

ROLE OF DATA SCIENCE IN DIGITAL TRANSFORMATION OF PUBLIC SECTOR

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As digital technologies are rapidly becoming an integral part of our daily lives, every industry is racing to embrace digital transformation as a vehicle to deliver better products and services to their consumers. Public sector organisations are no exception; it is universally accepted that only digital transformation could radically enhance services to public and lower overall operating costs. Within the context of digital transformation, data sciences play a key role by enabling organisations to understand their customers better and provide unmatched customer experience. For example, companies like Amazon, Disney and Uber rely heavily on data analytics to continually improve

and innovate their services. This presentation aims to emphasise the role of data sciences in digital transformation projects. Following a brief introduction to key technologies, a wide range of case studies are presented to highlight the use of data science technologies in digital transformation projects. The presentation will also discuss challenges and opportunities of digital transformation projects in the public sector.

Keywords: data science, digital technologies, industry