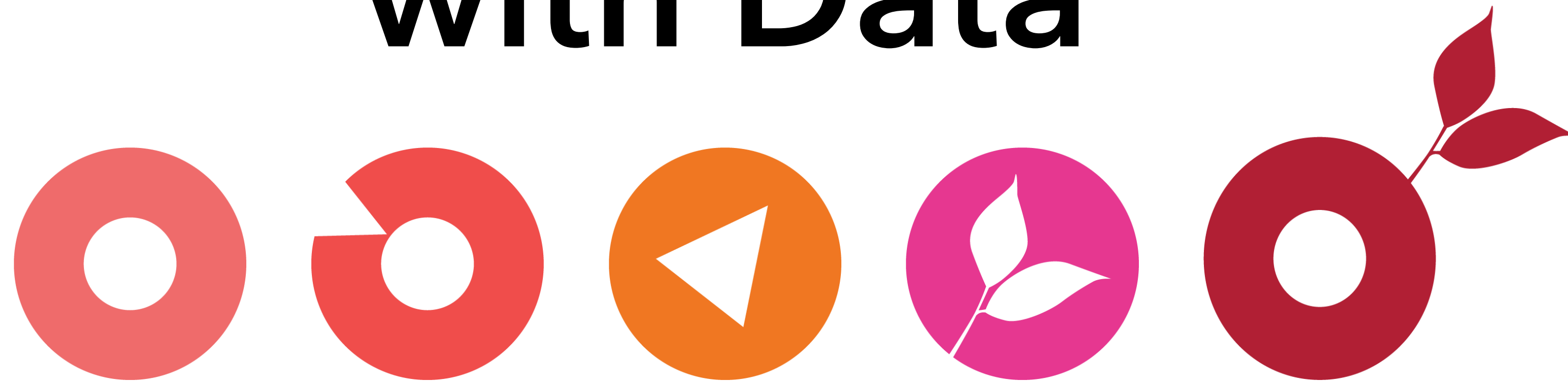




Getting Better with Data



Sian Basker, Co Chief Executive, Data Orchard CIC
26th October 2023

Which 3 words best describe how you feel about data?

DATA

Share your three words in the googledoc

Purpose of today's workshop

- Learn about data strategy + factors for success
- Assess how your organisation is doing
- Share challenges and needs
- Sign post resources and support

Agenda

- 11:00 Welcome and introduction (NICVA + Data Orchard)
- 11:05 An introduction to data strategy (Data Orchard)
- 11:20 Take your assessment (All)
- 11:30 Discussion in break out rooms (All)
- 11:50 Results and how the sector's doing with data
- 12:00 Data strategy top tips
- 12:10 Resources and support
- 12:15 Questions
- 12:30 END



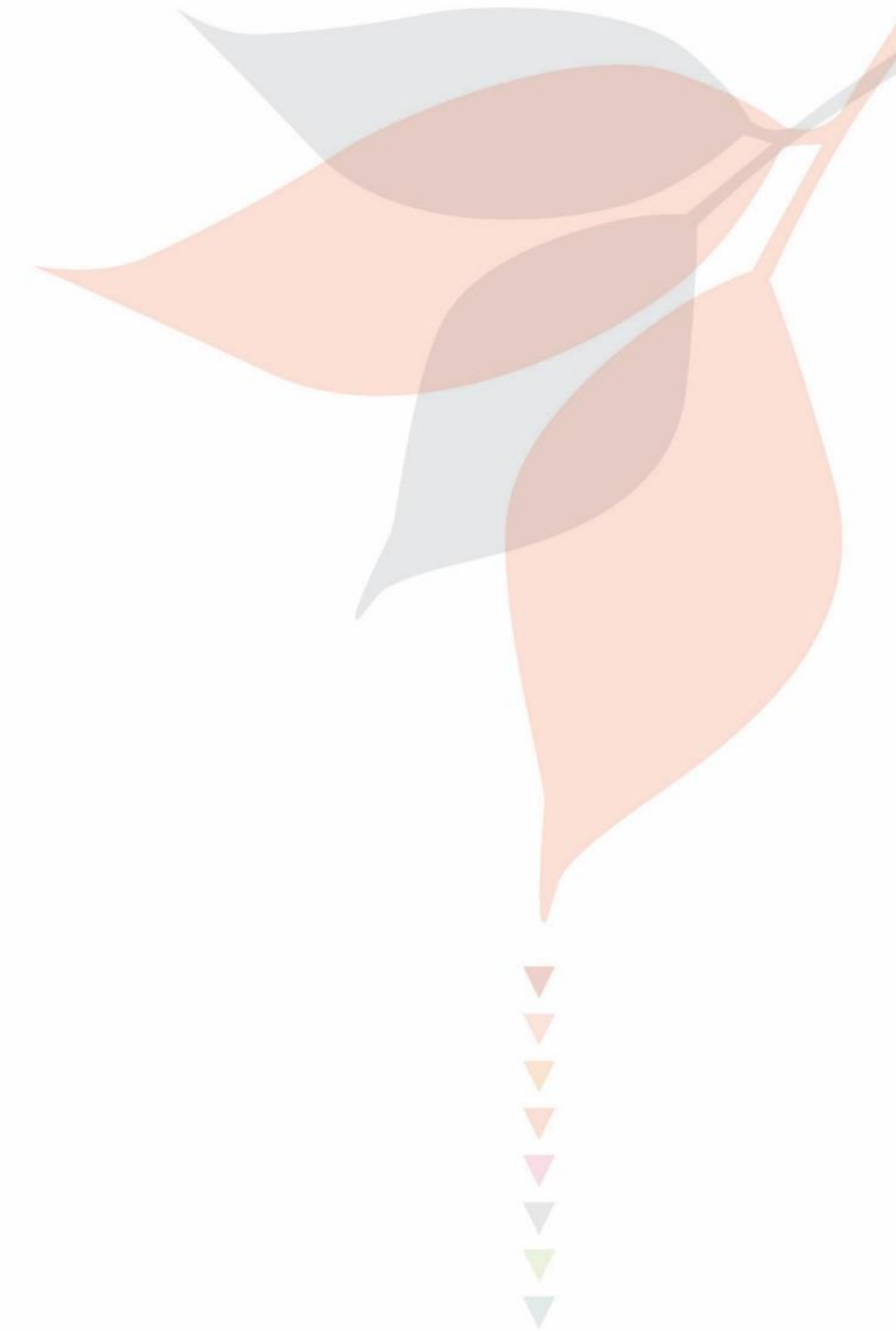
Photo by: Ylanite Koppens, CC BY-SA 4.0 <https://pixabay.com/tr/photos/pusula-seyahat-navigasyon-7592447/>



Photo by: Stuart Cook, CC BY-NC-ND 2.0 <https://www.flickr.com/photos/sgmccook/9364605481>

What is data maturity?

