

Digital behavior of Californians during COVID

Syntasa is a Build, Sell, and Services partner. Our software combines first-party digital data (e.g., websites, surveys, call centers) with public data (e.g., search, social media, demographics), and generates insights into behavior and sentiment.

The challenge

The early days of the COVID pandemic were extremely uncertain and massively disruptive. The data that state leaders had been relying upon to guide decisions was less useful, so they sought innovative new ways to get insight into how their residents were behaving and feeling.

The solution

The initial work focused on synthesizing digital activity, starting with historical website data from Google Analytics, and later adding on-site surveys and call center transcripts. Then Syntasa created several self-service dashboards and performed ad hoc analytics projects to support specific questions (e.g., which topics were most popular? were people planning to visit parks and beaches?).

The results

In the early days of the COVID pandemic, leaders at the State of California sought innovative sources of data to illuminate the behavior and sentiment of their residents. As digital activity soared, they realized the websites, pages, and searches of their residents provided timely insight into their behavior and sentiment – and empowered them to make rapid and confident decisions.

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California
DEPARTMENT OF TECHNOLOGY
STRATEGY INNOVATION DELIVERY

About California Department of Technology
The California Department of Technology partners with state government, local government, and educational entities to deliver digital services, develop innovative and responsive solutions for business needs, and provide quality assurance for state government Information Technology (IT) projects and services.

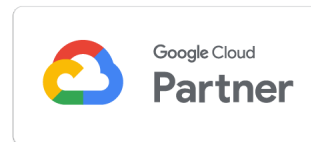
Industry: Law & Government

Primary project location: United States



About SYNTASA Corporation

Syntasa harnesses behavioral data from website, apps, and devices to create better analytics, make better decisions, and take better actions.



Products

Google Cloud Platform