



Mr Prabir Sen will build data science and analytics capabilities in the Government and industries.

## IDA hires data sciences expert to head new unit

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THE Infocomm Development Authority (IDA) has hired an expert to build data science and analytics capabilities in the Government and industries.

Mr Prabir Sen, who heads the IDA's newly formed Data Sciences Group, will also enhance the capabilities within the IDA as well as hire and train more professionals for this new department.

Mr Sen, 52, was previously the chief management scientist of Accenture and has been based here since 2011.

He has more than 16 years of experience in data science with Accenture and other companies such as NTT DoCoMo and Motorola, building up an expertise in areas such as econometrics, mathematical statistics and machine learning.

His work experience includes projects such as mobility services,

product operation, service intelligence, high-frequency trading and pricing models

His appointment comes at a time when the IDA is pushing aggressively to develop industry skills in big data.

IDA executive deputy chairman Steve Leonard told The Straits Times: "We recognise that solving the complex challenges involved in building a smart nation requires the highly sophisticated use of data and analytics, and we

are developing deeper capabilities in this field going forward."

Mr Sen will help the IDA to shape the investments in new tools and skills needed in these key areas for Singapore, he added.

Last year, the IDA launched the Data Innovation Challenge, which posed a big data problem for industry and other organisations to solve. More than 300 entries were received.

The Living Analytics Research Centre team from Singapore Man-

agement University won the challenge with a predictive sales forecasting model that was the most accurate and innovative.

The IDA also recently organised a competition to develop innovative applications for work, home and leisure by using government data.

The winning application was an app to help students make informed education choices in a user-friendly manner.

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