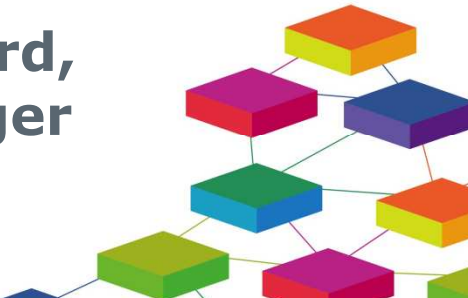


Consumer Data Research Centre

An ESRC Data Investment

# Sharing Consumer Data

## Sarah Sheppard, Project Manager




Consumer Data Research Centre

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## Who we are...

- Bringing together world-class researchers from UCL, and Universities of Liverpool, Oxford and Leeds.
- Funded by the Economic and Social Research Council as part of the Big Data Network Phase 2 Business and Local Government Data
  - Urban Big Data Centre
  - ESRC Business and Local Government Data Research Centre
  - Consumer Data Research Centre

CDRC Partners









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Investment

## Who we are...

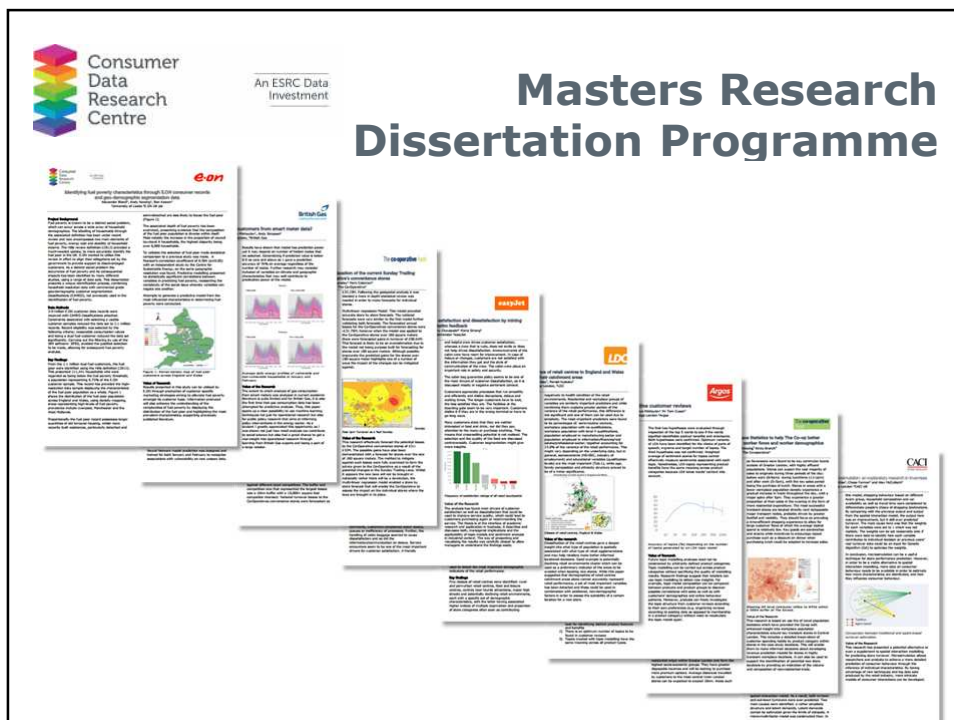
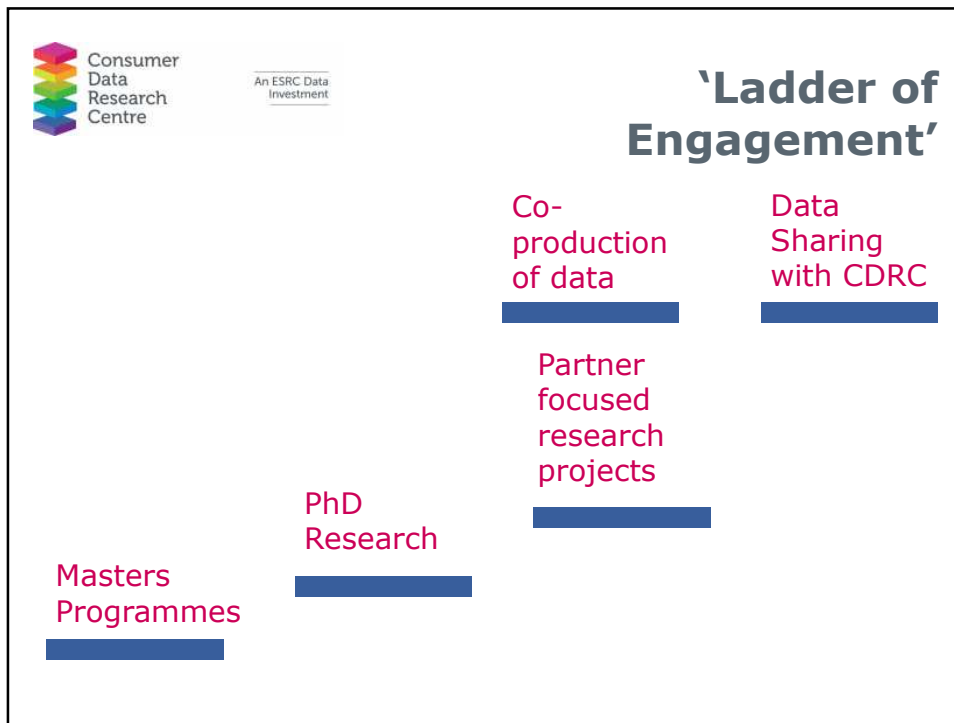
- Multi-institution laboratory that discovers, mines, analyses and synthesises consumer-related datasets from around the UK
- Our objective is to create a service for social science researchers, to harness the potential of consumer-related Big Data for the benefit of society.
- Creates, supplies, maintains and delivers consumer-related data to a range of end users, alongside a programme of research training and outreach activities.




