ANÁLISIS DE PERCEPCIÓN PARA MEDIR LA SATISFACCIÓN DE LOS CIUDADANOS

KNIME DATA TALKS EN ESPAÑOL

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Open for Innovation
KNIME CLEARPEAKS

AGENDA

1. Context

2. Why KNIME?

3. Solution Overview

4. Demo

5. Wrap-up & Conclusions

6. Q&A

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CONTEXT: SURVEY ANALYSIS USING MACHINE LEARNING

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Context
About the Customer

Federal Press Office from Germany

- Started in 1949.

- An information hub that serves the needs of the general public, the media, and the government.

- Handles not only traditional press, but also internet related topics.

- Supplies information to the public on the work being done by the government.

- Supplies information to the government so that the latter can do its work well.

FEDERAL PRESS OFFICE IN BERLIN - PHOTO BY STEFAN MÜLLER
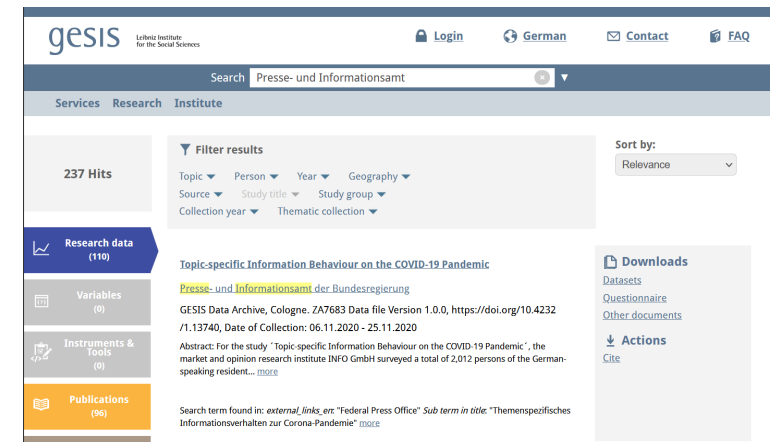
Context
About the Survey

- Focus: **Understand the population's attitude towards political fields of duty.**

- Survey realised multiple times throughout 2019.

- Data released in 2020.

- Similar surveys done yearly.

Data available:
Presse- und Informationsamt der Bundesregierung, Berlin (2020). Attitudes Towards Political Fields of Duty 2019 (Cumulated Data Set). GESIS Data Archive, Cologne. ZA6725 Data file Version 4.0.0, https://doi.org/10.4232/1.13535.

(...)

07. Modernize healthcare

You believe this topic is:
☐ Very Important ☐ Important ☐ Somewhat Important ☐ Unimportant

You believe the government performance on this topic is:
☐ Very Good ☐ Good ☐ Bad ☐ Very Bad

08. Ensure social justice

You believe this topic is:
☐ Very Important ☐ Important ☐ Somewhat Important ☐ Unimportant

You believe the government performance on this topic is:
☐ Very Good ☐ Good ☐ Bad ☐ Very Bad

(...)

