

How Data4Good can help Not-For-Profits:



COLLECT

Data collection strategy & cleaning

- Strategy advice
- Tool selection
- Data profiling
 - Identify data gaps
 - Identify future data needs
 - Identify areas for data cleansing
 - Ensure correct data formatting
- Data quality improvement
 - Reduce time creating reports from multiple data sources
- Guide survey data collection



INFORM

Create graphs & reports for insights

- Exploratory analysis -> what's in my data?
- Explanatory analysis -> reports & dashboards
- Fundraising analytics
 - Understand your donors
 - Forecast future donations
- Compliance Reporting
- Impact reporting
 - Support grant applications
 - Share your impact with your supporters
 - Create new advocates for your cause
- Guide decision making
 - E.g. allocation of grant/scholarship funds
- Analyse survey data



RELATE

Relate your data to public data

- Data-driven storytelling
 - Clarify the need your organisation serves
 - Verify importance & need for grant funding
 - Connect with new supporters
- Use your own/publicly available data to support advocacy
- Compare your findings to other impact measures



BENEFIT

Benefit from Statistical Analysis

- Analyse big data to find patterns & insights
- Identify correlations and prediction indicators
- Google Analytics to assess website
- Sentiment analysis: text analytics on feedback
- Analyse location data on maps
 - Where are services needed?
 - Reduce costs with route optimisation
- Analyse digital images for Machine Learning (ML) and to extract meaningful information
- Forecasting Analytics
 - Estimate financial benefits
 - Plan future funding

