

PROGRAMA DE CAPACITAÇÃO PROFISSIONAL

INOVAÇÃO PÚBLICA

Estratégias Digitais e Inteligência Artificial
na Administração Pública e PMEs

AI4PA



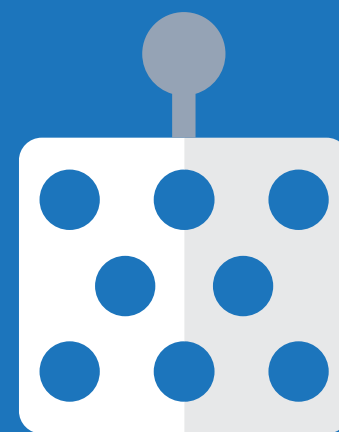
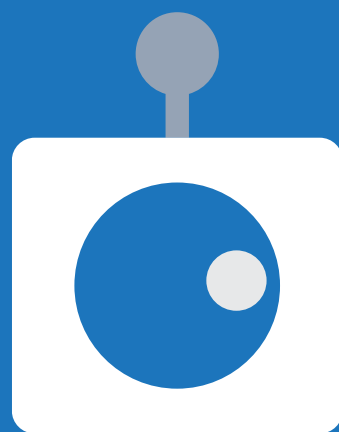
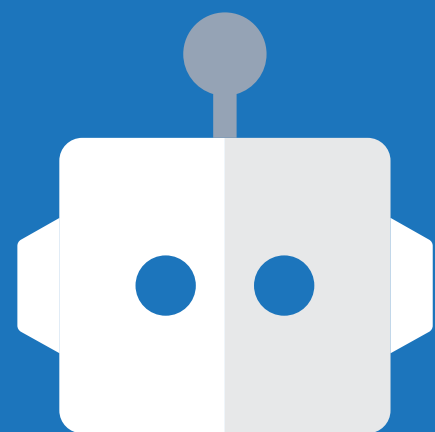
Miguel Castro Neto

Nova IMS

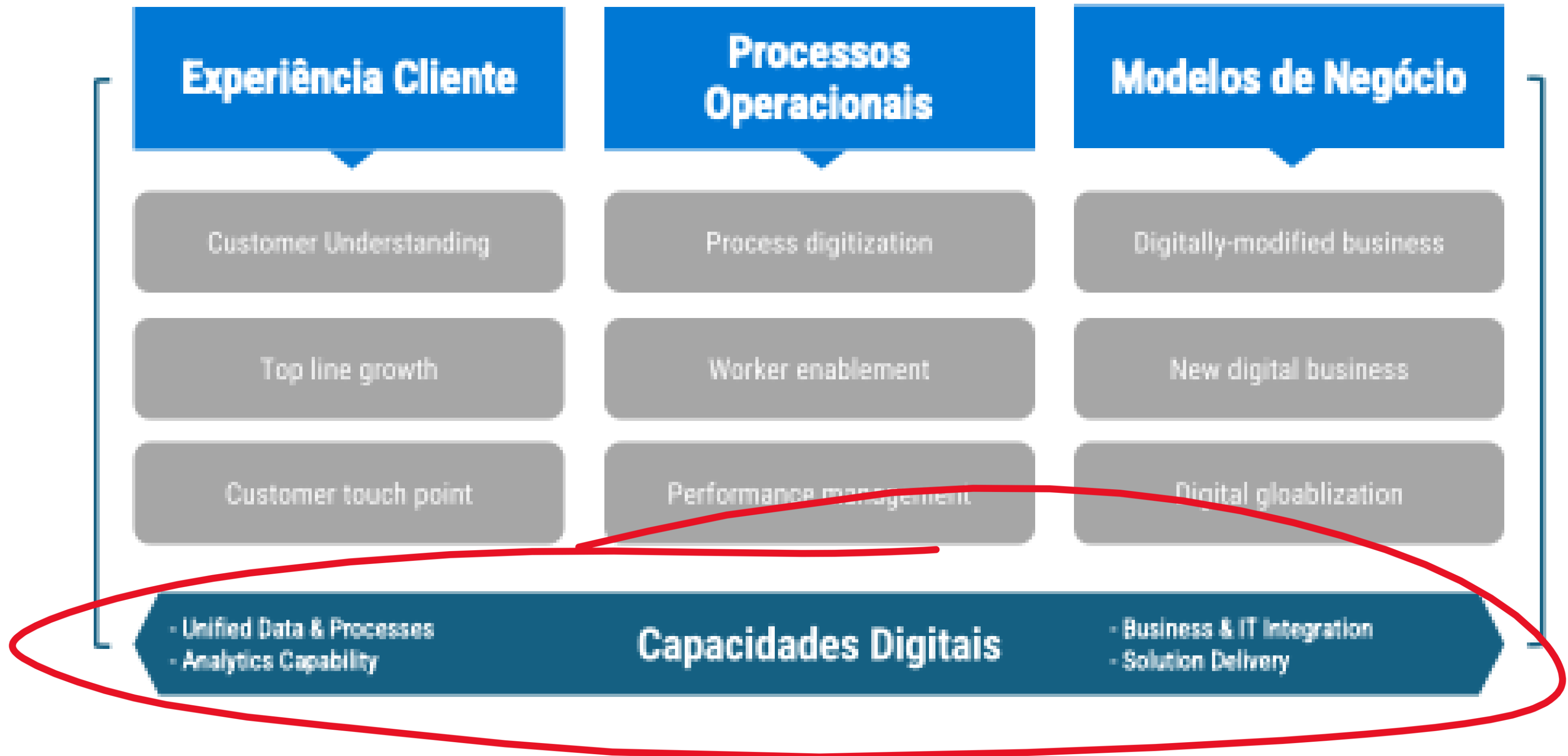
Digital Skill Boost

- **IA Generativa em Ação**
- **Serviço Público AI-Driven**

TRANSFORMAÇÃO DIGITAL

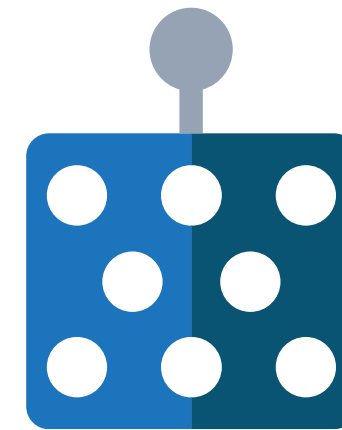
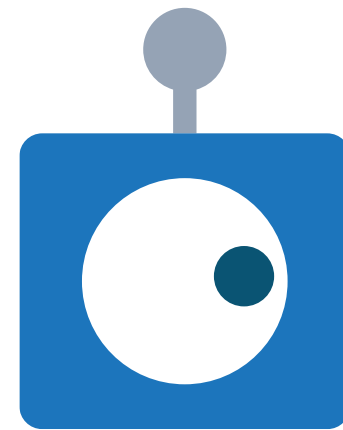
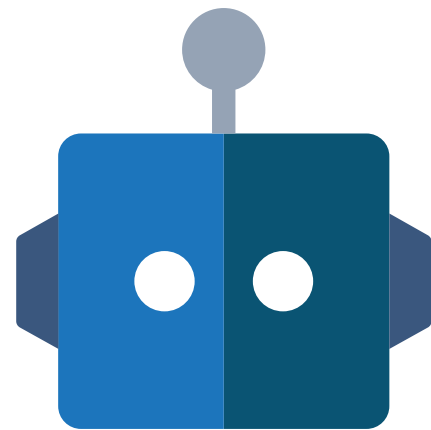


