



CASE STUDY:
SOCIAL IMPACT

SMART DATA FOUNDRY

MONITORING FINANCIAL IMPACT OF COVID-19 INTERVENTIONS

Revolutionising Public Sector decision
making

CONTACT



RUI CARDOSO
HEAD OF INSIGHTS

ruı.cardoso@smartdatafoundry.com
www.smartdatafoundry.com

"The pandemic continues to be challenging for many communities, and the impact is unique for each customer, household and business. We have a crucial role, guided by our purpose, to support our customers and communities to get back on their feet and thrive. Our partnership with Smart Data Foundry is a true team effort and we're all proud to have played our part in such important research." ."

SIMON MCNAMARA
Chief Administrative Officer,
NatWest Group



OVERVIEW

Smart Data Foundry partnered with NatWest Group to assess the impact of Covid-19 on how people have earned, spent, and saved before, during and after the pandemic.

APPROACH

NW Group shared deidentified current account transactions for 1m customers

Data feed productionised to create regular refresh of dashboards

KEY FINDINGS

18-25s are significantly more likely to take benefits now than they were pre-pandemic

Every region of the UK experienced growth in average/mean minimum balances over the pandemic period

The age group 30-45 showed the greatest increase in minimum cash balances

