



## India Joins UN Panel on Big Data

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### Why in News?

India has become a member of the **United Nations (UN) Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD)** after its recent induction into the **United Nations Statistical Council (UNSC)**, signaling its growing influence in **global statistical frameworks**.

### What is the United Nations Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD)?

- **About:**
  - **UN-CEBD** is a specialized body under the **United Nations**, established to **leverage [Big Data](#) and data science** for strengthening global statistical systems.
  - It was established in 2014, under the aegis of the **United Nations Statistical Commission (UNSC)**.
- **Members:**
  - It has **31 member states (including India)** and 16 international organizations.
- **Objectives:**
  - **Explore the role of big data** in monitoring and reporting progress on **[Sustainable Development Goals \(SDGs\)](#)**.
  - **Address challenges associated** with utilizing non-traditional data sources for official statistics.
- **Governance:**
  - **Advisory Board:** Serves as the **principal management body** of the UN-CEBD and **convenes around 4 times a year** to review the committee's work and provide strategic guidance.
  - **UN Bureau:** It oversees the **day-to-day operations and administrative functions**.
- **Key Functions:**
  - **Strategic Coordination:** Provides **vision, direction, and coordination** for a global program on utilizing big data in official statistics, including for **tracking indicators** of the **[2030 Agenda for Sustainable Development](#)**.
  - **Promotion of Big Data Use:** Encourages **practical applications of big data**, including cross-border data, while **addressing associated challenges and leveraging** existing frameworks.
    - Encourage **innovative utilization** of non-conventional data sources, including **[satellite imagery](#), [IoT](#)**, and private-sector data.
  - **Capacity Building:** Focuses on **enhancing capabilities through training, experience-sharing, and building technical expertise** and offering technical **assistance to member nations** for modernizing their statistical systems.
  - **Building Public Trust:** Works towards establishing public confidence in the use of big data for official statistical purposes.