Digital Transformation Building Blocks



Transformação Digital

“A transformação digital bem-sucedida não advém da implementação de novas tecnologias, mas sim da transformação da sua organização para explorar um espaço de oportunidades aumentado.”



DATA-DRIVEN ORGANIZATIONS



Data, XXI Century Oil



Decision makers
need the **right**
information in the
right moment in the
right place !!!

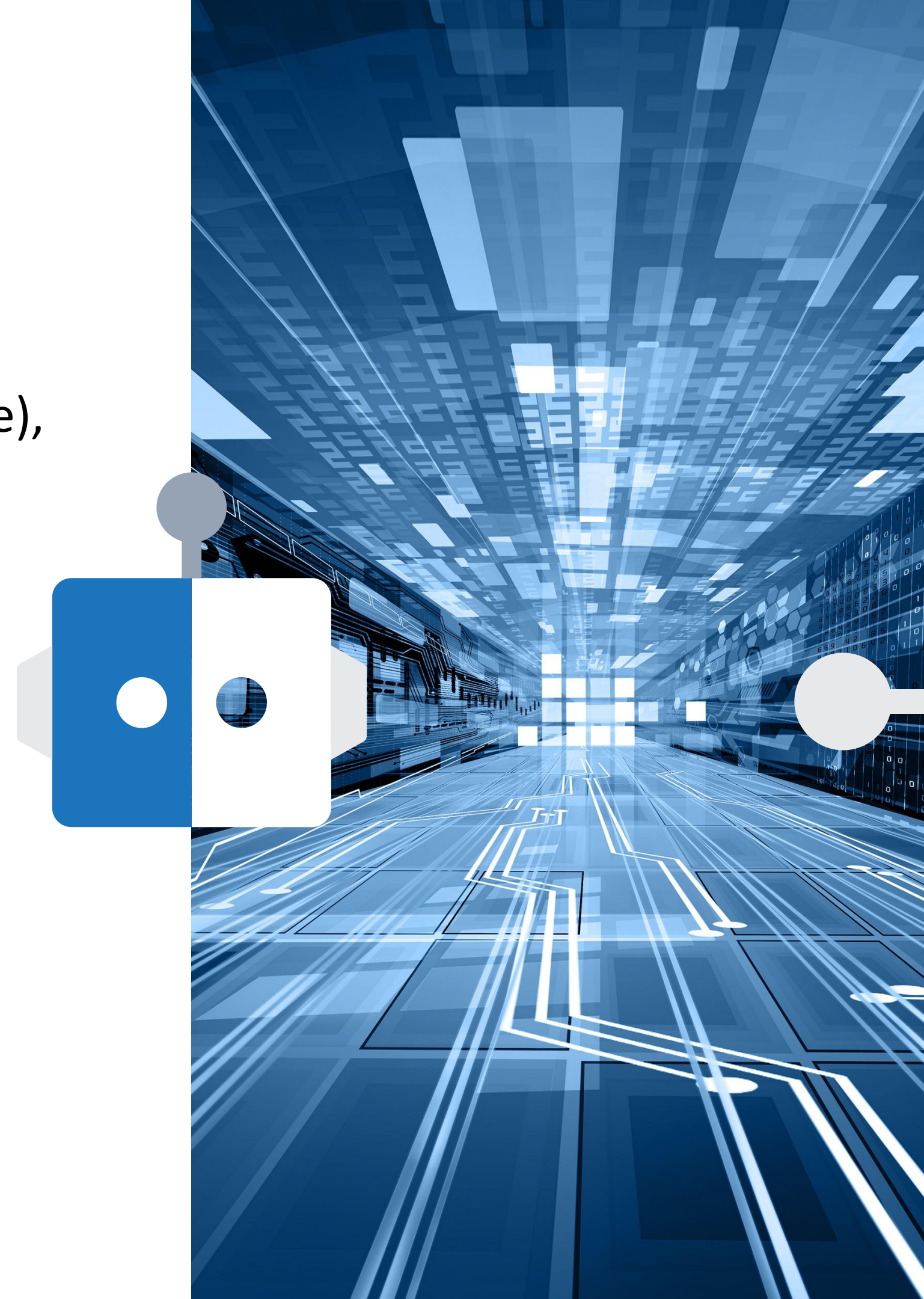


What is an information system?

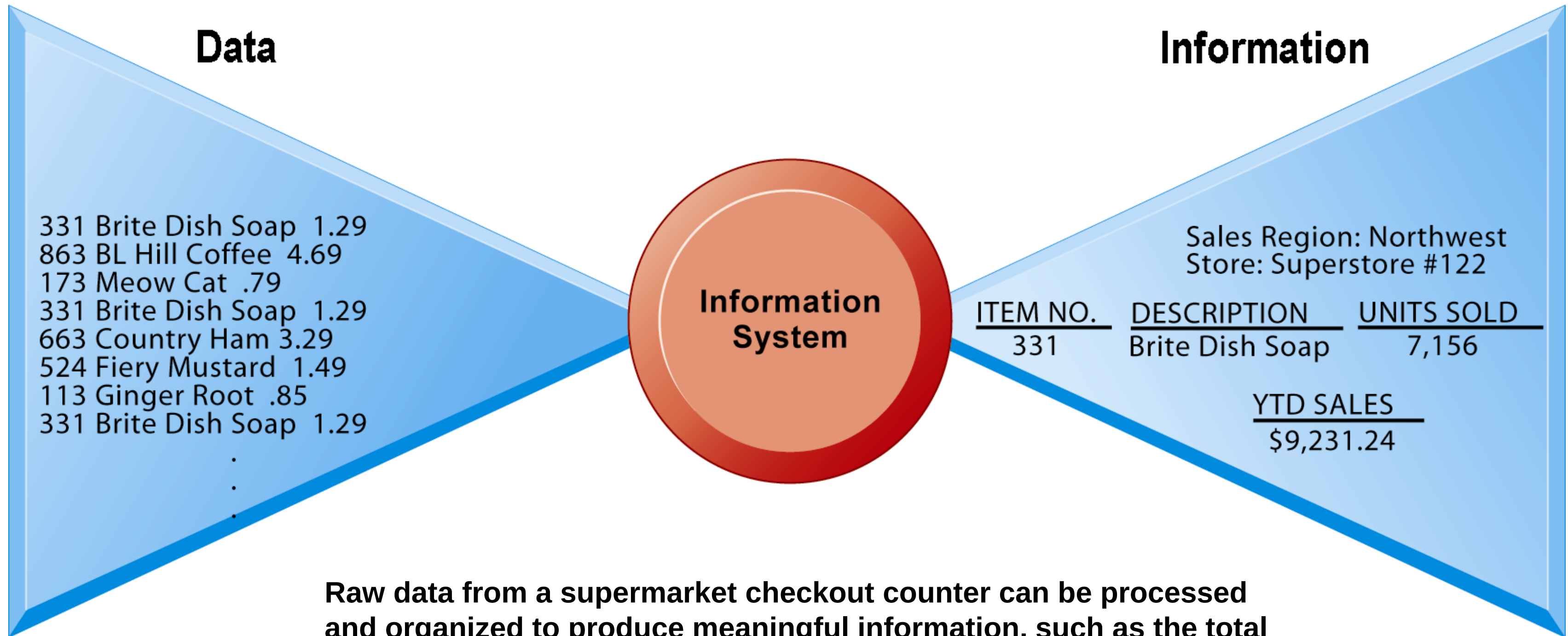
A set of interrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization

