PACTproject SEGMENTATION

The **third of PACTproject main objectives** is **segmentation**. This strategy addresses the creation of a **computer system that allows the joint exploitation** of all the available data in the Social Services System. The final purpose is to generate proactive interventions in order to adapt professional's actions to real needs, trying to better identify users' profiles, priority risk situations, probable evolution of the situation and different level of assistance interactions, **achieving an integral an effective social services attention**.

Before PACT

SAUSS (Sistema de Acceso Unificado a los Servicios Sociales de Castilla y León –Unified Access System to Social Services in Castilla y León) is a computer tool that managers and social services professionals use to organize users' information and support social intervention, allowing the processing and coordination of social provisions.

In this system, large codified information about the access, supply and tracking to the social provision is recorded. *But there are only lists of the state of process* for each provision.

After PACT

The project is contributing to improve that computer tool, **allowing to detect chronic risk or exclusion situations.**

So, through the joint exploitation of all the available data, a **preventive and proactive social services system is created**, acting before chronic or exclusion situations may occur.

Tasks

Investigation of algorithms that constitute the model of population segmentation

- Analysis of information resources and data integration.
- Mind maps with all the information from the databases.
- Development of a Social Services ontology.
- Profiling classification and structuring of users and priorities of action.
- Development in testing and modelling (algorithm development).
- Validation and model fit by professionals from local entities that will manage innovation.

Development of software application of automatic segmentation of social services users in each territory

- Define indicators to answer key business questions.
- Development of calculation processes to find indicators of risk of exclusion situations.
- Construction of the logical model of data warehouse.
- Use of data by generating reports.

Expected results

SEGMENTATION

- Better assistance for those who need it the most
- Identify people about who unfavourable evolution or at risk of exclusion situations can be predicted
- Develop individual or group activities of secondary and tertiary prevention
- Identify situations that relate people in a similar way in order to better assist their needs
- Identify and relate profiles and opportunities for savings and efficiency in public spending