### What is Big Data?

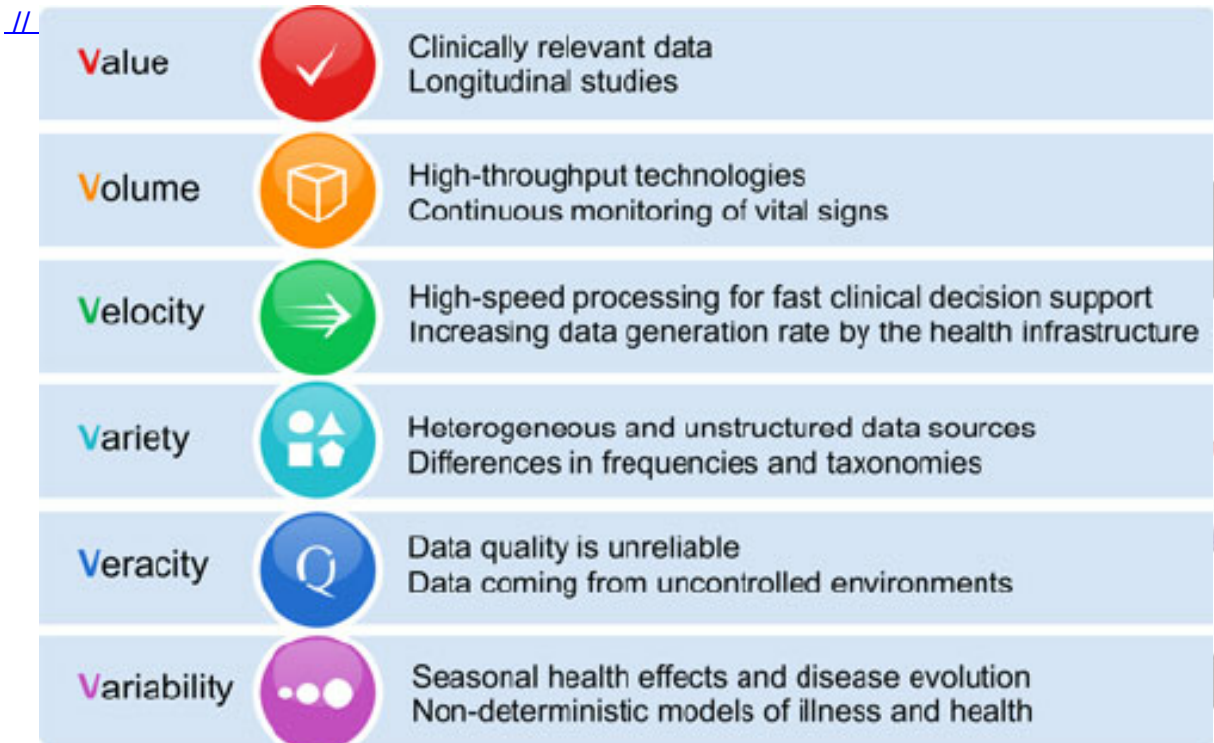
▪ **About:**

- **Big data** refers to **large, complex datasets** that traditional data management systems cannot efficiently store, process, or analyze.
- It enables **improved processes, better decision-making, and enhanced product/service development.**

▪ **India's Big Data Initiatives:**

- [National Data & Analytics Platform \(NDAP\)](#)
- [Big Data Management Policy](#)
- [National Data Warehouse on Official Statistics](#)

▪ **Drivers:** There are **6Vs** that drive big data are:



▪ **Applications:**

<b>Big Data Application examples in different Industries:</b>		
<p><b>Retail/Consumer</b></p> <ul style="list-style-type: none"> <li>❖ Merchandizing and market basket analysis</li> <li>❖ Campaign management and customer loyalty programs</li> <li>❖ Supply-chain management and analytics</li> <li>❖ Event- and behavior-based targeting</li> <li>❖ Market and consumer segmentations</li> </ul>	<p><b>Finances &amp; Frauds Services</b></p> <ul style="list-style-type: none"> <li>❖ Compliance and regulatory reporting</li> <li>❖ Risk analysis and management</li> <li>❖ Fraud detection and security analytics</li> <li>❖ Credit risk, scoring and analysis</li> <li>❖ High speed arbitrage trading</li> <li>❖ Trade surveillance</li> <li>❖ Abnormal trading pattern analysis</li> </ul>	<p><b>Web and Digital media</b></p> <ul style="list-style-type: none"> <li>❖ Large-scale clickstream analytics</li> <li>❖ Ad targeting, analysis, forecasting and optimization</li> <li>❖ Abuse and click-fraud prevention</li> <li>❖ Social graph analysis and profile segmentation</li> <li>❖ Campaign management and loyalty programs</li> </ul>
<p><b>Health &amp; Life Sciences</b></p> <ul style="list-style-type: none"> <li>❖ Clinical trials data analysis</li> <li>❖ Disease pattern analysis</li> <li>❖ Campaign and sales program optimization</li> <li>❖ Patient care quality and program analysis</li> <li>❖ Medical device and pharmacy supply-chain management</li> <li>❖ Drug discovery and development analysis</li> </ul>	<p><b>Telecommunications</b></p> <ul style="list-style-type: none"> <li>❖ Revenue assurance and price optimization</li> <li>❖ Customer churn prevention</li> <li>❖ Campaign management and customer loyalty</li> <li>❖ Call detail record (CDR) analysis</li> <li>❖ Network performance and optimization</li> <li>❖ Mobile user location analysis</li> </ul>	<p><b>Ecommerce &amp; customer service</b></p> <ul style="list-style-type: none"> <li>❖ Cross-channel analytics</li> <li>❖ Event analytics</li> <li>❖ Recommendation engines using predictive analytics</li> <li>❖ Right offer at the right time</li> <li>❖ Next best offer or next best action</li> </ul>

## United Nations Statistical Commission (UNSC)

- UNSC is the highest decision-making body for **international statistical activities**.
- It was established in **1946** and is a functional commission of the [UN Economic and Social Council \(ECOSOC\)](#).

### UPSC Civil Services Examination, Previous Year Questions (PYQs)

**Q. With the present state of development, Artificial Intelligence can effectively do which of the following? (2020)**

1. Bring down electricity consumption in industrial units
2. Create meaningful short stories and songs
3. Disease diagnosis
4. Text-to-Speech Conversion
5. Wireless transmission of electrical energy

**Select the correct answer using the code given below:**

**(a)** 1, 2, 3 and 5 only

**(b)** 1, 3 and 4 only

**(c)** 2, 4 and 5 only

**(d)** 1, 2, 3, 4 and 5

**Ans: (b)**