Data: Streams of raw facts representing events such as business transactions

Information: Clusters of facts that are meaningful and useful to human beings in the processes such as making decisions

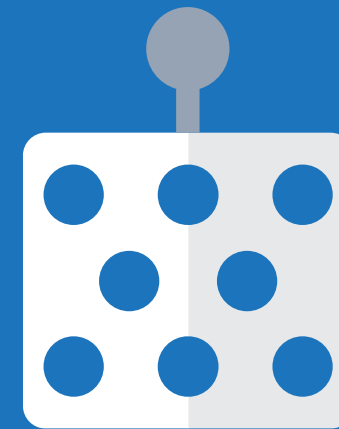
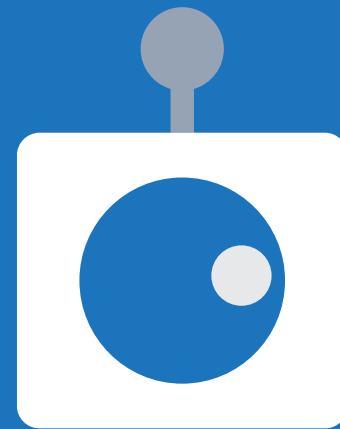
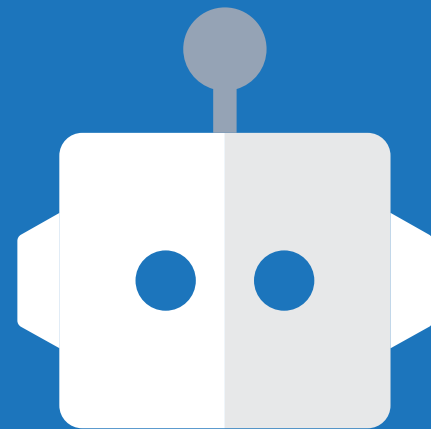