Context
Understand The Dataset

Find it here: https://search.gesis.org/research_data/ZA6725

13,063 German respondents across demographics

- Gender
- Employment
- Household Income
- Age
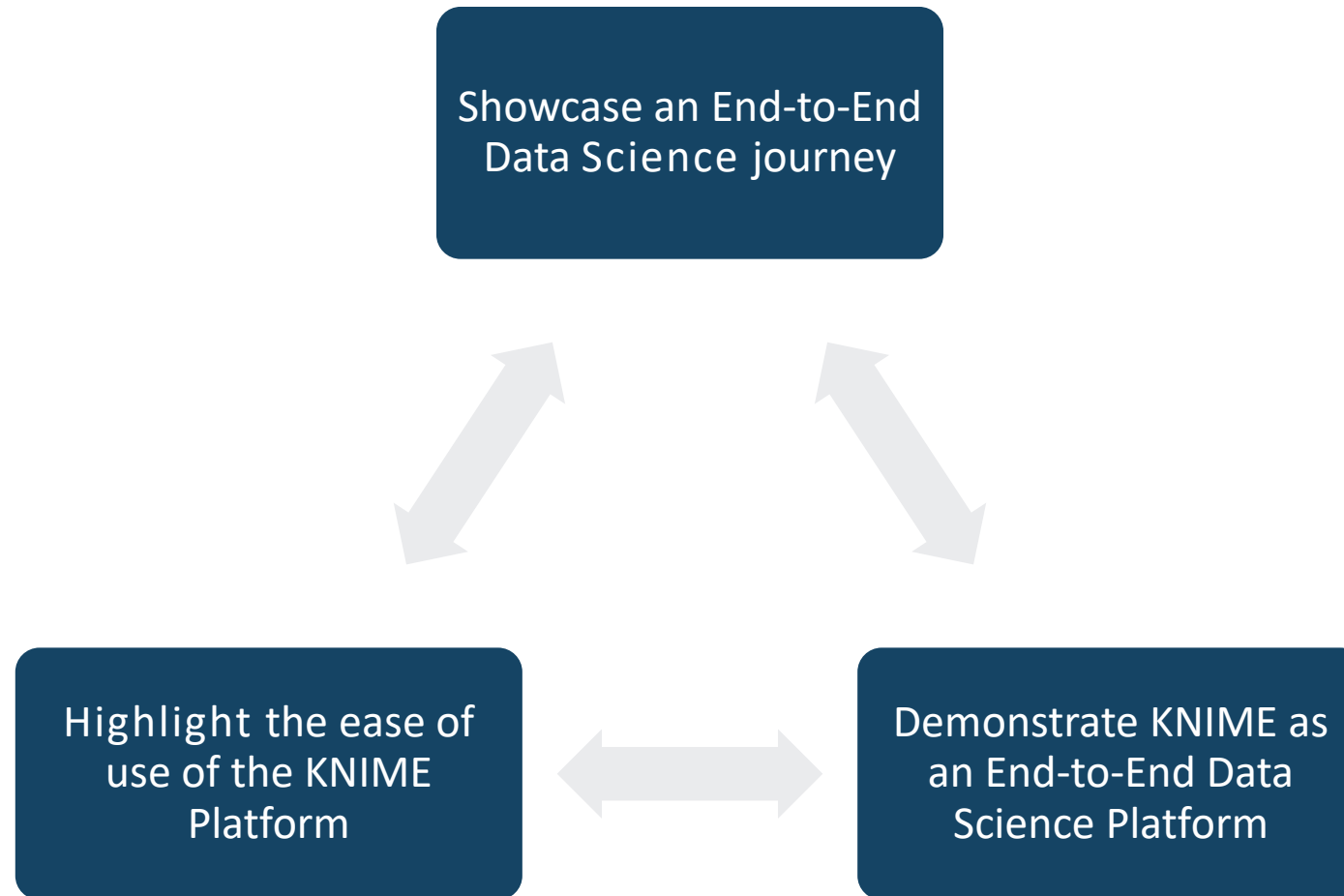- Household Size
- State
- Region (East/West)
- Party Preference
- Others