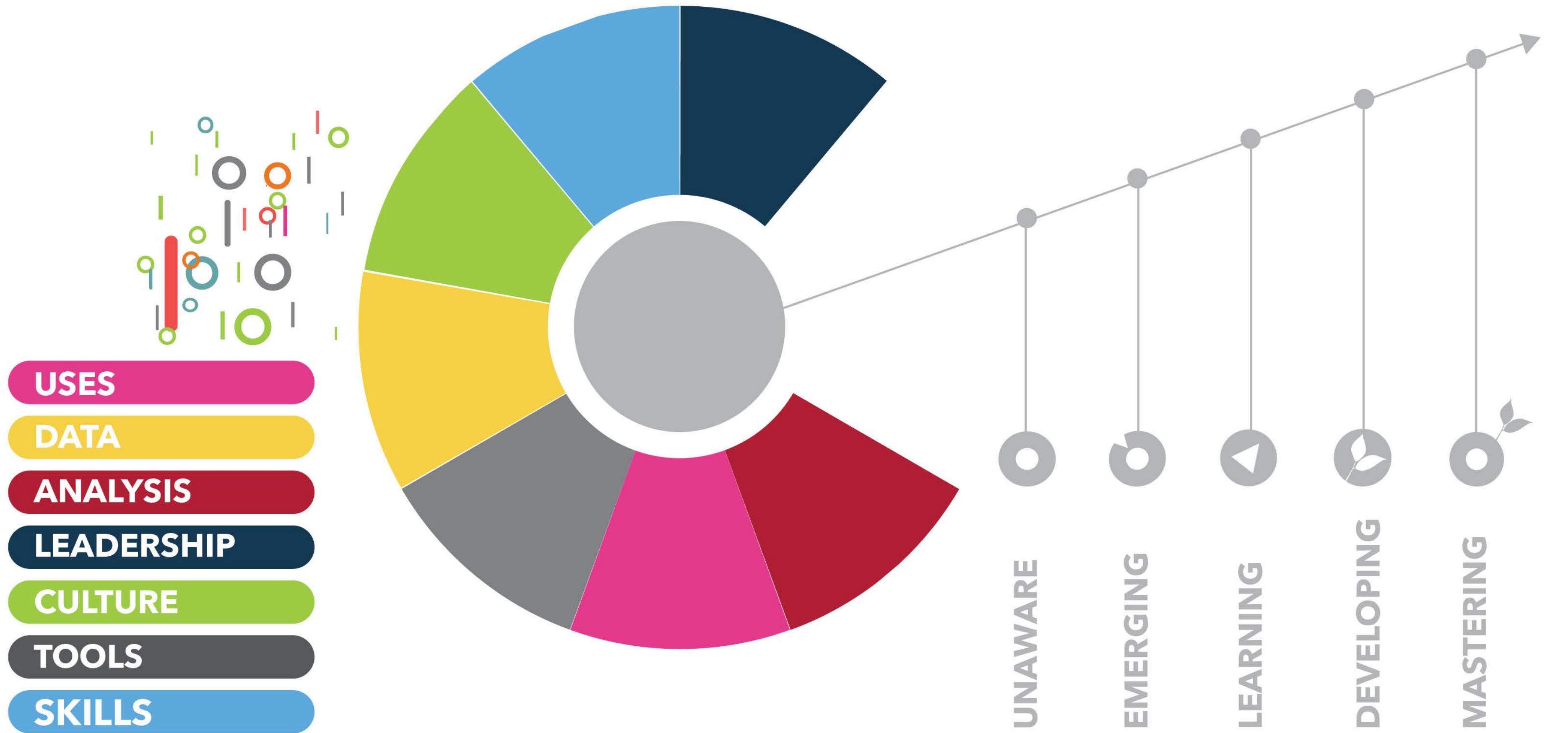
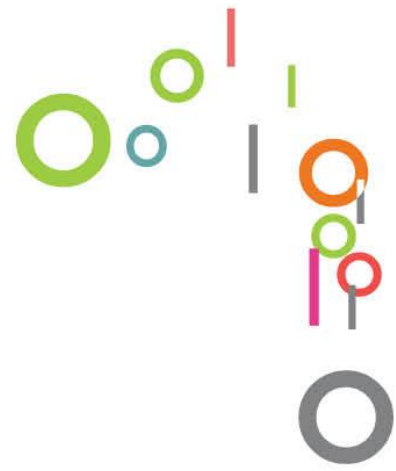
An organisation's journey towards improvement and increased capability in using data



What do we mean by data?