Dados & Informação

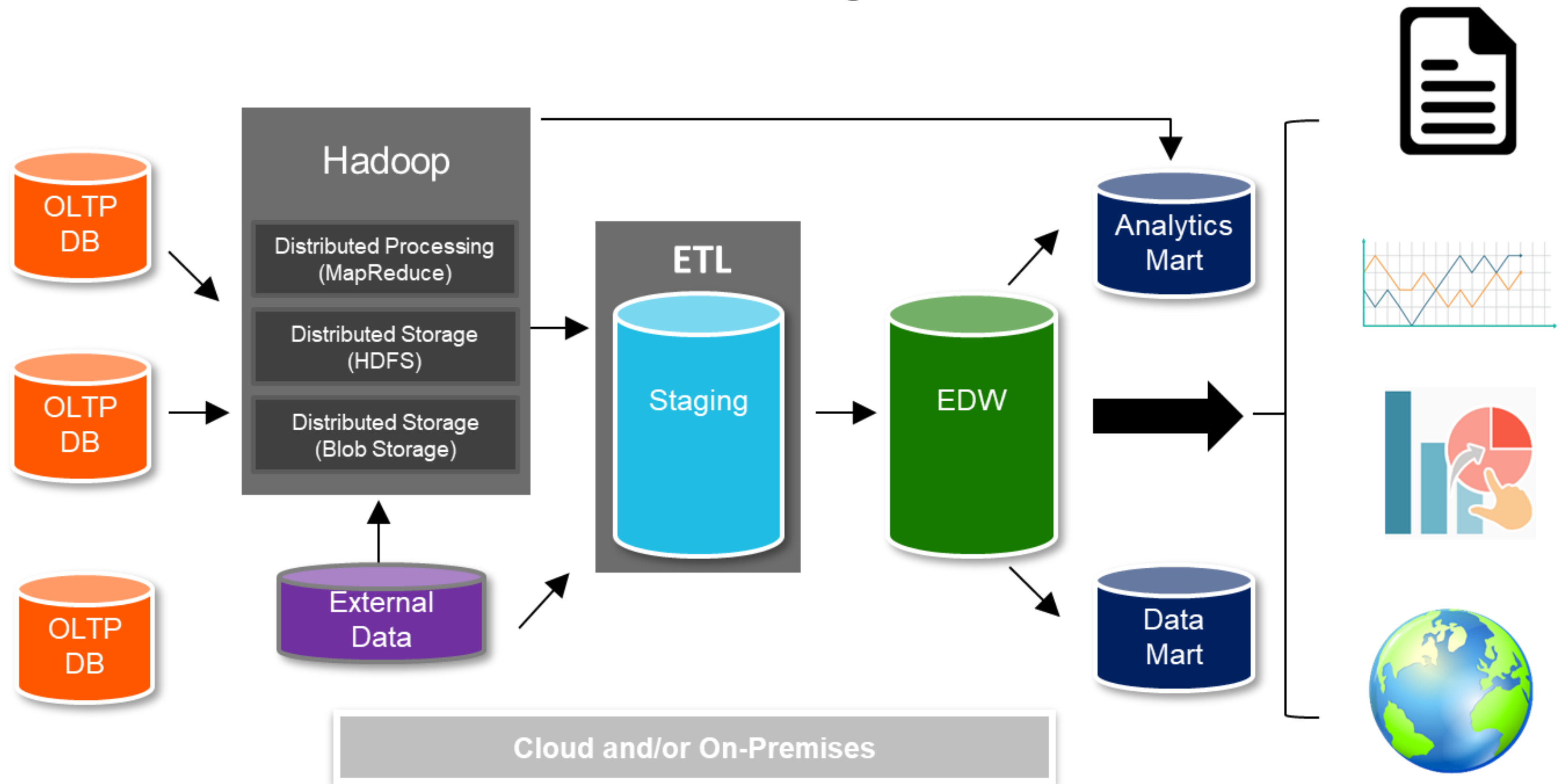


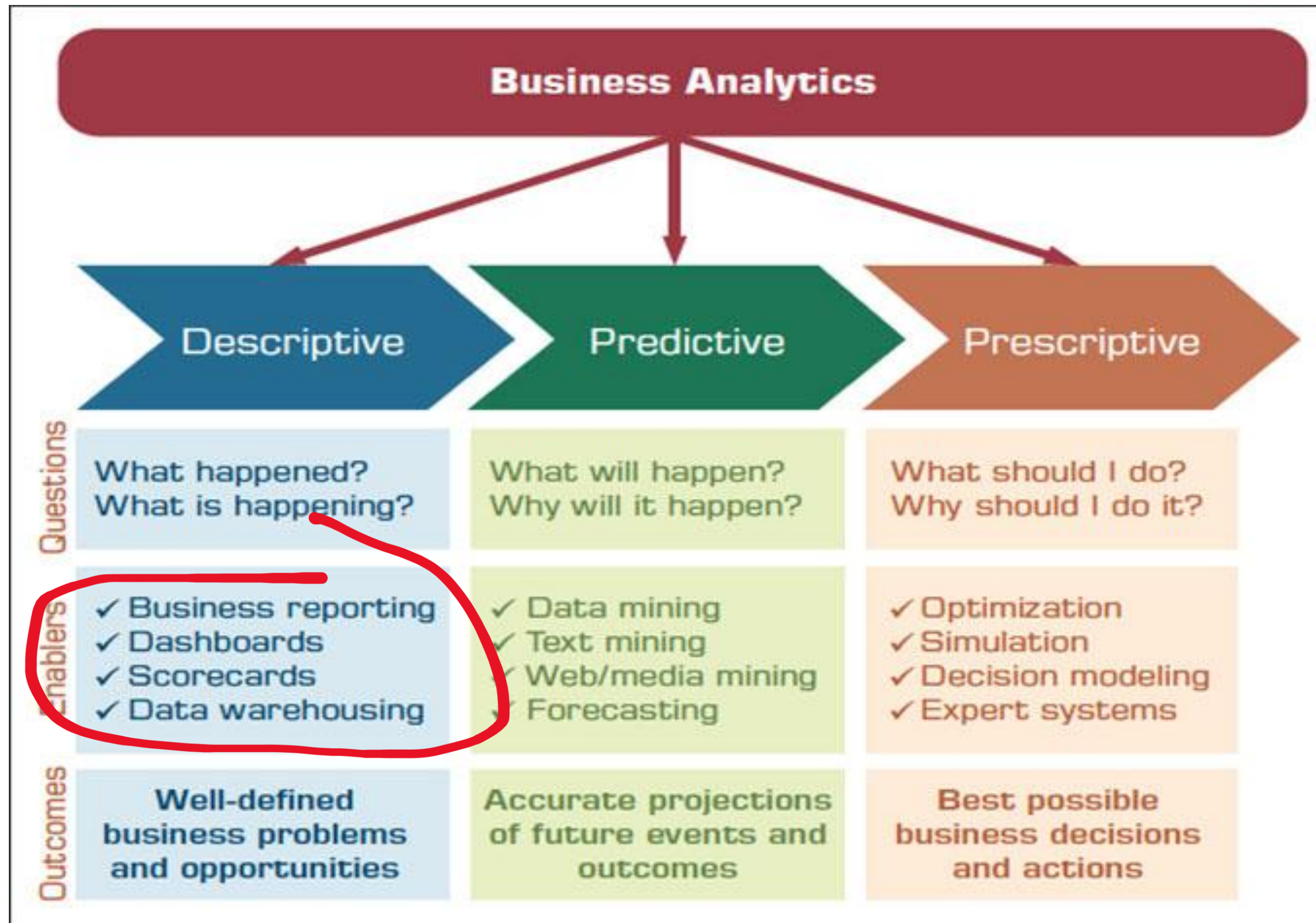
Raw data from a supermarket checkout counter can be processed and organized to produce meaningful information, such as the total