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How the DWP Has Used SAS® to Measure, Model, Predict, and Embark on Award-Winning Customer Targeting

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ABSTRACT

This session will explain how the Department for Work and Pensions, a major Whitehall government department, uses SAS® technology to measure, model, predict, and target key aspects of its policy. The Information Directorate is responsible for marshalling the department's vast quantities of data into meaningful information, which is used to measure current and future policy performance coupled with departmental efficiency.

The evolution of SAS use within DWP has resulted in the technology playing a key part in the measurement, targeting, and delivery of policy targeted at children, those of working age and pensioners alike. Representatives from DWP will demonstrate and explain the challenges SAS has helped them to overcome.

No paper was submitted for publication.

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