Managing Mobile Phone Data (MPD) Project

UN-CEBD Task Team
on Mobile Phone Data

Applications of Mobile Phone Data

Disaster Management

- Displacement monitoring
- Disaster preparedness

Dynamic Population Mapping

- Population statistics
- Public health

Migration

- Domestic migration
- Seasonal workers
- Cross-border commuting

Tourism

- Inbound, domestic and outbound tourism statistics

Transportation

- Commuting statistics
- Travel demand modeling

Information Society

- ICT statistics

Requirements of MPD Project

Purpose of Project

- Identification of the purpose for embarking upon MPD project and likely benefits of the same
- Aligning the primary stakeholder of the project as the project owner

Data Access

- Data collected and stored by Mobile Network Operator
- Telecom Regulator decides aspects related to data access
- Project owner needs access to this data

Aligning to Data Privacy Norms

- Data should be shared based on the privacy norms set in that country

Data Analysis

- Need for skilled resources for data analysis
- Need for large storage and compute requirements

TODO for MPD project

Project Initiation and Planning

Provisioning Data And Resources

Communicating Insights

How does the Project Manager navigate these aspects?

Stakeholders of MPD Project (examples)

Indonesia

- Inbound Tourism and Domestic Tourism

- Ministry of Tourism and Creative Economy
  - Support from Statistics Indonesia

- External: Positium

Estonia

- Border travel statistics

- Central Bank of Estonia

- External: University of Tartu and Positium

Gambia

- Seasonal migration patterns & people movement during Covid restrictions

- National Bureau of Statistics, Gambia

- External: University of Tokyo & World Bank

Ghana

- Monthly population and relocation within country

- Ghana Statistical Service (GSS) and Vodafone Ghana

- External: Flowminder

Role of Project Manager in "Project Initiation and Planning"?

Identify Project Owner and Primary Stakeholder

- Government ministry or Statistical Office in the country
- Identify external organizations who might fund or provide technical assistance on the project

Align with the Regulator and Telecom Operators

- Buy-in required from Telecom Regulator for access of data
- Telecom Operators agree to share data for the project
- Sign MoU and Agreements with the different parties involved

Prepare Project Plan

- Prepare a project plan for the Execution of the project

What does the Project Manager do "Data Access And Analysis"?

How MPD data would be shared?

- Granularity of sharing data
- Volume, time and sample of data
- Frequency of data sharing

What hardware or compute is needed?

- What is the hardware and cloud requirement for data storage?
- What sort of computing is required for data processing?

What are the skills required?

- What skills are required for the data analytics team?
- Would they be trained or hired externally?
- Any external organization would provide the data skills?

Role of the Project Manager in "Communication Insights and Sustainability"?

How will insights be validated?

- MPD data represents a small section or might be biased
- What External data sources can be used for validation of the estimates?

What are the availability of other data sources?

- Surveys or Census
- Administrative data (e.g., tax records, health records)
- Special survey needs to be conducted for this project?
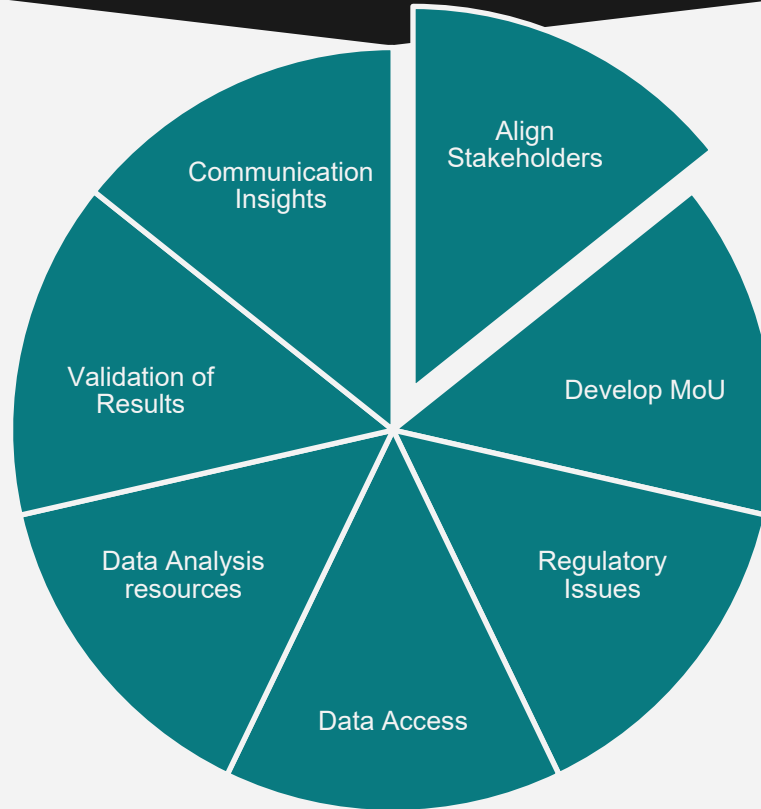
Communication of Insights