unit sales of dish detergent or the total sales revenue from dish detergent for a specific store or sales territory.

BUSINESS INTELLIGENCE



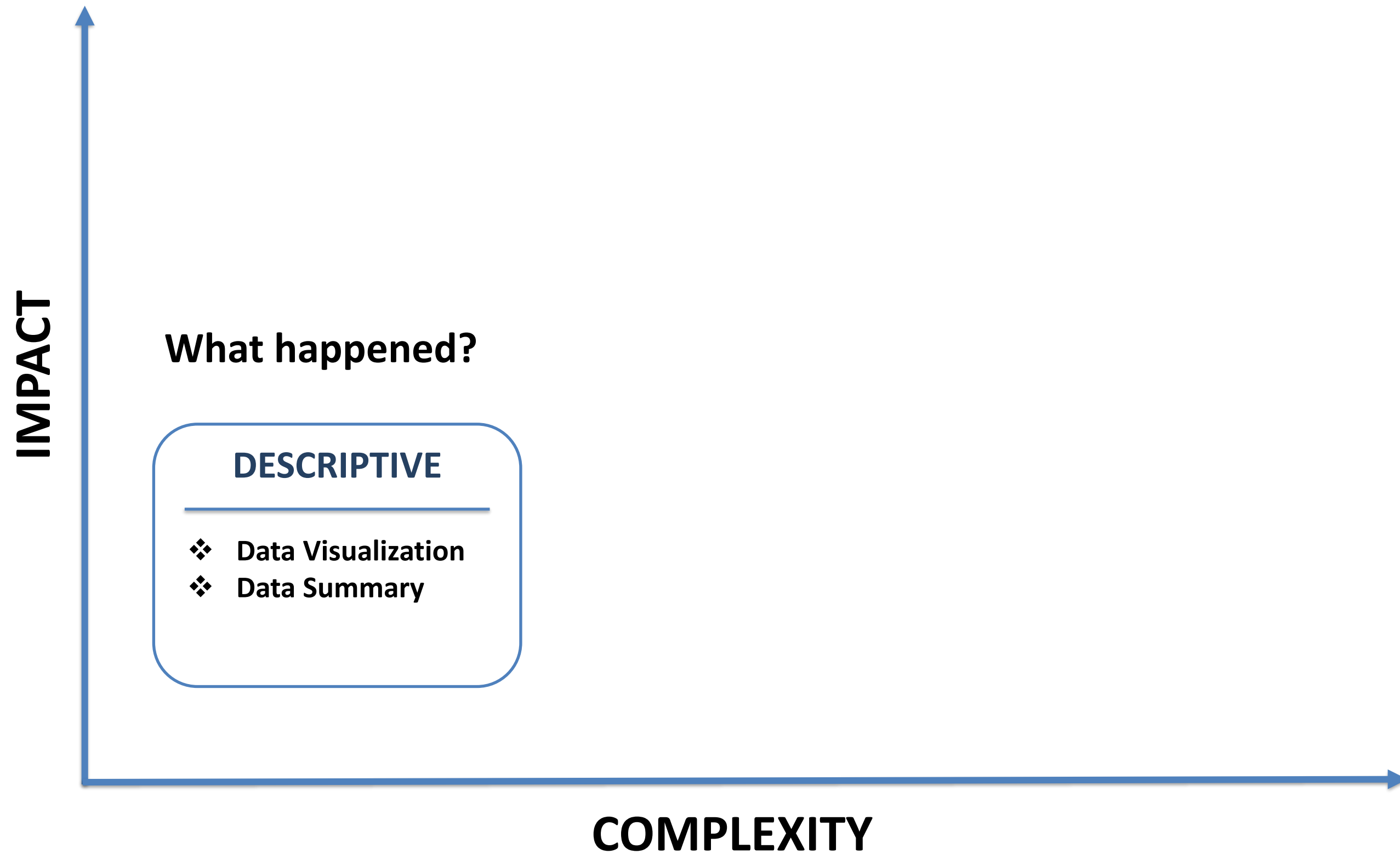
Modern Business Intelligence Architecture