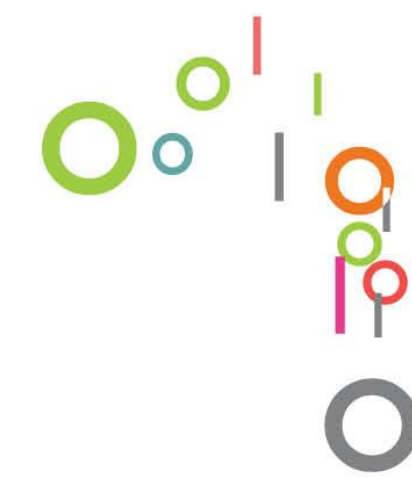


The data maturity framework



7 KEY THEMES

5 STAGE JOURNEY



The seven data maturity themes

USES

- Purposes for collecting and analysing
- Benefits and rewards

DATA

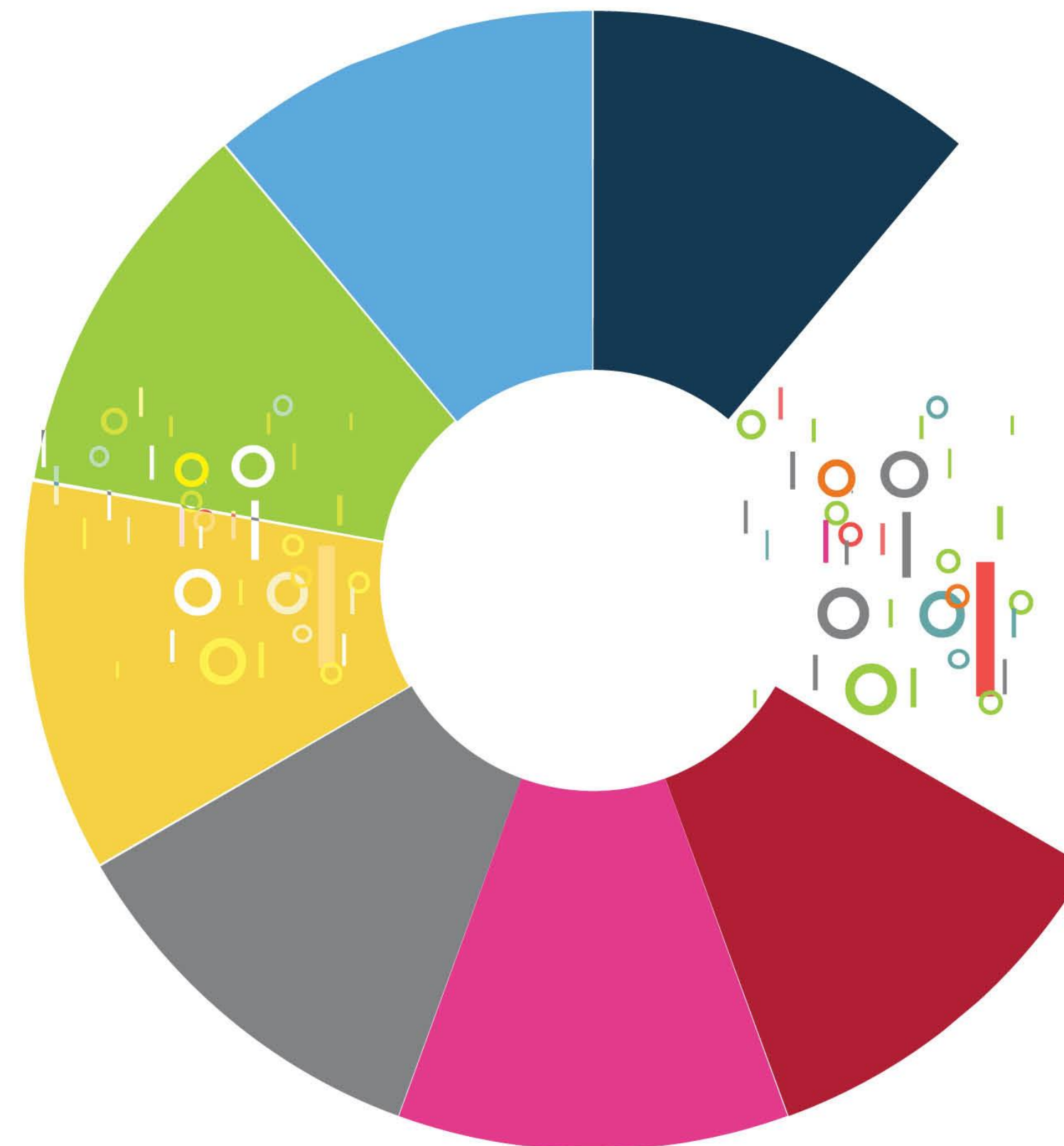
- Collection
- Quality
- Sources
- Assets

