

## University of Manchester Q-Step Summer Project 2016

### Ref: #32 UoMQStep 2016 Stockport Council Business Intelligence

For enquiries contact Dr Jackie Carter, [jackie.carter@manchester.ac.uk](mailto:jackie.carter@manchester.ac.uk) or Dr Mark Brown, [mark.brown@manchester.ac.uk](mailto:mark.brown@manchester.ac.uk), Q-Step Co-directors

**Organisation Name:** Stockport Metropolitan Borough Council

**Team / Department:** Business Intelligence

**Address:** Business Intelligence Team, UG Floor, Stopford House North End, Stockport, SK1 3XE

**Provisional title for project:** Dynamic Ward Profiling

**100 word abstract of what the project would probably undertake, and any data to be used:**

The Business Intelligence Team provides detailed data analysis for services throughout Stockport Council. We are looking to develop dynamic ward profiles in order to understand how the factors that impact on Stockport's residents differ depending on the area where they live.

The successful candidate will be trained to use market leading data analytical tools such as [Tableau](#) and [SQL](#) programming language. They will analyse a combination of socio-demographic information including crime, education, health and household datasets. The finalised analysis will then be combined on interactive dashboards that will be published online for professionals and the public to use.

**Key words (up to 12):**

Business Intelligence, Tableau, SQL, Socio-demographic, crime, education, health, households, wards

**Essential and desirable skills that the student would need to have:**

**Essential:**

- Knowledge and experience of using Microsoft Office products such as Excel and Word, and an interest in learning how to use new software products.
- Good communication and analytical skills with an ability to present complex information in a clear and easy to understand way.

**Desirable:**

- Experience of working with socio-demographic data

**Where the work would be carried out:**

Stopford House, Stockport, SK1 3XE

**Preferred selection method (interview or other meeting):**

Interview

**Support and training offered by the organisation:**

During the placement, the student will be supervised by a business intelligence analyst. The student will work closely with the analyst throughout the placement and weekly meetings will be scheduled to set out and review work objectives.

The student will receive training to use analytical tools such as Tableau, SQL and MS Office products such as Excel and Access.

It is expected that by the end of the placement the student will be confident to use the above analytical tools. They will also have an understanding of the socio-demographic data that is used by the local authority, what information is publically available and where they can gather it.

**Any issues of data confidentiality and/or IPR that would need to be resolved:**

The candidate will be using a combination of anonymised and publicly available information and so we do not envisage any issues.

**Supporting information:**

<http://www.stockport.gov.uk/>

<http://www.tableau.com/>

<http://www.w3schools.com/sql/>

**Financial assistance offered by the organisation:**

Expenses to subsistence to cover any work required away from the Stockport office