22 Key Political Topics to Identify Importance & Assessment

01. Fight unemployment
02. Create the framework for economic growth
03. Strengthen consumer protection
04. Regulate the immigration of foreigners
05. Distribute the tax burden fairly
06. Improve conditions for families with children
07. Modernise healthcare
08. Ensure social justice
09. Promote new technologies
10. Secure long-term retirement benefits
11. Limit national debt
12. Ensure internal security
13. Representing German interests abroad
14. Ensure a clean environment and protect the climate
15. Ensure good educational opportunities
16. Ensure affordable electricity prices
17. Improve the conditions of care
18. Represent German interests in the EU
19. Better protect the data of citizens and companies
20. Speed up the energy transition
21. Integrating refugees into German society
22. Provide affordable housing (new since January 2019)
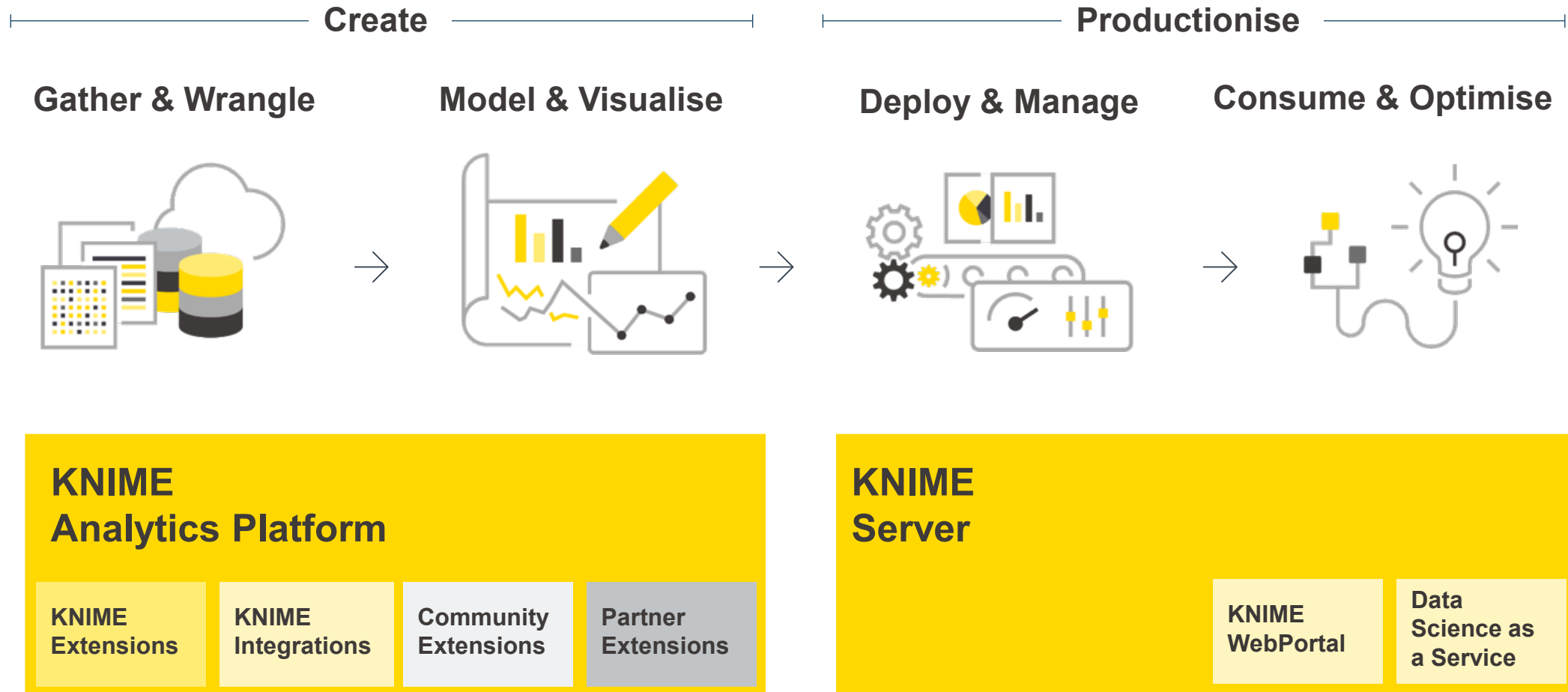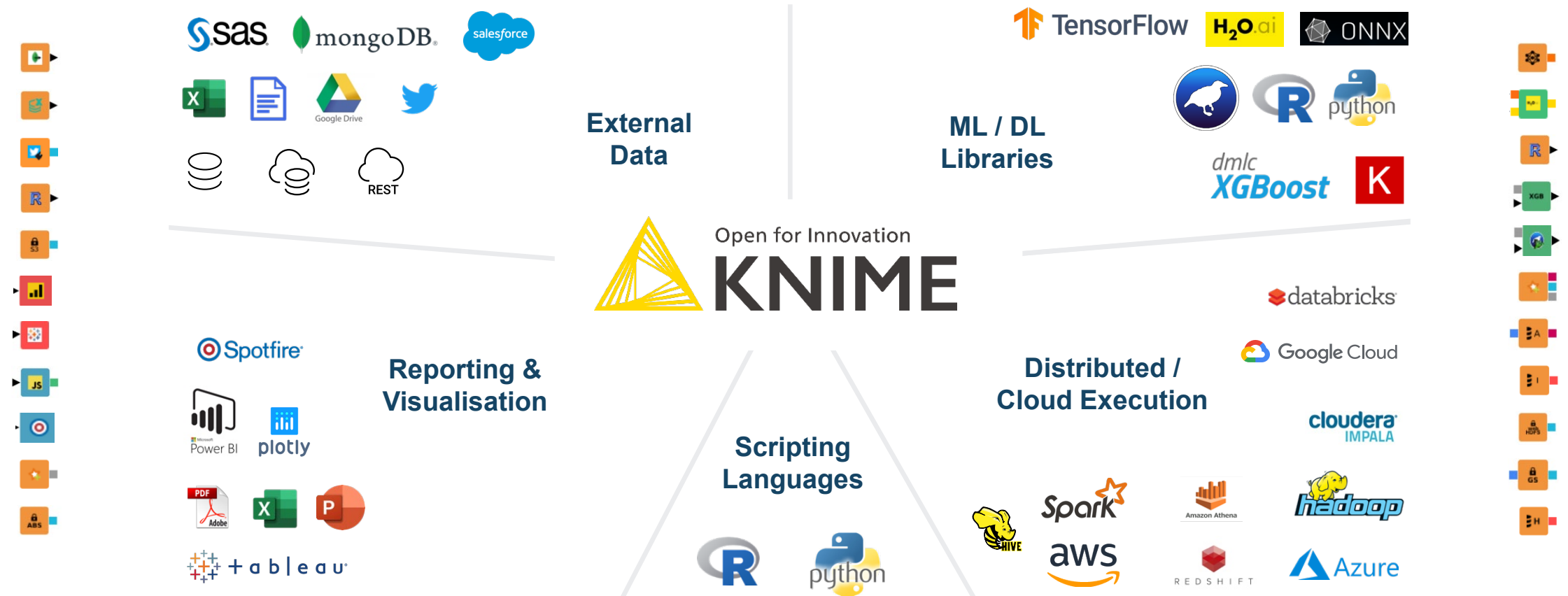
Context

