

Data Analysis Report on Citizen Engagement with Digital Services

Introduction

Challenge: Improving citizen engagement with digital services on the GOV.UK platform.

Methods

Data Sources: Synthetic data mimicking user interaction logs and survey feedback.

Data Collection: Collected data includes user login frequency, page visits, and survey responses.

Data Cleaning: Removed inconsistencies and ensured data completeness.

Data Transformation: Transformed data into a format suitable for analysis.

Analysis

Descriptive Analysis

We analysed user interaction logs to identify engagement patterns.

Key Metrics:

- Average login frequency
- Most visited pages
- User satisfaction scores