



DATA QUALITY in Policing

Police Forces across the globe over the last few years are recognising the importance of retaining and sharing their data in order to become more efficient at investigating crimes. The rapid digital transformation of modern policing has seen a sharp rise in the acquisition of massive amounts of data. The challenge is to ensure that the value of this data is retained. When the quality of data is low, then it provides no benefit to anybody.



What are the Issues Currently Facing Crime Investigation?

Issues with data quality can be varied, ranging from missing values, to the data itself being unverifiable, e.g. an address that does not exist. The potential uses for data are extremely well broadcasted. However, the underlying condition that is not often talked about is that a high level of data quality is needed to be able to maximise data's potential. Poor quality data is no better than having no data at all, and can sometimes even have a negative impact as time is spent attempting to use it and identify links. When incorrect conclusions are drawn from poor quality, unverified data, a Policing Force can quickly become swamped and ineffective.

Modern Policing has Undergone RAPID DIGITAL TRANSFORMATION

The increasing use of data in policing is an attempt to move policing away from its traditionally reactive tactics to more proactive techniques and to improve police decision-making.





Let's Address the Issue of **DATA QUALITY**

Police services that adhere to data-driven and evidence-based policing approaches rely on not just the use of sophisticated technologies and analyses, but decision-making that is based on 'good data'. Transparent data quality standards help support data literacy, and particularly law enforcement analysts whose work involves drawing conclusions based on the data. Furthermore, within Canada specifically, unlike elsewhere (e.g., United Kingdom), there is no overarching intelligence model that governs how data is collected, organized, and used.



Decision-making that is based on faulty data, or failing to recognize the limitations of collected data, could result in the misallocation of valuable police resources, wasted public dollars, and even worse, possibly more crime and victimization.

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The consequences of poor data quality and clear standards can be amplified with recent technological advances. For example, the use of algorithms and predictive analytics are often assumed to be more impartial than traditional data collection and analysis methods because of the statistical sophistication and quantity of data utilized, yet these technologies do not ensure data quality specifically

Bennett Moses and Chan, 2018



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Find out more from [Butterfly Data](https://butterflydata.ca)
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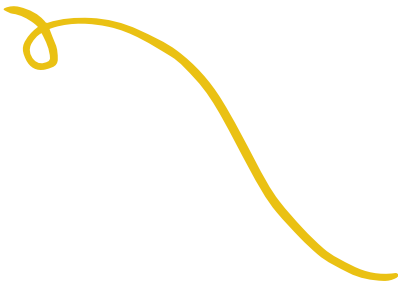


THE BUTTERFLY VALUE ADD

Our consultants have hands-on experience at all stages of the data management lifecycle. We have particular expertise in building systems which can check and improve quality to set the foundations for a successful data lifecycle. Our data quality service provides clients with the support they need to design, plan and execute a data quality strategy suitable for their data management systems and platforms, through to deployment of tools.



We are technology agnostic so would be able to work with any system, to slot into your organisation's current process for data management. We have intimate case studies for helping to identify and establish a data sharing models with the aim of improving success rates of crime investigation.



DATA INTEGRATION

Identifying, obtaining, and combining raw data



DATA QUALITY

Evaluating, cleansing, and refining for maximum benefit



DATA TRANSFORMATION

Preparation, filtering, and segmentation



ANALYTICS & MODELING

Analysis, insights, and visualizations



DATA SCIENCE

Machine learning, classification, and prediction

Get in touch so we can demonstrate how to help you succeed in your data quality improvement implementation plan. We have demonstrable experience from working within Policing that can help your Agency to address the urgent issue facing the sector today.



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