

# Business Intelligence Strategy 2021-2024

## VISION



The SFRS will become an exemplar of BI for Fire and Rescue Services by 2025. The Service will build expertise in information management, analysis and data science and shift from transactional data activity to high value analysis and intelligence which will bring about improvements in the way the SFRS works.

## PRINCIPLES



A Single Version of the Truth  
Customer Focused Business Intelligence  
Good Design and Sound Methods  
Data as an Asset

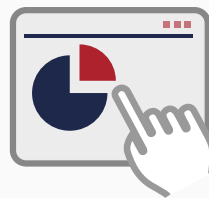
## PRIORITIES



Demonstrate Innovation and Collaboration



Deliver Collaborative Product Design, Development and Assurance



Focus on Data Discovery



Develop and Use New Analytical Tools and Techniques



Make best use of Data Visualisation



Develop and Deliver Predictive Analysis



Demonstrate the use of Machine Learning and Artificial Intelligence



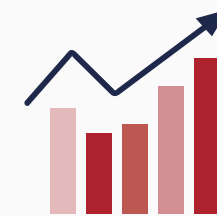
Commitment to Open Data



Develop our People and Skills



Continue to Develop our approach to Statistics



Demonstrate detailed understanding of Performance



Demonstrate Good Governance