ANALYSIS

- Type
- Technique
- Joining
- Presenting

LEADERSHIP

- Attitudes
- Plans
- Capability
- Investment



CULTURE

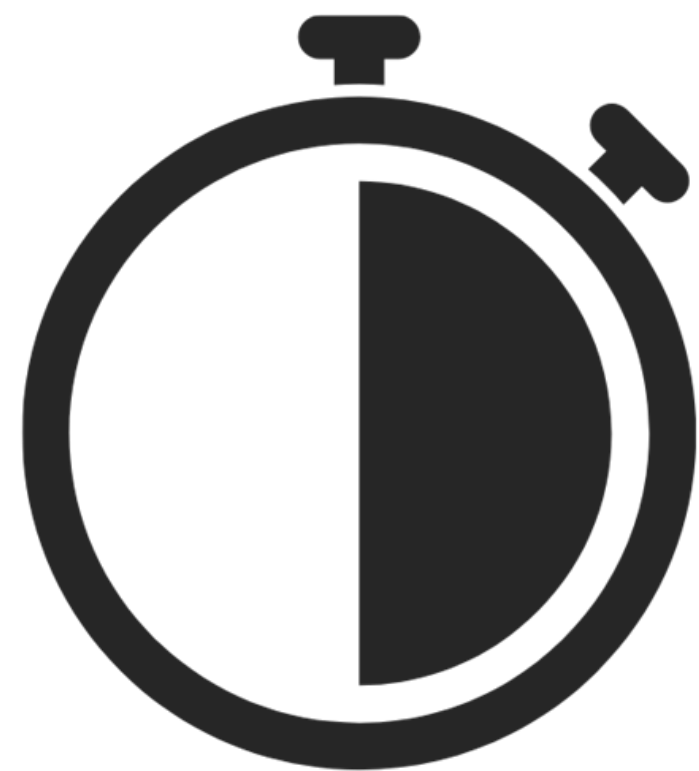
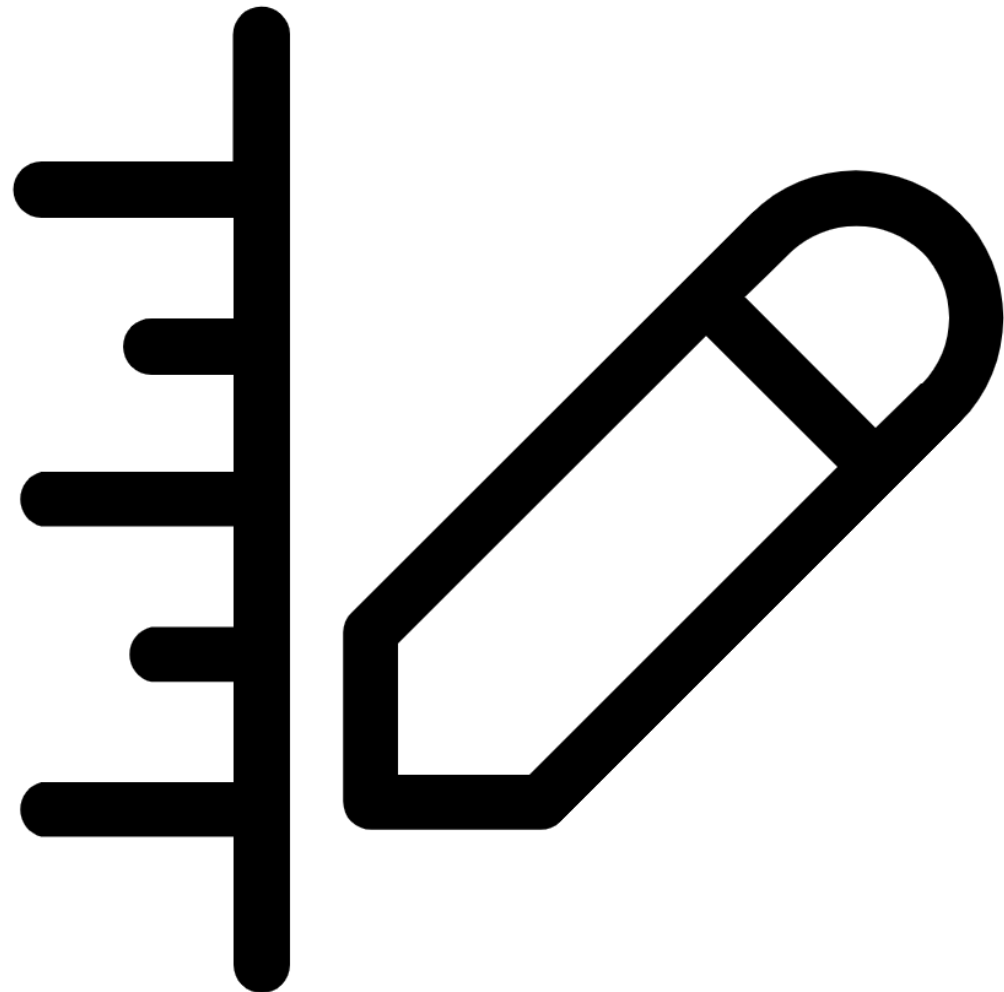
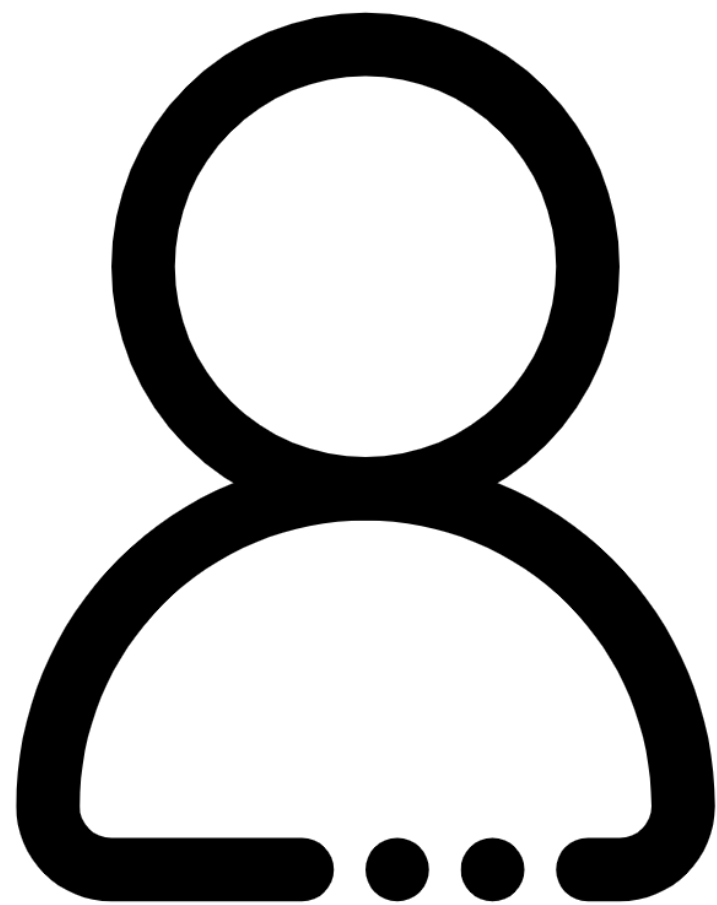
- Team approach
- Self-questioning
- Openness
- Protection

TOOLS

- Collection
- Storage
- Organising and managing
- Analysis and reporting
- Integration and architecture

SKILLS

- Capacity
- Skills
- Training
- Access to knowledge and expertise



It's time to take your assessment to find out where your organisation is on the data maturity journey