Three Types of Analytics

TIPOS DE ANALÍTICA



DESCRIPTIVO - TRÂNSITO

Waze Traffic Alerts in Lisbon 2023

Month

All

Number of Alerts

241,483

Accidents

10,501

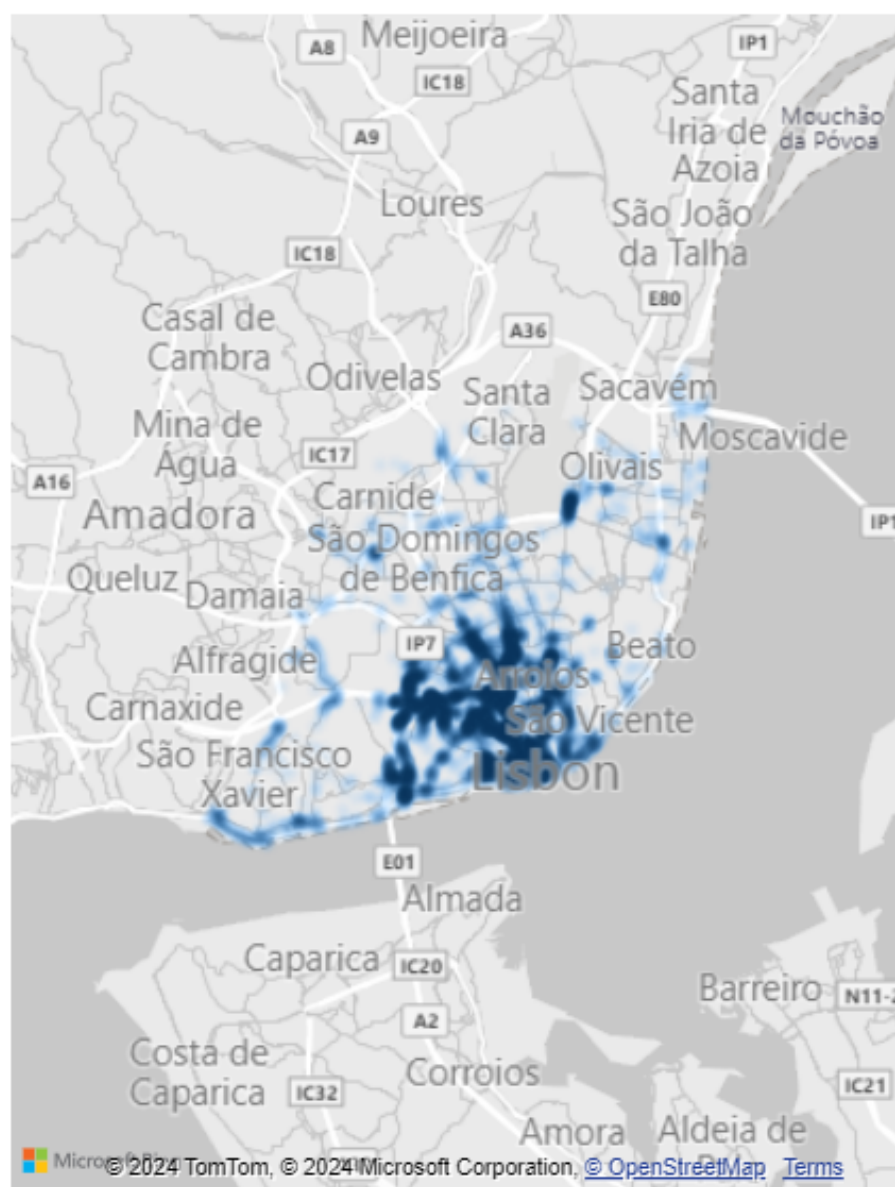
Road Closed Alerts Count

19,239

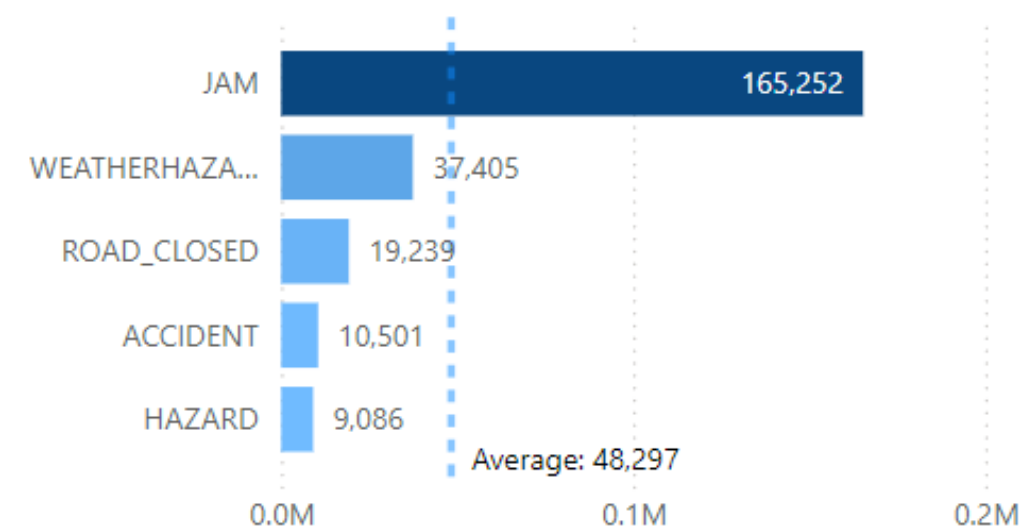
Traffic Jams Alerts Count

165,252

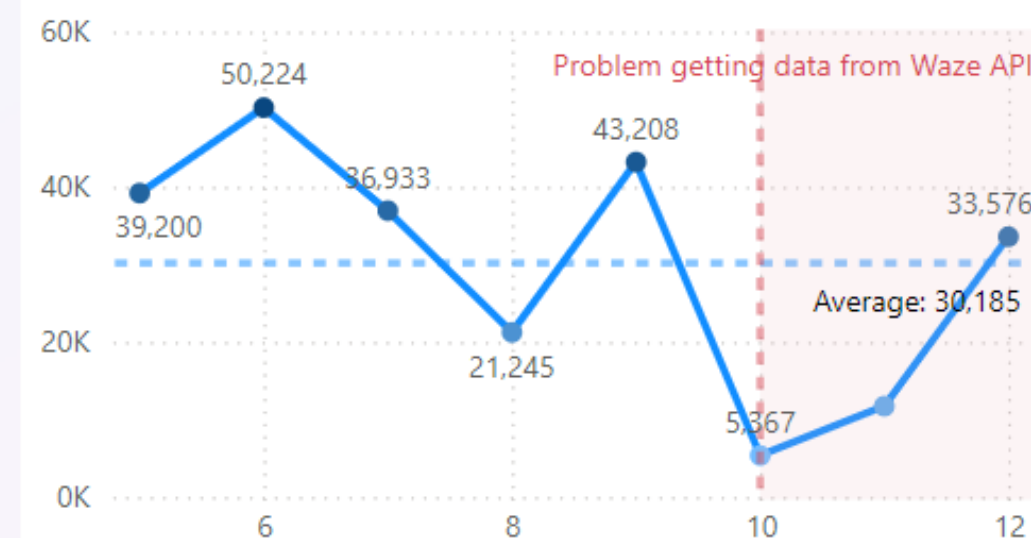
Alerts in Lisboa



Alerts per Type



Alerts Evolution (May to December 2023)

