



AFRIQUE OCCIDENTALE ET CENTRALE
Côte d'Ivoire

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10th Meeting of Capacity Building Contact Points of Customs Administrations of the West and Central Africa Region

24-26 September 2019, Kinshasa, DRC

Data Analysis: Leveraging the Big Data Revolution

Kinshasa le 25 septembre 2019

Compiled by TAFILI Ebenezer

ROCB-WCA

ebenezer.tafili@omdaoc.org

OUTLINE

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I- What is Big data?

- Ongoing data revolution characterized by Big Data and the increasing role of machines in decision making
- Big Data is high-volume, high-velocity and/or high-variety information
- Demands innovative forms of information processing that enable enhanced insight and decision making
- Customs administrations already use data for a multitude of purposes: **risk management, performance measurement, monitoring transit, intelligence and policy analysis.....**
- Big Data and algorithms are indisputably providing new technological opportunities for data use by Customs
- Customs should leverage on Big Data to enhance decision making and performance

II- Implementing a data strategy in Customs

1. Making data part of the Customs culture

- **Internalization:** Customs officers should be empowered to use data techniques through training
- **Centralization:** creation of a data laboratory that could be mobilized for all kinds of data investigations and analysis

2. Leveraging Open Source Software and open datasets

- The best data science tools are open source and free : QGIS, R, Python etc.
- Customs can use open sources of data, like UN COMTRADE, IMF and World Bank datasets, but also geodata (OpenStreetMap)

3. Internal governance and sharing of Customs data

- IT security policies to address risks of data leakages, thefts and hacking
- Raise awareness of Customs officers on the accuracy of all data collected during Customs processes
- Taking data protection requirements into consideration

III- WCO initiatives

- Given the importance of data analytics, the WCO has made numerous efforts to promote data analytics within Customs over the past few years. These initiatives include:
 - ✓ Disseminating the use of mirror analysis for fraud detection
 - ✓ The use of transaction-level data extracted from IT Customs systems to combat bad practices and corruption
 - ✓ Using geodata and spatial analysis for border surveillance : Within the framework of the SPC++ initiative (launched by Nigeria, Niger, Cameroon, Chad, Central African Republic, Mali and Burkina Faso)

IV- What capacity building strategy for WCA Customs on data analysis?

- Customs administrations of the WCA region should join the Big Data revolution to add value to their decision making processes including risk management and performance measurement.
- Failure to do so may give the leeway for inspection companies to come back through the back door.
- A possible strategy for creating a strong data analysis culture within our administrations could be as follows:
 - ✓ Organise an experience sharing, and awareness raising regional workshop to produce a data analytics « Champion » for each administration.
 - ✓ Organise national support workshops to train young, motivated and high potential Customs officers on data analysis.
 - ✓ Participate in the future WCO online community of Customs data experts to facilitate collaborative research and support experts in learning from each other.



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FIN

Je vous remercie pour votre bienveillante attention

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