大数据在中国政府统计中的研究与应用
Research and Application of Big Data in Official Statistics in China

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I. 构建大数据应用研究与合作平台
I. To establish big data applied research and cooperation platform

- NBS战略：利用大数据
- NBS Strategy: big data development
   and utilization

- 超前研究

- In-depth study in advance
  - 2012年开始
  - Since 2012
  - 课题组：评估大数据
  - Research group: big data evaluation
  - 成果：研究报告
  - Product: research report

- 开展可行性研究
- Feasibility study
  - 知名企业和政府部门
  - Well-known enterprises and government departments
  - 探讨可行性
  - Feasibility discussion
  - 法律基础
  - Legal basis

- 打造合作平台
- Cooperation platform
  - 战略合作协议：17家知名企业
  - Strategic partnership agreement: 17 well-known enterprises
  - 企业提供数据补充政府统计
  - Enterprises data as supplement of government statistics
  - 成果：价格和成交量
  - Achievement: Price and turnover

II. 探索建立依托大数据的政府统计调查
II. To set up government statistical surveys on the basis of big data

- ## 产业统计

- ## Industrial statistics

  - 贸易统计：月度网上零售额：百万企业

  - Trade statistics：monthly data of online retail sales: millions of enterprises

- 贸易统计：月度零售数据：30多家大型网上零售商
- Trade statistics: monthly data of retail trade: more than 30 large online retailers
- 农业统计：种植面积和产量
- Agricultural statistics: planting area and output
- 交通运输统计：货车流量
- Transportation statistics: freight traffic

- 价格统计

- Price statistics
  - 采集网上交易价格补充居民消费价格
  - Collecting the online transaction prices to fill up the consumer prices
  - 编制新建住宅价格指数
  - Compiling price index for newly built houses
  - 监测重要生产资料网上价格
  - Monitoring online prices of important production materials

- 电子化记录
- Electronic records
  - 名录库更新
  - Update of business register
  - 验证统计调查
  - Verification of survey data
  - 推算收入
  - Income calculation

- 经济预测
- Economic forecast
  - 网络搜索
  - Web search
  - 基建投资
  - Infrastructure investment
  - 消费市场走势
  - Trend of consumer markets
  - 经济形势
  - Economic situation

III. 推动传统统计调查电子化网络化
III. To promote electronization and gridding of traditional statistical surveys

- 企业调查
- Business surveys
  - 百万企业
  - Millions of enterprises
  - 联网直报
  - Online reporting system

- 价格调查
- Price surveys
    - 6.3万调查点
    - 63,000 survey points
    - PDA采集
    - Collection with PDA

- 住户调查
- Household surveys
    - 手持电子设备记账
    - Keeping account with handheld electronic devices
    - 网络报送
    - Online report

- 经济普查

- Economic census

  - 电子普查区地图

  - Electronic census maps

  - 定位地理信息

  - Geographic information acquired by positioning technology

  - 电子设备收集数据

  - Data collection with electronic devices

- 数据发布
- Data dissemination
  - 可视化产品
  - Product visualization
  - 移动设备客户端
  - Mobile clients
  - 微信、微博
  - WeChat, Weibo (Micro blog)

IV. 建立基于大数据云计算广泛应用的现代统计体系
IV. To establish modern statistical system with extensive use of big data and cloud computing

- 结构化数据：传统手段
- Structural data: traditional methods
  - 数据采集：电子采集
  - Data collection: electronic collection
  - 数据处理：云计算
  - Data processing: cloud computing
  - 数据发布：互联网和多媒体
  - Data dissemination: internet and multimedia

- 非机构化数据：新手段
- Non-structural data：new methods
  - 数据获取：网上数据
  - Data acquisition: online data
  - 数据处理：整合
  - Data processing: integration
  - 数据应用：评估结构化数据
  - Data application: evaluation of structural data

- 为应用大数据创造良好环境
- Creating a good environment for big data application
  - 制定标准
  - Standards development
  - 开放共享
  - Open and sharing
  - 法律法规
  - Laws and regulations

谢谢各位！
Thank You!