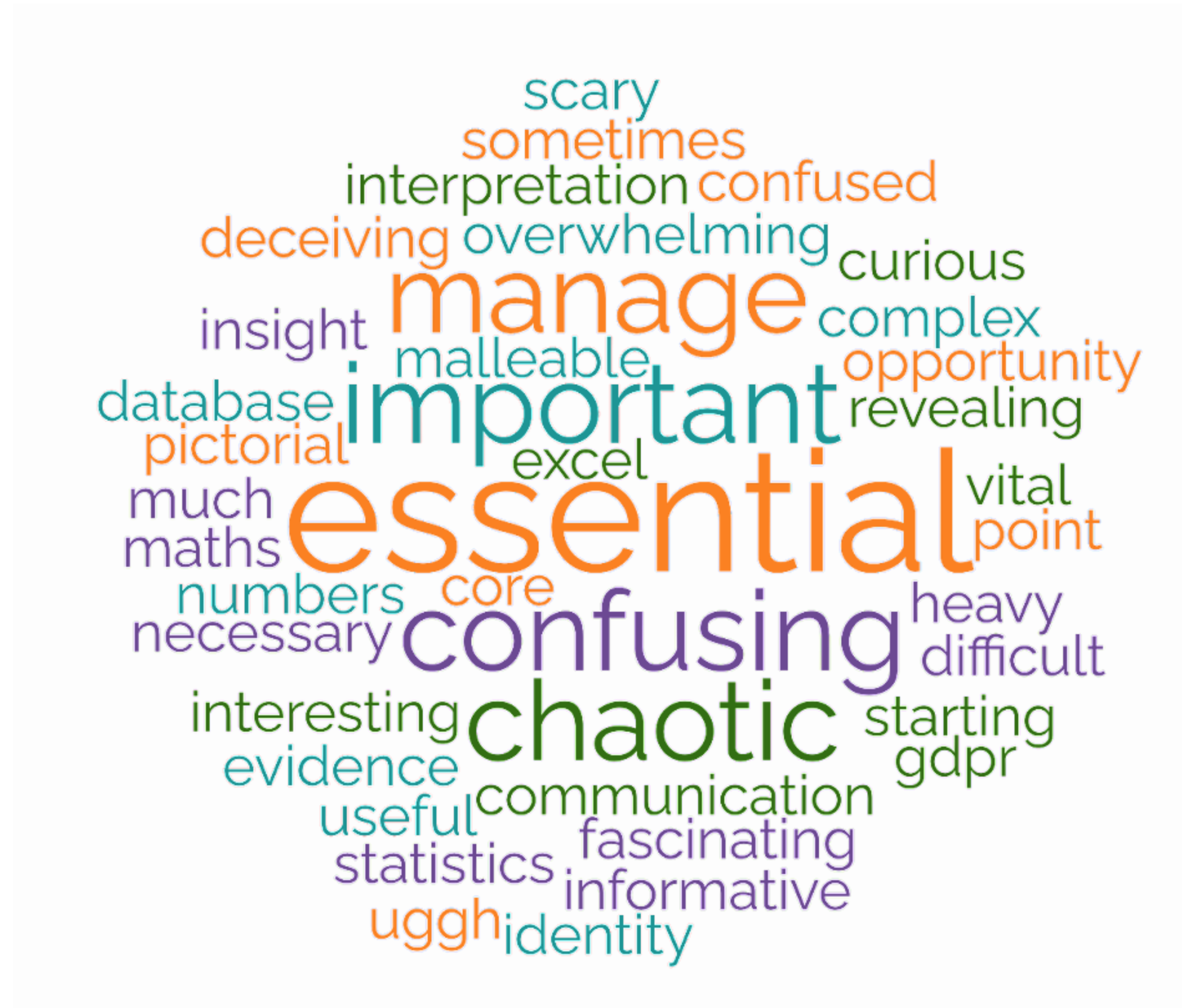
Click on the link in the chat channel

<https://datamaturity.dataorchard.org.uk/5-minute/sign-up>

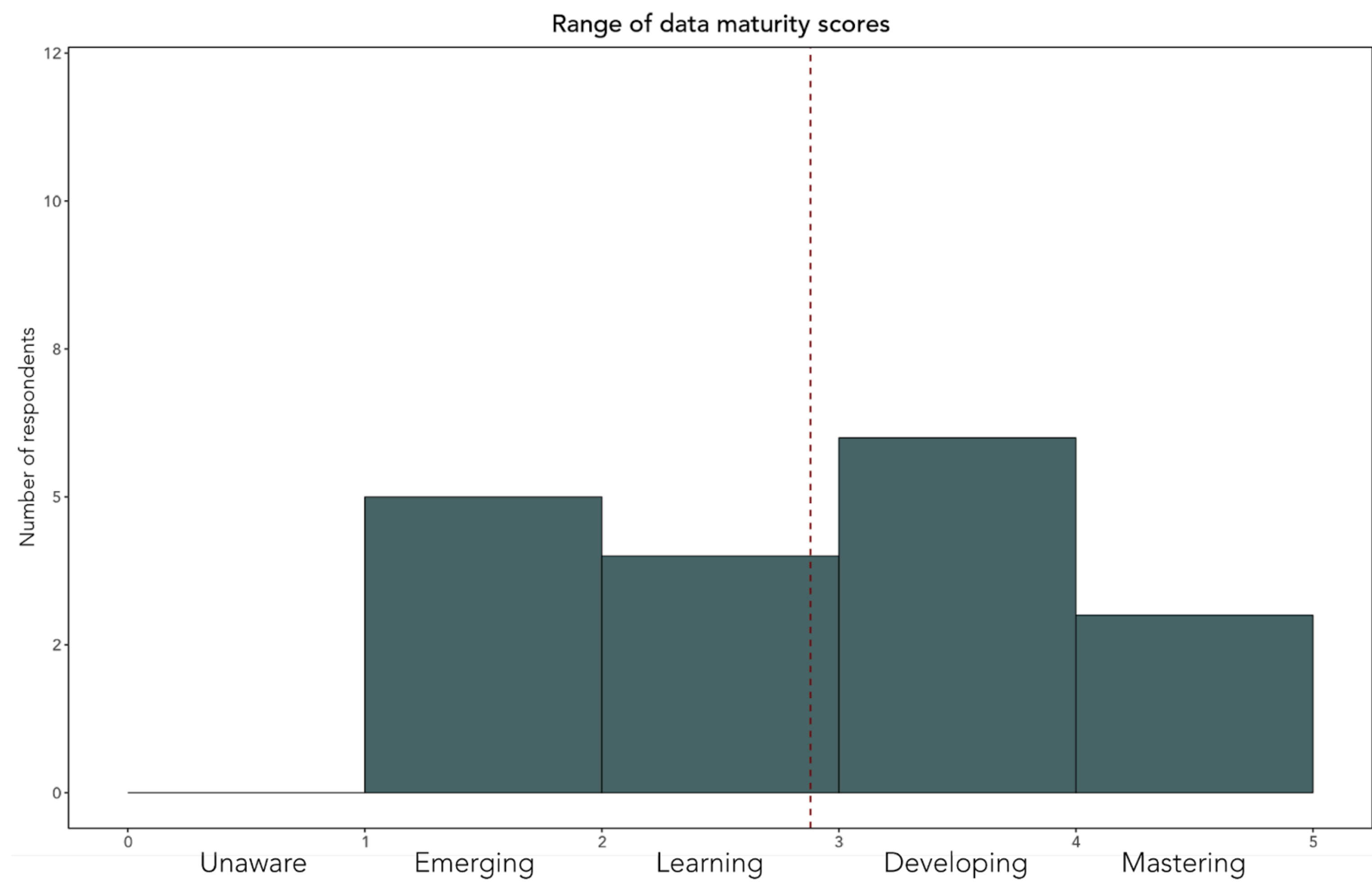
Breakout rooms exercise

- 🍌 Introduce yourself (name, org, role)
- 🍌 How did you score your organisation in your assessment?
- 🍌 What are the biggest challenges around data in your organisation?
- 🍌 What might help you overcome those challenges?

