



CASE STUDY: SOCIAL IMPACT



SMART DATA FOUNDRY

TARGETING RESOURCES FOR COST-OF-LIVING SUPPORT

Revolutionising Public Sector decision making

CONTACT



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"I've been told about the excellent work that East Renfrewshire Council is doing in terms of their cost-of-living dashboard. It's now a year on since the pioneering partnership began, and the findings show that financial wellbeing shifts up and down for different demographics over a period of time. Data, we know, if used correctly, if used appropriately, if used wisely, can be one of our greatest tools in terms of how to target our resources where they're needed the most."

HUMZA YOUSAF
First Minister of Scotland



OVERVIEW

We are revolutionising the way UK Government and devolved nations create policy and allocate resources by placing financial data at the heart of decision making to help the most financially vulnerable households and to support UK SMEs build a thriving economy.

APPROACH

SDF has partnered with East Renfrewshire Council to help them understand the difficulties faced by their citizens in the current cost-of-living crisis.



We created a dashboard using near-real-time de-identified banking data from 1.2m customers. The dashboard joins financial wellbeing indicators with contextual information.