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## Data Sharing

- Trusted partner
- Secure Data Services
- Collaborative projects focussed on finding solutions to practical business problems
- High quality research using state of the art analytical techniques
- Access to world-class research expertise
- The potential to link different sources of data to provide deeper insights
- Training and Capacity building

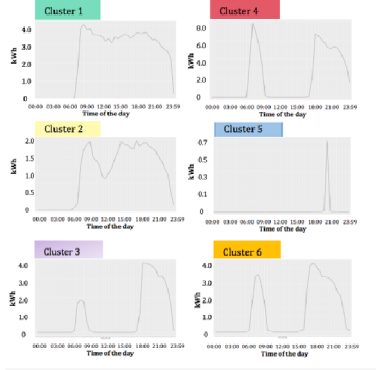


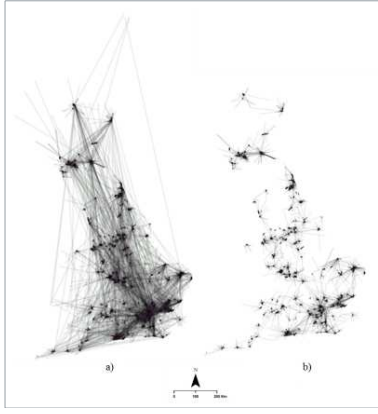


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## PhD Programme





Temporal profiles for gas consumption for Bristol customers Anastasia Ushakova, UCL in partnership with Domestic Energy Provider

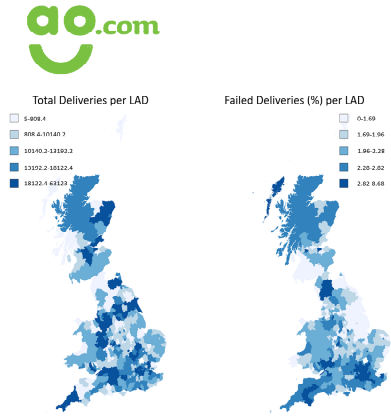
Flows from customer MSOA to stores using a) the raw data, b) the cleaned data. Alyson Lloyd, UCL in partnership with High Street Retailer




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## Partner Focused Research Projects





The Geography of Delivery Failure, Michalis Pavlis, University of Liverpool

Investigating factors behind low or zero household recycling rates in Leeds. Leeds City Council and Data Scientist Internship Programme



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## Partners







The leader in retail location data & insight



heart research uk



Smarter property search



converting data into truth









What the world thinks



The British Population Survey








Digital Retail by Accenture Strategy

**Domestic Energy Provider**

**High Street Retailer**

**Regional Transport Provider**


**Youth Banking Card Provider**




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## Co-Produced Data




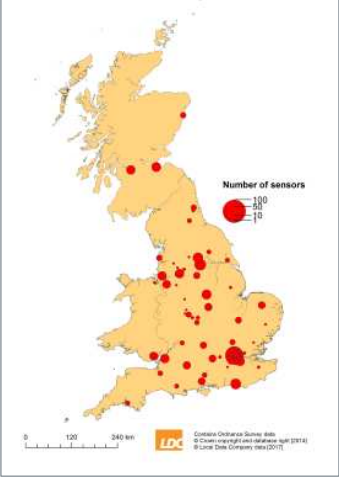
The leader in retail location data & insight



**SmartStreetSensor Project**

Not just another data feed...