Results: 3 words on how people felt about data



Results: range of attendees' taster data maturity scores



Based on 18 respondents



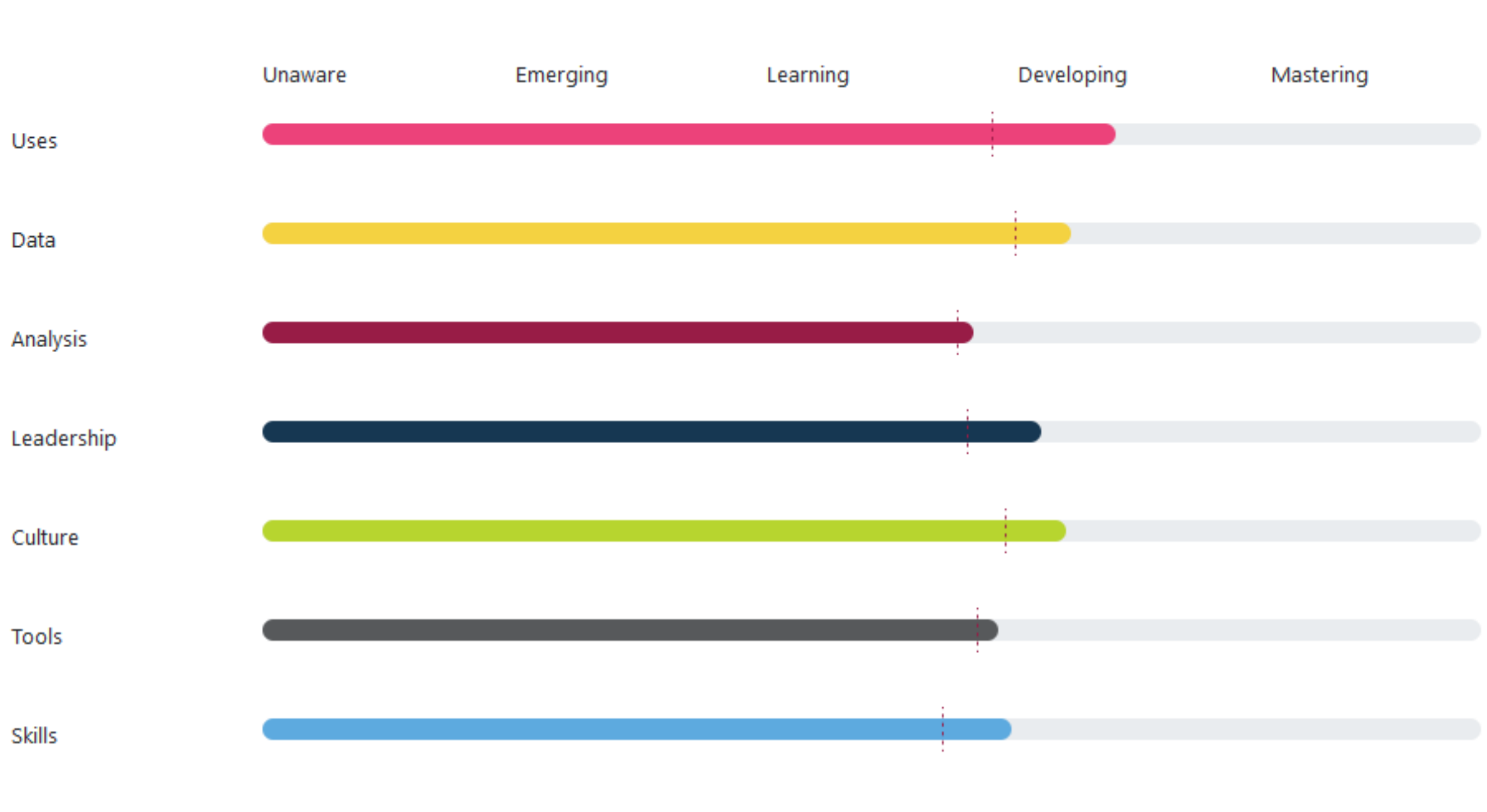
Provided by Data Orchard

SUMMARY

You and your colleagues scored your organisation in the Developing Stage

This report is based on the aggregated responses from 133 people in your organisation who completed the assessment. Your organisation's overall score, based on the average across the seven themes, was 3.2 out of 5. You and your colleagues have scored your organisation strongest in **Uses, Data, Culture**. Your aggregated responses indicate priority areas to focus on are likely to be **Analysis, Tools, Skills**.

Your overview in comparison to the sector



Overview by theme

Uses

3.5 out of 5
Developing

Purposes for collecting and analysing. Benefits and rewards.

[FIND OUT MORE](#)

Data

3.3 out of 5
Developing

Collection. Quality. Sources. Assets.

[FIND OUT MORE](#)

Analysis

2.9 out of 5
Learning

Type. Technique. Joining. Presenting.

[FIND OUT MORE](#)

Leadership

3.2 out of 5
Developing

Attitudes. Plans. Capability. Investment.

[FIND OUT MORE](#)

Culture

3.3 out of 5
Developing

Team Approach. Self-questioning. Openness. Protection.

[FIND OUT MORE](#)

Tools

3 out of 5
Developing

Storage. Type. Quality. Sharing. Integration.

[FIND OUT MORE](#)

Skills

3.1 out of 5
Developing

Capacity. Skills. Training. Access to Knowledge and Expertise.

[FIND OUT MORE](#)

About Data Maturity

To learn more about data maturity, how this assessment tool works and how it's helped organisations improve with data, there are a range of resources available.

[EXPLORE OUR RESOURCES](#)