Why are we here today?

Showcase an End-to-End Data Science journey

Highlight the ease of use of the KNIME Platform

Demonstrate KNIME as an End-to-End Data Science Platform

WHY KNIME?

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KNIME Software - One Ecosystem

Create

Productionise

Gather & Wrangle

Model & Visualise

Deploy & Manage

Consume & Optimise

**KNIME
Analytics Platform**

KNIME Extensions	KNIME Integrations	Community Extensions	Partner Extensions

**KNIME
Server**

KNIME WebPortal	Data Science as a Service

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Mix & Match Technologies as Needed

External Data

ML / DL Libraries

Reporting & Visualisation

Scripting Languages

Distributed / Cloud Execution

SOLUTION OVERVIEW

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Solution Objectives

Dissect demographic profiles

Map different respondent demographic groups with opinion associations

Align political topics with party preferences

WE AIM TO...

Find groupings of respondents based on demographics

Analyse importance and assessment of political topics

Discover associations among the responses for different topics

BI

AI

BI + AI

Solution Design

DEMO

WRAP-UP & CONCLUSIONS

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Wrap-up & Conclusions

- **Wide Applicability:**
  - Can be used in market research, customer satisfaction analysis, etc.
  - Applicable to survey analysis in general.

- **Ease of Use:**
  - Code-less approach.
  - Democratisation of AI.
  - AutoML.

- **Next Steps:**
  - Customer highly satisfied with results, inspired to do more.
  - Customer thinking of expanding to other use cases!

Q&A

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THANK YOU