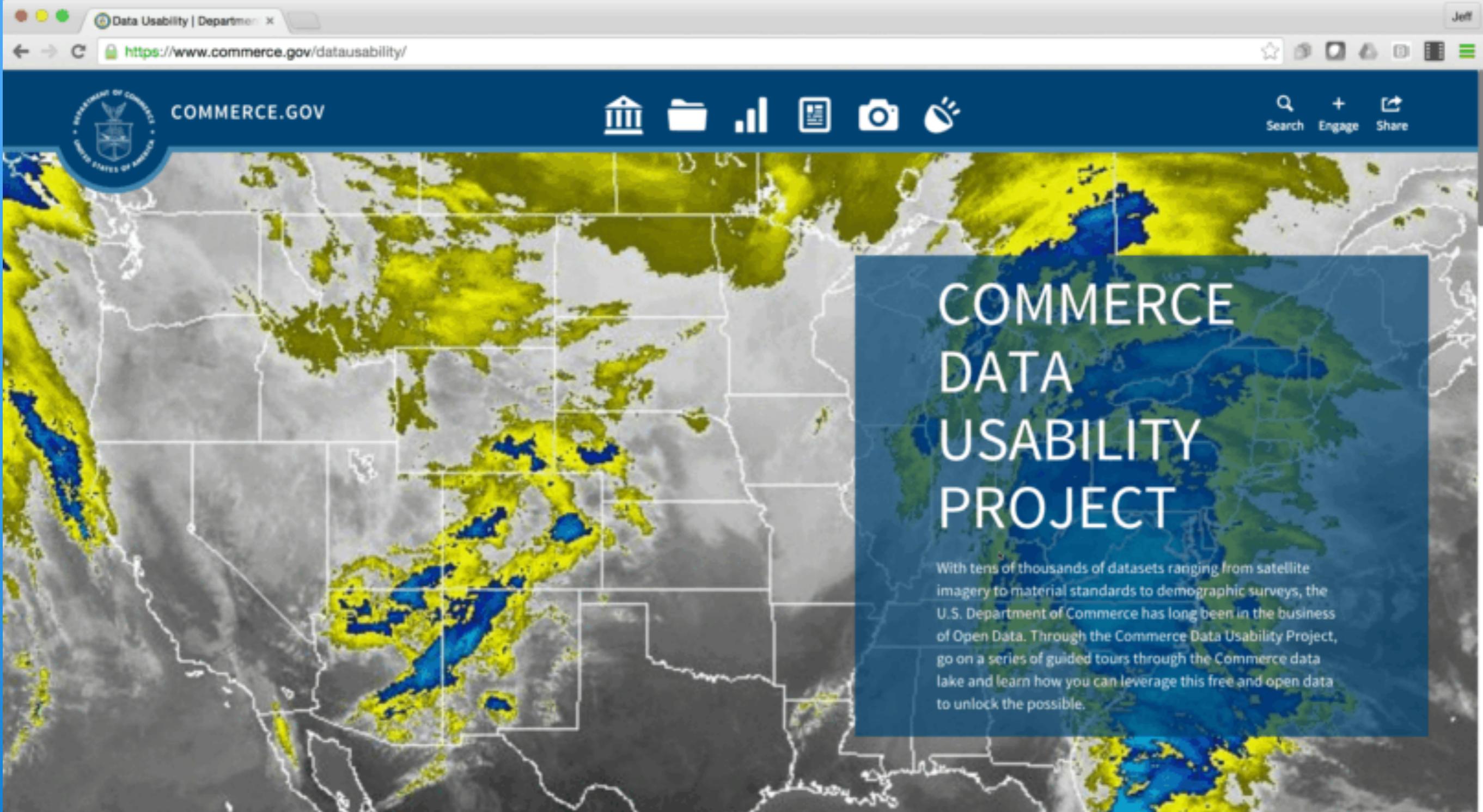
2016 CDS Funding Bureaus

UNITED STATES
PATENT AND TRADEMARK OFFICE



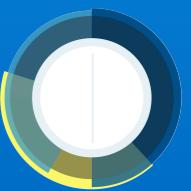
What We Ask of Bureaus when Working with CDS

- Have or Choose an empowered **Product Owner**
 - Someone who can handle internal bureau discussions, present a unified bureau voice, and provide feedback promptly to project questions.
- Read our **Stakeholder Guidelines** document.
- **User-Centered Design** - Expect us to talk to your end users to verify and refine project goals.
- **Change** is the only constant – expect project goals to evolve.
- **Build – Measure – Learn**
 - Expect a high initial failure rate. Lessons learned are incorporated into future iterations.
- Be prepared to **collaborate** through numerous iterations of product development.
 - We practice Agile Development and Lean Startup methodology.



