

Helpful – Influences decision making; is influential; is customer focussed	Innovative – Drives innovation; is innovative	Capable – Deploys capability; builds capability of self and others	Efficient – Extracts value from existing data and analysis; works efficiently; enables efficiency to happen	Professional – Adheres to statistical frameworks/Codes; quality assures work; builds trust
Acquiring data/Understanding customer needs				
<ul style="list-style-type: none"> Shares knowledge and suitability of data sources with customer (administrative, survey or census). Proactively engages customer with own ideas for relevant data sources. 	<ul style="list-style-type: none"> Uses most relevant technology to gather contextual data from internal and external sources, to meet customer needs. 	<ul style="list-style-type: none"> Is able to identify and obtain most appropriate data source(s) to meet customer needs. Understands the strengths and limitations of data source(s). 	<ul style="list-style-type: none"> Is aware of data sources available in own area and makes best use of existing data. Readily shares knowledge of data sources with colleagues and others enabling others to work efficiently. 	<ul style="list-style-type: none"> Uses the principles of the Code of Practice for Official Statistics to deliver appropriate results and standards with respect to user needs. Demonstrates a high level of professional integrity when working with customers and data users, building trust.
Data Analysis				
<ul style="list-style-type: none"> Is able to identify or translate questions into appropriate hypotheses for the customer. Undertakes appropriate data analysis and uses technical skills to deliver a solution that meets customer needs. Engages with customer early and often to share analytical results, discuss alternative analyses, explain data limitations and discuss findings. 	<ul style="list-style-type: none"> Keeps abreast of new and evolving technologies, tools and analytical techniques to deliver results effectively, whether this is employing new methods or using existing products in new and innovative ways. Looks for ways to generate repeatable statistical applications. Rather than automatically and uncritically following past methodologies, takes effort to use statistical data in innovative ways. Logically identifies strengths and weaknesses of ideas and technical methods and makes effective decisions 	<ul style="list-style-type: none"> Can describe the main theoretical and practical features, assumptions and limitations of the analytical techniques and software used in their area, as well as the circumstances in which it would be appropriate to deploy them, what the expected outputs would look like and how to interpret them. Some examples of the statistical techniques used by Statisticians are set out in Annex 1. Demonstrates statistical and analytical aptitude through the appropriate use of statistical, data science and/or methodological knowledge to achieve a specific end goal. 	<ul style="list-style-type: none"> Has breadth of view across a statistical field, and is able to make decisions about the most appropriate methods and tools for the task, recognising when processes are inefficient and taking action to improve them. Where appropriate, uses techniques to link or match data or demonstrates better use of administrative or management data to make the best use of existing data. Has an understanding of database management and can organise own datasets. Produces effective and timely documentation for coding, processes and data files, for own use and use by others. 	<ul style="list-style-type: none"> Takes personal responsibility for the delivery of high quality statistical advice and data analysis. Uses appropriate methods to quality assure analytical work, in line with Aqua Bookⁱ and GSS guidance, to ensure that analysis is fit for purpose.

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	<p>based on these attributes.</p>	<ul style="list-style-type: none"> • Understands bias and uncertainty and deals competently with these in analytical work. • Is able to analyse complex datasets, apply statistical curiosity and draw evidence based conclusions. 		
<i>Presenting and disseminating data effectively</i>				
<ul style="list-style-type: none"> • Presents statistical data through various data visual techniques and provides clear narratives using appropriate language that meets customer needs. • Verifies with users that they understand the analysis presented and consider alternative methods, as required. 	<ul style="list-style-type: none"> • Implements the latest data visualisation methods for statistical products, new or existing, to boost user engagement. 	<ul style="list-style-type: none"> • Is able to present and disseminate data effectively through the use of tables, charts and graphs. • Is able to draw out the key statistical messages and to “tell the story”. • Uses social media, in accordance with Departmental guidance, to disseminate statistical products and key messages. • Keeps abreast of new presentation and dissemination developments and builds own capability. 	<ul style="list-style-type: none"> • Seeks opportunities to review the work of others and to consider its reuse for the benefit of self/team. • Disseminates data in an ‘open’ format wherever possible, so that it can be easily accessed and used by others for analysis. 	<ul style="list-style-type: none"> • Adheres to Code of Practice in Official Statistics to ensure that data is presented in a way that prevents the unintentional disclosure of any business, individual or other. • Takes personal responsibility for the delivery of high quality statistical presentations and disseminations.

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<p><i>Working with credibility</i></p>				
<ul style="list-style-type: none"> • Works in a way that promotes personal credibility and which builds trust with customers. 	<ul style="list-style-type: none"> • Uses the Civil Service Code and Code of Practice for Official Statistics to their advantage by finding pragmatic solutions to statistical problems with innovative methods. 	<ul style="list-style-type: none"> • Is aware of own capabilities and knows when to seek assistance from others. • Seeks opportunities to share own knowledge, to build the capability of others in the team. 	<ul style="list-style-type: none"> • Seeks feedback and uses networks to learn about more efficient processes and/or practices from others. • Readily shares own knowledge with others across the statistical field, to enable others to work more efficiently. • Delivers a responsive and timely service. 	<ul style="list-style-type: none"> • Understands the legal framework for statistical work, including the Code of Practice for Official Statistics, the relevant pre-release access legislation and the Data Protection Act. • Offers advice on and challenges the proposed use of statistics, as appropriate. • Maintains integrity and builds trust by working with confidence and acting in a transparent way. • Is aware of guidance and good practice relevant to own role. • Develops self in understanding the role of Statisticians and other professions in Government and their own Department, aligning work with wider strategic goals. • Keeps knowledge up to date, expands range and documents all learning within a Continuing Professional Development log book.

ⁱ The Aqua Book was introduced by HM Treasury in 2015; the Book provides guidance for all professions on the production of quality analysis for government.
<https://www.gov.uk/government/publications/the-aqua-book-guidance-on-producing-quality-analysis-for-government>