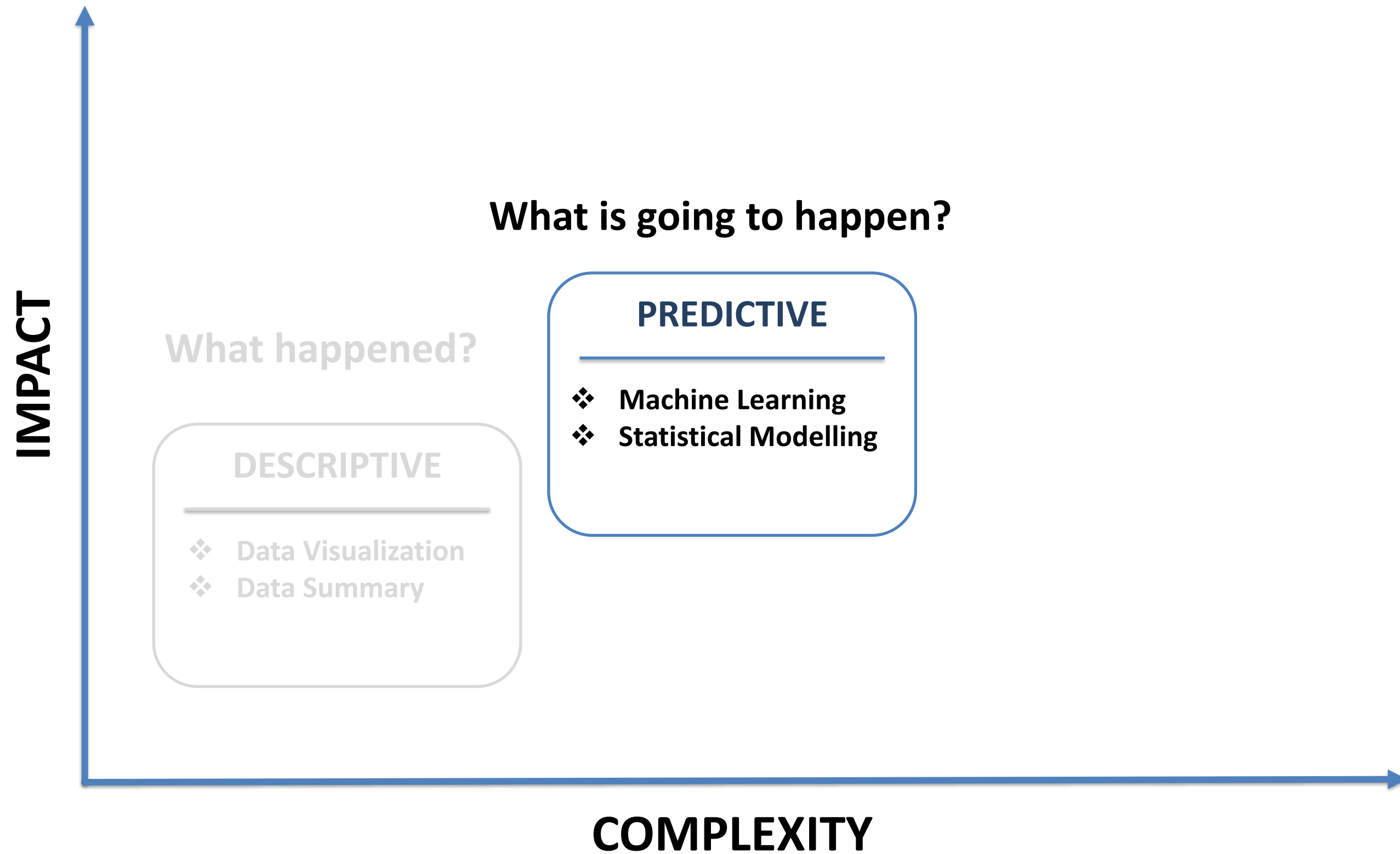


Total Accidents per Hour and Day of Week

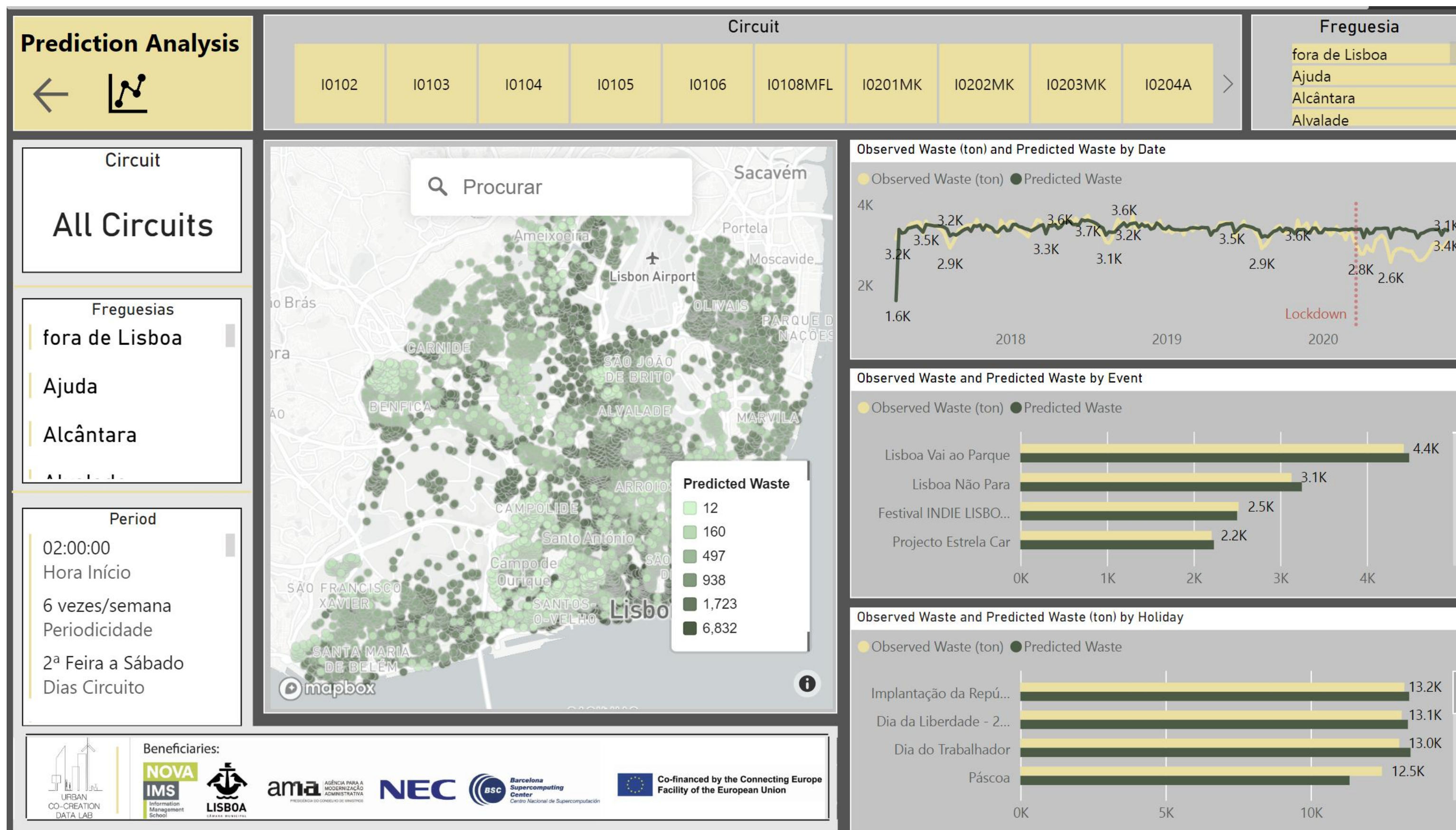
Day of Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Monday	217	57	58	76	134	616	640	3,319	5,279	2,819	1,877	1,811	1,279	1,251	1,774	2,451	3,915	5,833	3,508
Tuesday	205	110	92	77	79	112	644	3,258	4,326	2,726	1,675	1,586	1,116	1,352	1,688	2,387	4,195	5,334	4,007
Wednesday	183	108	61	75	94	125	786	3,569	4,290	2,840	1,909	2,022	1,320	1,464	1,892	2,679	4,505	5,824	4,429
Thursday	179	85	92	68	79	115	650	2,974	4,347	2,615	1,767	1,663	1,324	1,395	2,009	2,907	4,696	6,329	5,513
Friday	457	135	99	67	72	99	528	2,311	2,759	1,791	1,481	1,849	1,627	1,603	2,053	3,250	4,913	5,443	4,686
Saturday	638	281	222	176	304	97	185	284	617	802	931	1,190	1,284	1,094	1,074	1,447	1,552	1,478	1,775
Sunday	559	388	191	163	123	100	470	163	260	335	500	581	1,077	525	500	579	819	932	1,066