Commerce Data Usability Project

[commerce.gov/datausability](https://www.commerce.gov/datausability)





Income Across **AMERICA**

Explore how income changes across geographies and demographics.

[Browse Topics](#)

or

[Explore Data](#)

View and Build Powerful Visualizations

Income distribution in the United States is a complex issue that everyone deserves the right to

The MIDAAS Project

<https://midaas.commerce.gov>

The Opportunity Project

An official website of the United States Government

This site is currently in beta. [Learn more.](#)

The Opportunity Project

Let's build something amazing together.

Connect

Build

Learn More

opportunity.census.gov



19,623

people on agency websites now

Visits Today



Eastern Time

Visits in the Past 90 Days

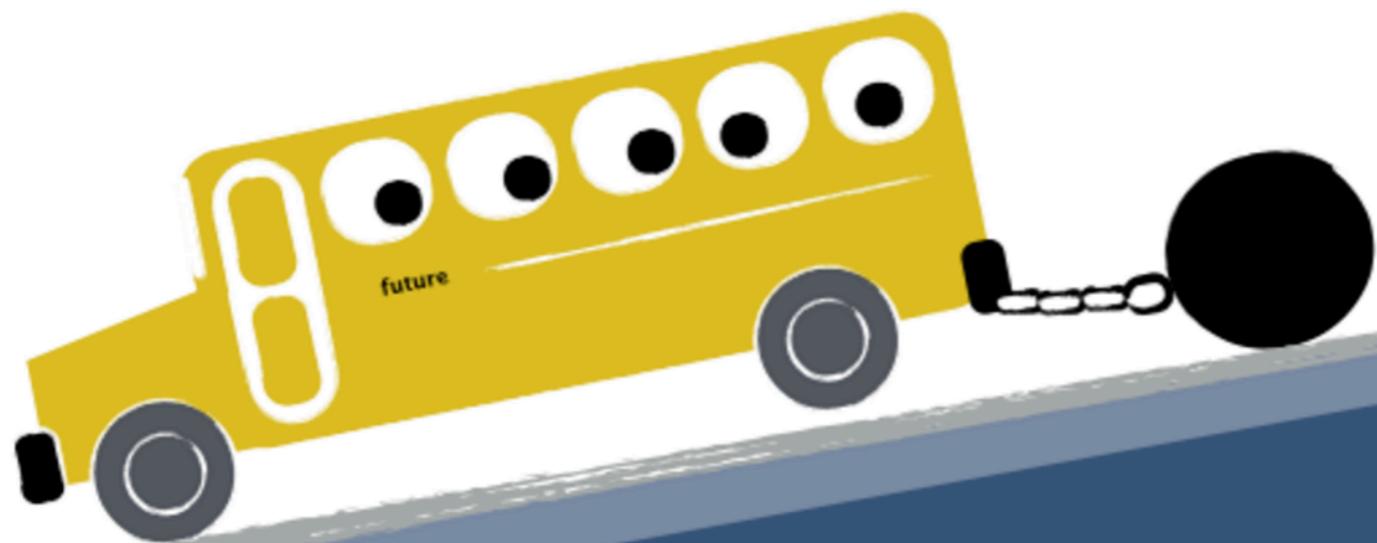
There were **334.5 million** visits over the past 90 days.

Top Pages

	Now	7 Days	30 Days
<i>People on a single, specific page now. Download the full dataset.</i>			
National Weather Service	1,051		
National Weather Service - Forecasts by Region	258		
Storm Prediction Center Today's Storm Reports	182		
Storm Prediction Center Mar 16, 2016 0600 UTC Day 1...	172		
Doppler Radar National Mosaic	112		
NOAA/NWS Storm Prediction Center	90		
Eastern U.S. Infrared, Enhancement 4 - NOAA GOES G...	87		
Storm Prediction Center Convective Outlooks	79		
Duluth, MN	63		
United States Patent and Trademark Office	62		
Trademark Status & Document Retrieval	59		
Twin Cities, MN	58		

DOC Web Analytics Dashboard

<https://analytics.usa.gov/commerce/>



Schools,
Girls of Color
+ Justice

Help Girls of Color

<http://www.helpgirlsofcolor.org>



New Exporters Initiative

- Inform new strategies for communicating and connecting with businesses to encourage exporting
- Serve as a testbed for optimizing how services are offered and delivered to businesses across different industries
- Operationalize a vision for data-driven government