Example organisation report

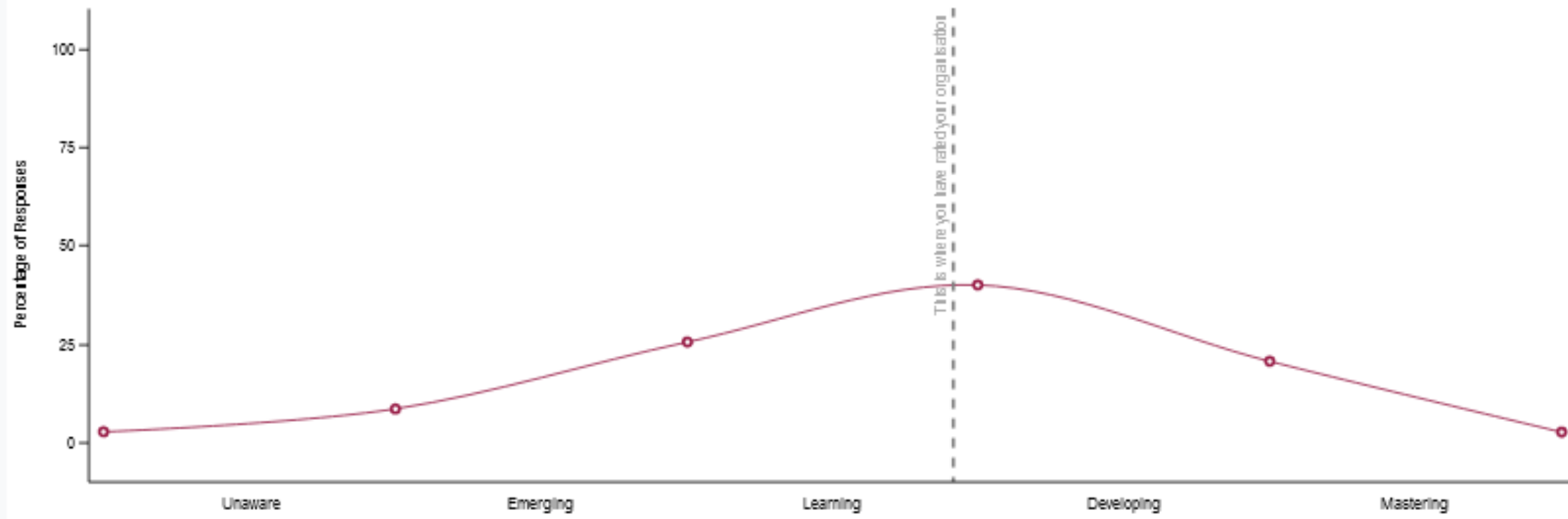
Analysis Overview

Based on your respondents' answers for analysis your organisation is currently **Learning**

For analysis you and your colleagues scored your organisation **2.9 out of 5**

The average score for analysis in the benchmark group is **2.9 out of 5**

Analysis across the sector



YOUR CURRENT STAGE

Learning

- Whole organisation analyses are beginning to be performed on an ad-hoc basis.
- Beginning to focus on what analysis is meaningful and useful.
- Starting to identify what data should be routinely analysed and potentially automated.
- Analysis is more descriptive about what happened e.g. summarising the overview, averages, variation, range.
- Comparative trend analysis conducted over time (perhaps on an annual basis).
- Exploration and use of filters and cross tabs to delve further into data.
- Data is manually collated in reports using data from different sources.
- Data is manually reworked for presentation in written reports for different internal/external audiences.
- Learning how to create more sophisticated graphs though audiences may find them difficult to interpret and understand.

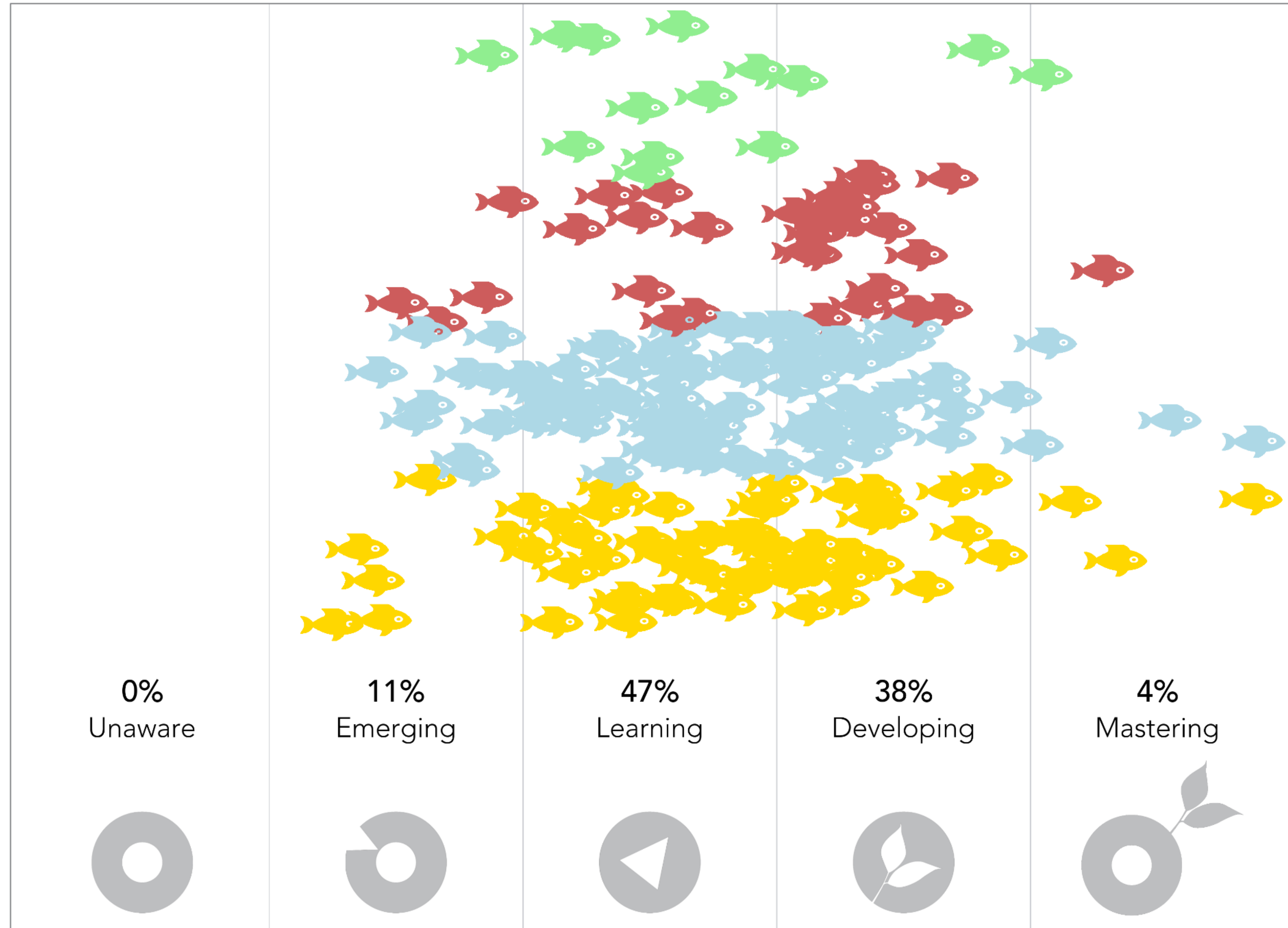
THE NEXT STAGE UP FOR YOUR ORGANISATION IS

