

# Tuning the engine...

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

5<sup>th</sup> 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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# 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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