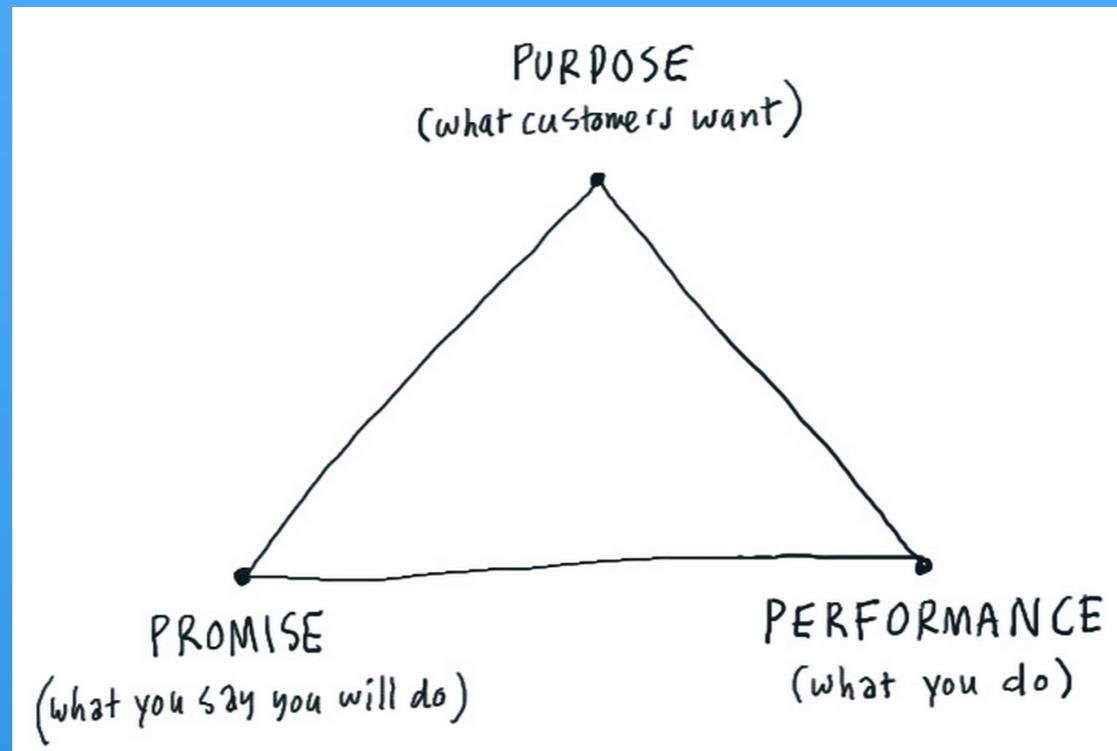
DELIVERING

- Commerce Data Academy
- Web ReDesign
 - BEA RIMSS
 - NOAA Data Portal
- Patent Data
 - Developer Portal
 - Big Data Science Models
 - Infrastructure for Data Science projects

The Team



TEAM MEMBER EXPECTATIONS

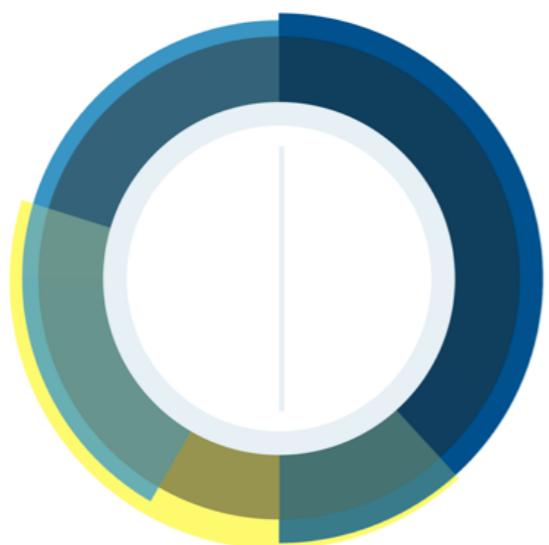


- Be **skilled at communication**
 - Communicating their work (and results) to executives and clients.
 - Communicating with team members.
- Have a **collaborative** mindset.
- Know and practice of **Agile** and **Lean** startup methodologies.
- Know and practice **user-centered design**.
- Be **outcomes**-driven.
- Work in the **open** and in **community**.

TEAM VALUES

- **Open**
 - Everything in public.
- **Collaboration and Co-creation**
 - No impostors. One team. Ask for help. Partner often. Improve everything.
- **Communication**
 - Communicate often and meaningfully. Document everything.
- **Curiosity**
 - Constantly learning. Constantly automating. Constantly teaching.
- **Fun**





COMMERCE DATA SERVICE



commerce.gov/dataservice



data@doc.gov



@CommerceGovData