

Tuning the engine...

...or how looking after your
data gets you more
analysis mpg

5th November 2009

IoF Insight Conference



Who I am, and what do I know?

Dawn Varley – 10 years in charity / nfp sector



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Delivering Insight

Charity Bursary awarded...



‘Winner announced of REaD Group's first Charity Data Bursary

Submitted by howardlake on 8 August, 2008 - 07:00.

Breast Cancer Care has been awarded the first £25,000 Charity Data Bursary from The REaD Group (TRG). The charity will receive £25,000 worth of services and consultancy to help it further improve its data management over the next 12 months.’

And so the fun began...

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Understand your data

- Know what data you have – does it fit the job?
- Know what data you don't have – can you get it?
- Know what your data means – who is the expert?
- Know what your data doesn't mean – never assume!

Tuning the engine

Top line – How does your data shape up?

- Does it contain all the information you need?
- Is it reliable? Up to date? Consistent?
- Is it clean? Issues with duplicates?

Doubts on any of these issues mean you need to invest some of the budget on cleaning – and be ready and able to justify it to the project stakeholders!

MOT basics

- Clean your data – PAF, GAS & reConnect etc. Can breathe new life into tired old data
- Dedupe your data – can't get full supporter view without this. Saves money & brand damage
- Recode your data – check your data makes sense. Recode where necessary. Take opportunity to build a data dictionary

Agree the route

Communication is a feature of every presentation I make, and a gripe about every job I do... but it's essential!

- Data people & analysis people – talk!
- Pull apart what you're trying to do, and check that the approach gives the answers to the original questions
- Understand jargon – what is 'lifetime value'? What is a 'supporter journey'?
- Provide a clear and concise brief, intuitive data files and document data mapping

Keep your eyes on the road

Analysis is undertaken for a reason – to help maximise return for your organisation, be that monetary or otherwise. Remember to:

- Keep checking interim results against your gut feeling, the source data and team colleagues
- Keep referring back to the brief – are you getting what you need, and if not why?

One careful lady owner...

When the project is over and results are back make sure you make the most out of the ride:

- Sell the good, solid results based on clean high quality data across the organisation
- Apply learning back to database
- Highlight cost savings – and build a plan to maintain going forward!

Thank you



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