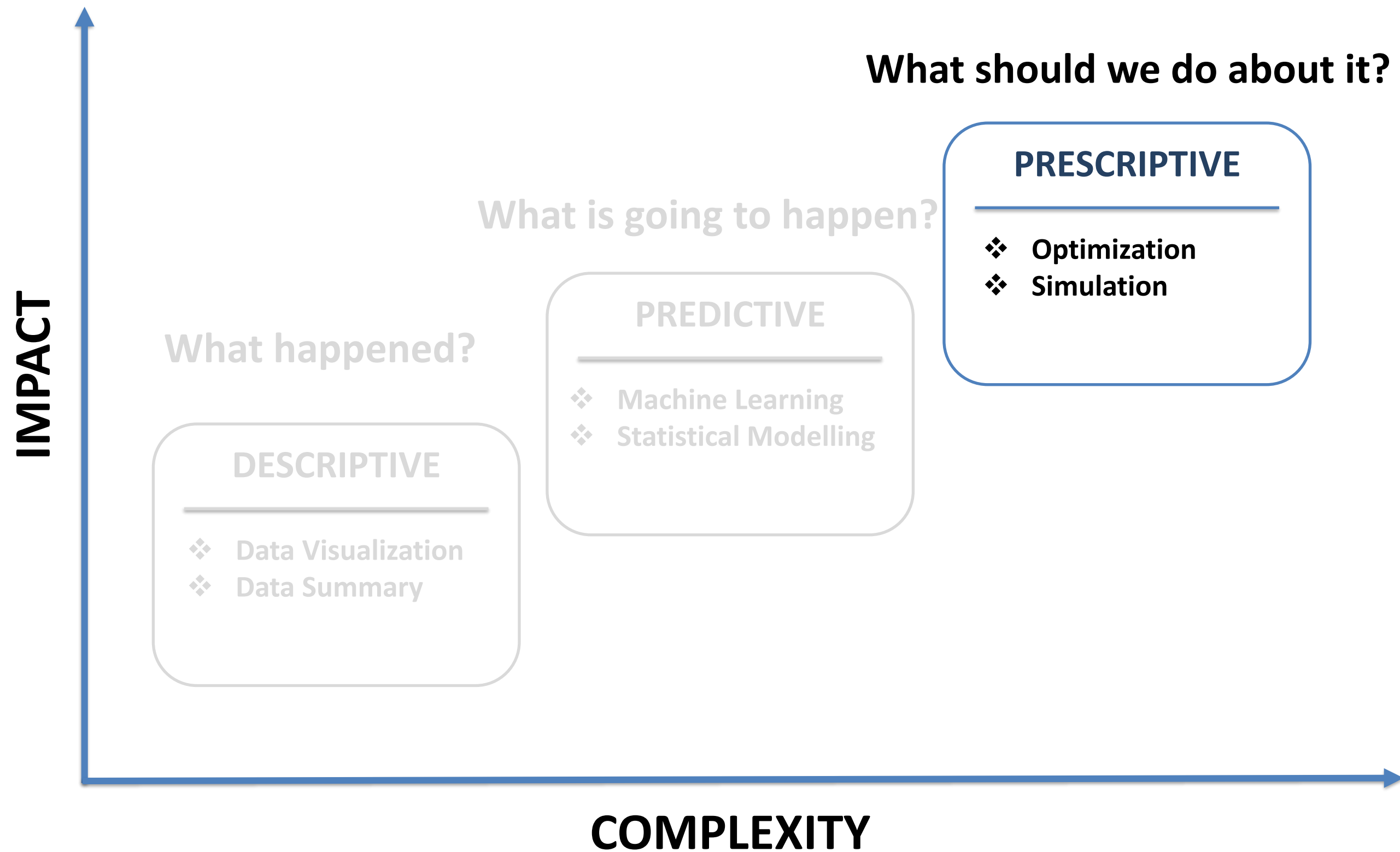
TIPOS DE ANALÍTICA



PREDITIVO – GIRA / RESÍDUOS



TIPOS DE ANALÍTICA



PRESCRITIVO – CAMINHABILIDADE LISBOA

Indicador de Caminhabilidade Baixa Lisboa ⓘ

Simulação de Variáveis

Largura Passeio (média)

+25% ▾

10.50

Valor Novo

8.40

Valor Base

Lazer

Igual ▾

8064

Valor Novo

8064

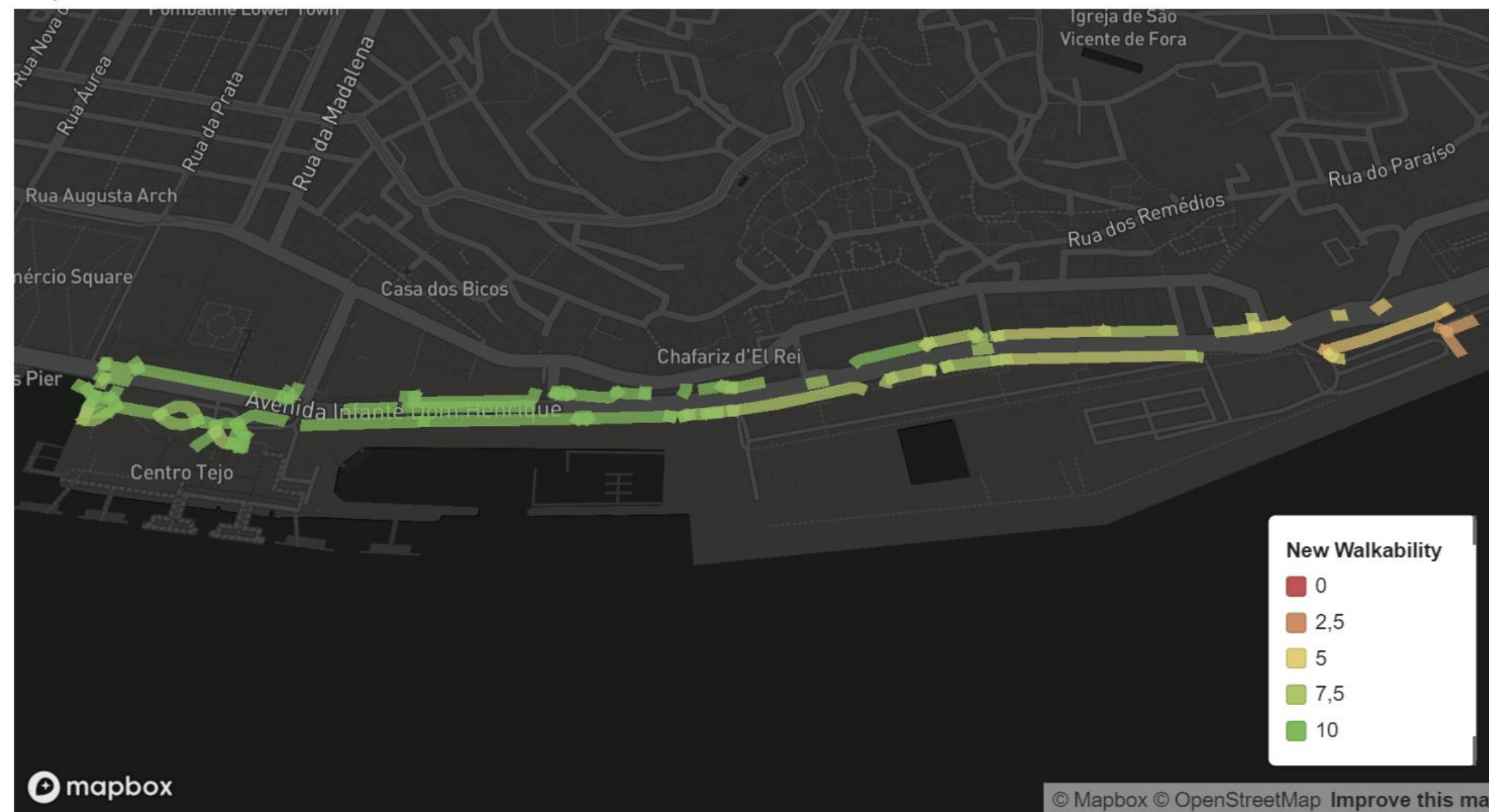
Valor Base

Filtros:

Selecionar Rua

Avenida Infante Dom Henrique ▾

Mapa de Caminhabilidade



Caminhabilidade (0-10)

7.26

29.63%

%Δ Valor Base





CIDADE/TERRITÓRIO COMO PLATAFORMA



SMART REGION - 12 MUNICÍPIOS - 1 REGIÃO

PLATAFORMA ANALÍTICA INTEGRADA DE INTELIGÊNCIA TERRITORIAL INTERMUNICIPAL



TRANSAÇÕES



MOBILIDADE



BILHÉTICA



EMPRESAS



PRAIAS



TURISMO



RESÍDUOS



RISCO CLIMÁTICO

