

Governing is serving the people in any Re-public through

1. representation of the peoples' interests,
2. ruling for more equitable distribution,
3. creating proper infrastructure so that the public can feel more empowered in resource utilization,
4. develop their lifestyle,
5. equipping them to tackle issues,
6. gaining more in terms of facilities and productivity through progressively less working, augmenting social culture,
7. giving the public more assured future life and less and less of uncertainties and anxieties,
8. Providing the best and equitable health assurance
9. Providing the best of the life-carrying quotidian services for a clean, sumptuous utilities,
10. Creating, maintaining and providing resourceful markets flushed with essential and desired and affordable produces.
11. Planning and assured provision for eventualities
12. Providing the newer facilities, services and innovations with more and more affordability and with less and less sacrifice from the people.

Governing is providing the Society to the Individual. Ruling means providing, assuring, maintaining and developing - empowering.

Governments rule. Ruling, they do anyway, anyhow, for the better or for worse, as desired or otherwise, empowering or otherwise, for the good of most or for a few, providing or disheveling- they Rule and that they do for sure. Governments Rule with data. Military or regulations all are but *monitoring, maintaining manipulating, reserving, withholding, archiving, selective catering, manipulating and re-formulating DATA*.

Any social and regulatory collective or authority essentially deals in DATA. Data is obtained in raw un-processed fashion from the field where it is generated and then processed as per the rules or policies. They are then catered suiting another set of guidelines facilitating the government's own stability - this is known as Politics- the method and tactics to gain and stay in power. DATA is the lifeline of Politics. Manipulating and re-presenting processed data is done by DATA Analysis. DATA Analytics tools help doing so when it becomes too difficult and complex for ready human hands to process. Effective DATA ANALYTICS tools are those that can perform these duties faster, easier, readier and on-demand. IDEAL-ANALYTICS is a data analytics tool that has redefined Business Intelligence in the IDEAL most way available in the present market facilitating users as a self-serving application depicting the inner meanings pictorially toward ready comprehension and decision making.

Decision space provided by DATA-ANALYTICS

Data manipulations for right and good reasons or formal, re-present them in collated sets with various dimensions, measures, filters and pictures - it is a "make believe" game where the output becomes the reality. A Data- Analytics tool needs to show various alternative view points and angles to the same data set digging out the inner significance - this is DATA-Mining. Data keeps changing and updating. The depiction needs automatic and ready change in depiction whenever the underlying data should change. A decision point in real life is never singular and discrete, there is always a solution space that becomes more pointed and the area of space varies inversely as the number of considerations or dimensions and number of view-points.



Sectors in Governing where data needs are huge and essential:

Governments deal in mammoth data in the following sectors:

1. Population and occupation census data
 - a. Population data
 - b. Business occupation and work involvement data
 - c. Demographic data
 - d. Mobility and settlement data
2. Income, wealth, savings, expenditure and investment data of people and associations.
3. Enterprise data, data of endeavors, businesses, interests, tax revenue, total social gain and individual appropriation data of resources.
4. Resource utilization, ownership, distribution, allocation, appropriation, productivity data from various angles.
5. Health, Health-care and medicines, production, distribution, consumption, accessibility, desirability, market feedback data
6. Transport and supply infrastructure data of goods, passengers and services. Fast disposition, placing, positioning and resource supply in market data
7. Education, training, equipping information, their availability, accessibility, quality data
8. Life necessary natural resources data- their availability, accessibility, production, demand and rate of increment data
9. Employment, deployment of resources data, income and expense to access those facilities.
10. Market data of products of various kinds, service artefacts, finance incentive instruments, future markets - their types, natures and values data [present, future, maturity and surrender value].
11. Data of ambulatory aid, public subsidy or provisions, allocation of social resources for individual and social needs.
12. Distance and time data of nodes and points and their navigation data.
13. Rules and regulations and their demand to know and use.
14. Service charters and awareness campaign data.
15. Future plans and directions enabling every individual and group to plan their own lives.
16. Rate of increase or depletion data of any resource to SEE and decide the future consumption.
17. Data of rights and duties, of limitations, punitive measures, judiciary, rules and regulations of contracts and social norms.
18. Data of events and information in general.
19. Production possibility data, its trends and impediments.
20. Cumulative and derived knowledge artefacts that can affect social life.

Data in all these sectors are needed in processed form and format, in depicted fashion with capability by any interested, concerned and power users to garner knowledge out of that and data in any of these is humongous in its natural form. The aggregation, average, categorization, in limited and focused view, in prioritized view, in demanded artefacts, in response format replying to required requests in structures easy to depict and publish and in establishing definite viewpoints or assertions are the man-stay of govern and ruling.



the standard deviation and cross analysis of these groups' performance [taking one common project as the relation key] one can measure a comparative effect of the project's effect on the others. This kind of analysis also has to be done through Data Analytics tool hitting the transaction database at every instance of query.

Data that is exported through spreadsheets to other specialized mathematical and statistical applications can produce wanders. IDEAL-ANALYTICS has an additional feature where the export can be embedded into a different application and report and that embedding actually has a direct link through internet connections directly to the transaction database enabling to deal with the current updated data in every instance of the report invoking. This is the trump-card of IDEAL-ANALYTICS and is therefore IDEAL for Data Analysis.

There are many such measures that are already in use and can and may be innovated, but all these require current data to be used and analyzed through very complex mathematical formulae. Even time series data and co-integration - the latest technology can be helped through self-serving, transaction database hitting, on-demand DATA Analytics tool like IDEAL-ANALYTICS. Government level decision makers cannot wait for the professional technology hand. This is the best part of our service - our offer- IDEAL-ANALYTICS.



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contact@ideal-analytics.com

>> Contact Us

Office in India

202 SDF Building
Sector V, Salt Lake City
Kolkata - 700091
Tel: **+91 33 2357 6415**

Office in France

14 Street Seguier
75006 Paris - France
Tel: **+33 01 53 05 93 75**
Fax: **+33 (0)1 42 66 34 24**