The distribution of sensors installed across Great Britain.



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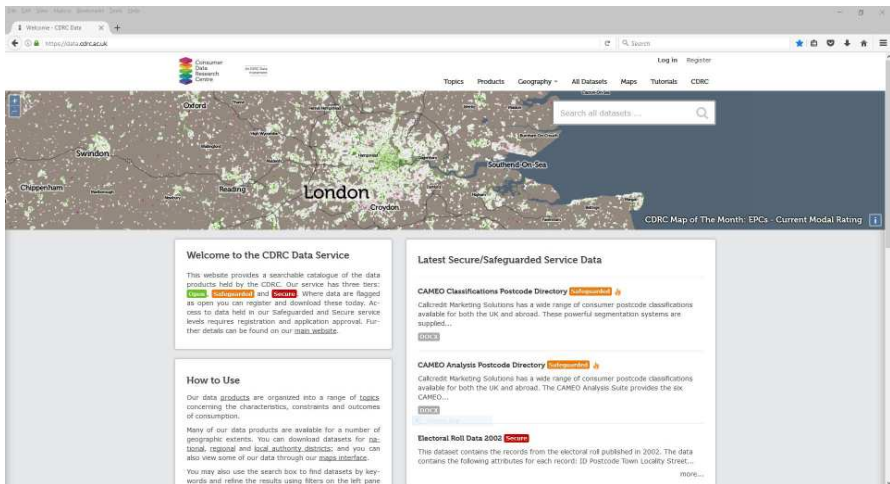
## Data Sharing: Future

- Big Data Agenda: Digital Strategy; Industrial Strategy
- Data Protection and General Data Protection Regulations
- Consolidate partnerships
- New partnerships start them on ladder
- Creation of CDRC Indicators



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## CDRC Data



data.cdrc.ac.uk

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# CDRC Maps

CDRC Maps

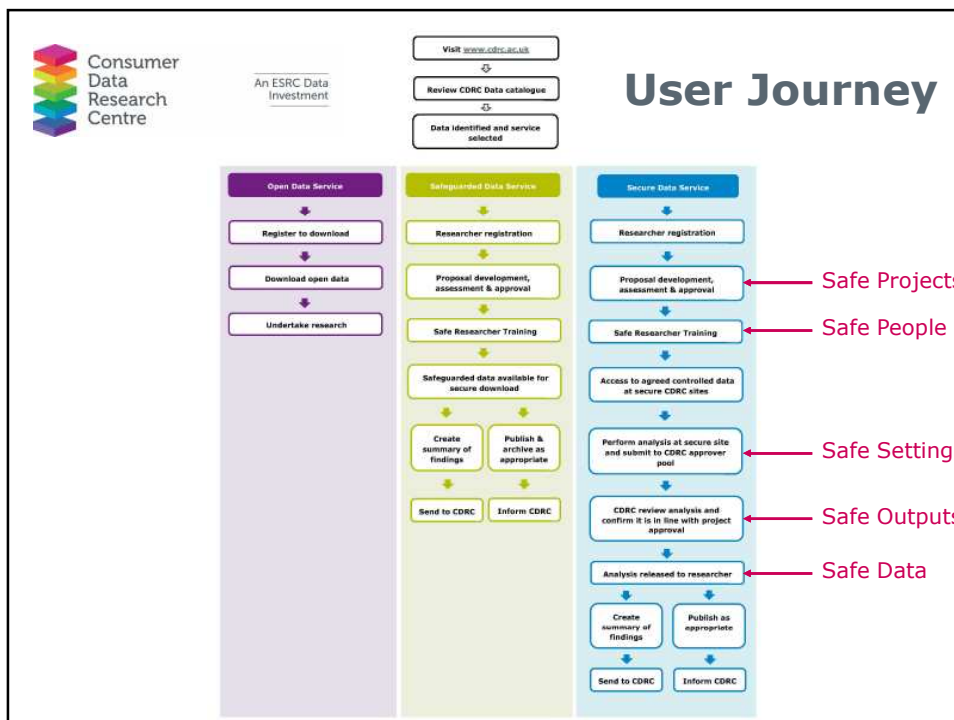
MAP KEY

Internet User Classification 2014

AREA INFORMATION

E-rural & Pringe  
Constrained by Infrastructure  
North East Derbyshire OOSA  
ID: E01019770

maps.cdrc.ac.uk




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Next Steps

- Launch of CDRC research indicators – October 2017

CDRC Indicators Data Analytics from the Consumer Data Research Centre




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