- How will the insights be shared?
- Official statistics or one time report?

Sustainability of Project

- How will these insights be generated on ongoing basis?

Project Manager

Profile of Project Manager

Organization

- Ideally from the main stakeholder ministry or organization
- Working relationship with the other stakeholder or support organizations
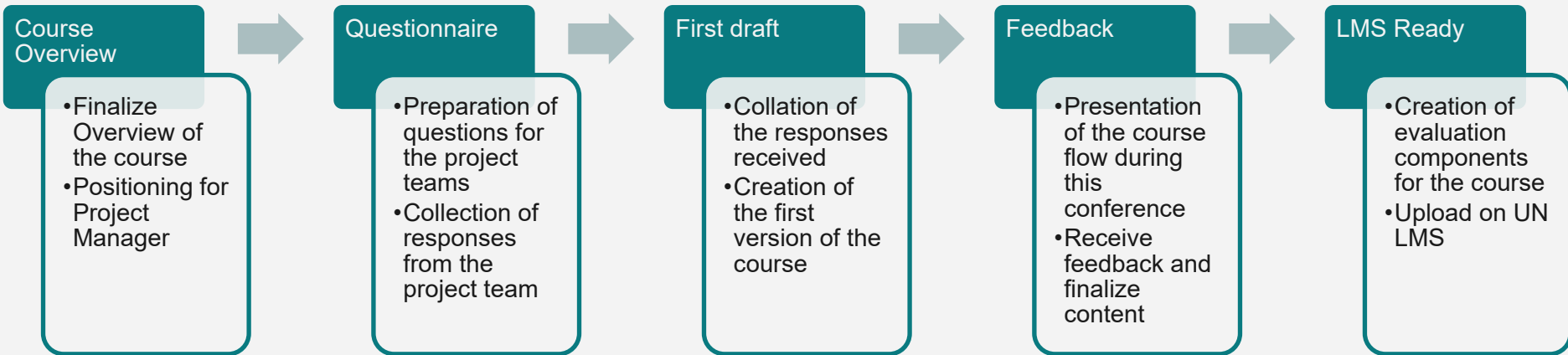
Technical Acumen

- Understand the broad aspects related to sharing MPD data and issues related to data privacy
- Broad understanding of the surveys or data sources that exist in the government ecosystem in the country
- Oversee aspects related to communication of the insights

External Organizations

- Often external organizations are involved in providing technical or funding support for MPD based projects
- Project Manager acts the bridge between these external entities and the stakeholder organizations.

Managing MPD Project – Course Content

Course Overview
- Finalize Overview of the course
- Positioning for Project Manager

Questionnaire
- Preparation of questions for the project teams
- Collection of responses from the project team

First draft
- Collation of the responses received
- Creation of the first version of the course

Feedback
- Presentation of the course flow during this conference
- Receive feedback and finalize content

LMS Ready
- Creation of evaluation components for the course
- Upload on UN LMS

**UN-CEBD
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