Developing

- Embedding systems for analysing meaningful and useful data.
- More consistent and regular approach to data reporting and trends analysis on users/needs, activity, outcomes and impact.
- Monitors what's happening in present as well as what's happened in the past. Some forward looking analysis/forecasts may challenge views of future performance.
- Analysis is more diagnostic about where/why things happened e.g. exploring root causes, clustering patterns, anomalies, discovering differences and trends. Some attempts at A/B testing. Occasional use of predictive analytics in some areas.
- Aware of difference between correlation and causality.
- Routine data analysis is partially automated and partially manually collated from different sources.
- Presentation and communication of data is honed to ensure its meaning is understood. Some use of dashboards and/or business intelligence systems. Beginning to explore interactive data visualisation.
- Both static and real-time dynamic reporting conducted for different audiences, some may be available for non-specialists to independently access.

Example theme results from organisation report

Stages of data maturity by sector 2022-23



0%
Unaware

11%
Emerging

47%
Learning

38%
Developing

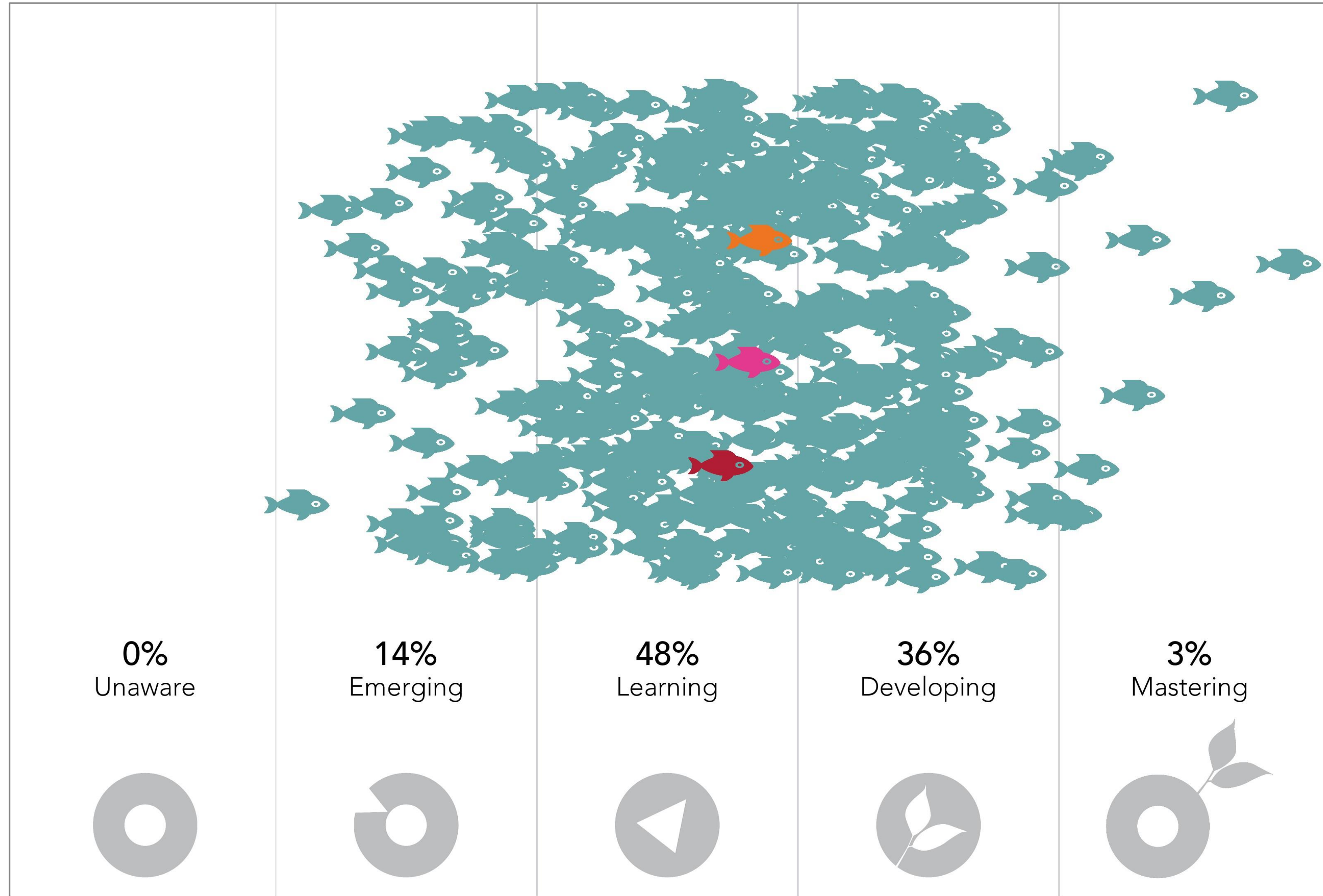
4%
Mastering



● Commercial ● NGO ● Public Sector ● University

Data maturity in nonprofit organisations 2020-23

Changes in data maturity in the nonprofit sector 2020-2023



 = 2020-21 average (2.7)

 = 2021-22 average (2.8)

 = 2022-23 average (2.9)

Number of organisational assessments = 387





Photo by: Sian Basker, August 2022, The paradox museum stockholm

“
PARTS OF THE PLAN
WERE UNPLANNED.
THAT'S THE PLAN.
I MEAN, YOU DON'T
WANT TO OVERPLAN
A PLAN.

COUNT DUM



Data strategy top tips

- You need to know where the organisation wants to go
- You need to know where the organisation is now
- Imagine the future organisation in terms of data
- Strategy means saying no to an awful lot of fun things
- Don't over-plan

Five things you can do for free

1. Explore free tools and resources on the data maturity hub
dataorchard.org.uk/tools-and-resources
2. Look at other nonprofits' data strategy stories
dataorchard.org.uk/data-strategy
3. Come to the monthly online Datafolk club for nonprofit people
dataorchard.org.uk/events
4. Check out our list of where to get help with data
dataorchard.org.uk/resources/data-support-providers
5. Sign up to our 'Data4Good tips, tools and tales' monthly newsletter
eepurl.com/dJwf0l

Get in touch



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