

The 8th Annual Tax Summit

*Now and Beyond: Enhanced Service Delivery
to Improve Tax Compliance*

SESSION 2:

Data and Analytics to Drive Tax Compliance

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The Challenge

- **Data explosion** - pervasive automation, VUCA times – e & m commerce
- **Data Insights** - compliance and performance improvement
- **Data Management** – availability, relevance, quality, compliance, policies, standards





Building Blocks

- ✓ **Data and Analytics** – platform and tools for data consolidation, integration, reporting, staff competence and capacity
- ✓ **Data Governance** – culture, policies, processes, compliance, partnerships, security, quality

Workflow

Risk Engine

Data Integration

Published Reporting

Visualization

Self Service portal

Advanced Analytics



**ENTERPRISE
DATA
WAREHOUSE**



Data Products

- ✓ **Expert models** for profiling and case selection (VAT, Income Tax, Customs)
- ✓ **Advanced Analytics models** for prediction and fraud detection
- ✓ **Reports & dashboards** for operational efficiency

Alignment with Strategic Goals

1. Improve Tax Compliance:

Data consolidation, profiling and case selection, fraud detection, predictive analytics.

2. Increase Customer Satisfaction:

SLA automation and tracking, assure data quality

3. Improve organization effectiveness:

Implementation of data and analytics for forecasting & planning, performance management

4. Enhance staff productivity :

Automation of reports and analysis – approx. 60% reduction in time taken to collect and analyze data, SLA monitoring



Data Governance

GOALS

Business Outcomes

DG Council

ENABLERS

Data Stewards

Organizational structure and awareness

Data Strategy
Protection & Privacy
Information Sharing
Quality

Stewardship

Policies

CORE FOCUS

Data Quality &
Security Management

Data Literacy &
Culture

Data
Availability

SUPPORTING DISCIPLINES

Data
Architecture

Data Classification
& Metadata

Audit information
Logging/Reporting

Data Quality

*Identify anomalies,
misclassifications, missing
data & correction*

Recover, cleanse
(data cleaning
project)

- Identify the critical data elements (profiling)
- Measure quality regularly (DQ Assessments)
- Apply DQ processes (normalize, enrich, correct)
- Improve Processes & Systems

Process not a **project**

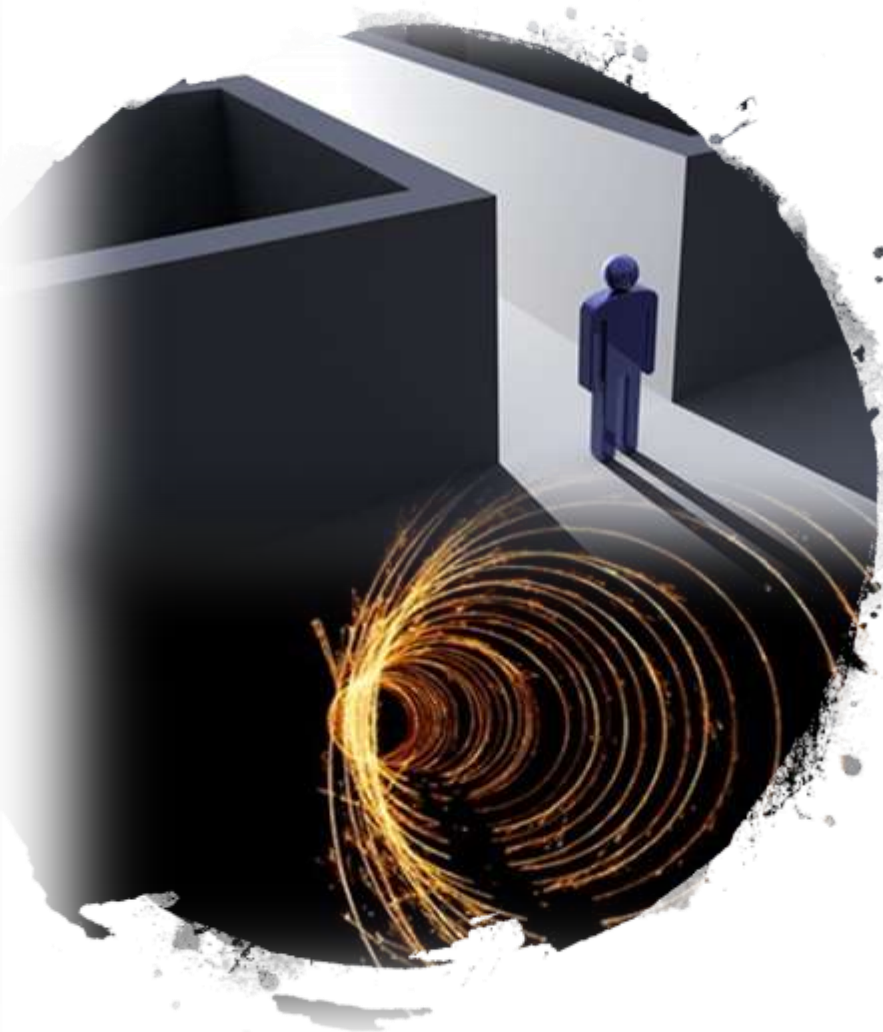
Success factor for analytics

Prerequisite for **transparency & acceptance**

Data & Information Security



- ISO IEC 27001 certified
- Secure infrastructure – encryption, redundancy, restriction of access (need basis)
- Data Privacy and protection – compliance with DPA 2019



Beyond Compliance...

Customer focus

- ✓ Better understanding
- ✓ Improve services and taxpayer experience

Thank
You