## Project Summary

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| Client/Sponsor: | Uplift NW, Saudia Abdullah, Chief Mission Officer |
| Project Schedule: | June 27 - August 22 |
| Client’s Needs: | Make data-driven decisions regarding the demographics of the participants they serve, their locations, and the effectiveness of the program. |
| Final Product Expected: | 1. A presentation or report using data along with visualization dashboards. 2. Tell the Uplift NW story through data. |
| Data Source: | From client’s salesforce database, official website and impact report |
| Proposed Project Problems & Deliverables | 1. Data visualized dashboards to answer: 2. Who are the participants? 3. Where do they live? 4. Recommendation and storytelling report with sample solutions. May involve the following questions: 5. What do the participants need? 6. What do the participants already have? 7. What more data should be collected? 8. How should the data be used? 9. What gaps and challenges are noticed? 10. Final Presentation |
| Scope | 1. Analyze given Salesforce data and the Impact Report.[[1]](#footnote-1) 2. Address key questions[[2]](#footnote-2) regarding demographics and program outcomes.    * Focusing on the participants as groups, not as individual case    * Finding out where these participants come from (if with Geo data)    * Finding out who these participants are by telling:      + The age: maximum, minimum, median, and yearly changes      + The housing status: each category percentage      + Hiring analysis: how many returns and when, how many active, how many give up      + Others may include education, previous employment, household size, number of dependents, veteran status, enrollment in school, and language. 3. Identify data gaps and draw informed assumptions. 4. Develop visualization dashboards to present findings. |

## Timeline & Milestones

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| Week | Goal | Deliverable |
| Week 1  Jul 1 – Jul 7  Setting up | 1. Understanding the Project 2. Request for data 3. Know the team | 1. Teams’ setup 2. Meeting with the Client |
| Week 2  Jul 8 – Jul 14  Data Collection | 1. Collect the data 2. Scope the project 3. Get conformation from the client 4. Understand the data 5. Assign data analysis topics and tasks | 1. Project Proposal 2. Data Brief report 3. Operation Agreement 4. Milestone & Plan Sheet |
| Week 3  Jul 15 – Jul 21  Data Analysis  (Individual Task) | 1. Analyze Data 2. Relate to scope and client’s need 3. Keep asking questions from data 4. Assign tasks for next week | 1. Analysis report with each data topics 2. Findings from raw data (what) 3. Story-telling logic (how) 4. Connections with other topics (why and how) 5. Connections with client’s need (why and how) 6. Identify the gaps and challenges and Recommendations or solutions (what, why and how) 7. Plans for next week 8. Which topics are related 9. Gaps or challenges, and What kind of solution 10. What visualizations? |
| Week 4  Jul 22 – Jul 28  Gathering Findings  (Group Task) | 1. Connect each other’s findings and create story-telling flow 2. Gathering all the gaps and challenges noticed, and the recommendations and solutions 3. Analyze any new data 4. Assign tasks for next week | 1. Data analysis report 2. Dashboards lists and assignments 3. Other visualization assignments |
| Week 5  Jul 29 – Aug 4  Dashboard Development  (Individual & Group Task) | 1. Dashboards creations and check 2. Visualization creations 3. Solution or recommendation samples creations 4. Assign tasks for next week | 1. Dashboards 2. All other visualizations 3. Solution or recommendation document |
| Week 6  Aug 5 – Aug 11  Presentation Preparation  (Group Task) | 1. Slides, or web for presentation 2. PDF report creations 3. Practice presentation together | 1. Slides or web 2. PDF report |
| Week 7  Aug 12 – Aug 18  Presentation  (Date TBD) | 1. Practice presentation together 2. Presentation to clients and stakeholders | 1. presentation |
| Week 8  Aug 19 – Aug 22  Showcase | 1. final showcase | 1. final showcase |

**Week 3 Jul 15 – Jul 21**

Data Analysis (Individual Task)

**Deliverable:**

Analysis report with each data topic

1. Findings from raw data (what)
2. Story-telling logic (how)
3. Connections with other topics (why and how)
4. Connections with client’s need (why and how)
5. Identify the gaps and challenges and Recommendations or solutions (what, why, and how)

Not mentioned topic: education, previous employment, household size, number of dependents, veteran status, enrollment in school, and language. (currently not enough data, only LEO data)

**Data Topic 1: Hiring**

* **Priority:** High
* **Workload:** 5/5
* **Main Data Source:** Hirings tables with data from 2018-2024
* **Primary Findings:** need findings for 2024, and for yearly changes; how many returns and when, how many active, how many give up
* **Advance Findings:** any relations to others?
* **Member in Charge:**

**Data Topic 2: Location**

* **Priority:** High
* **Workload:** 5/5
* **Main Data Source:** TBD
* **Primary Findings:** area they live; interactive map dashboards to show the distance to job or facility; most people in which area; least people in which area.
* **Advance Findings:** any relations to returning, training, or active?
* **Member in Charge:**

**Data Topic 3: The age**

* **Priority:** High
* **Workload:** 1/5
* **Main Data Source**: Age-2024-07-08-10-36-35.xlsx
* **Primary Findings**: maximum, minimum, median, and yearly changes
* **Advance Findings**: any relations to returning, training, or active?
* **Member in Charge**:

**Data Topic 4: The housing status**

* **Priority:** Medium
* **Workload:** 1/5
* **Main Data Source:** Hirings tables with data from 2018-2024
* **Primary Findings:** each category’s percentage, with each category’s definition; yearly percentage
* **Advance Findings:** any relations to returning, training, or active?
* **Member in Charge:**

1. See the detailed list of data in Annex II. [↑](#footnote-ref-1)
2. Key questions: who the participants are, where these participants are, and the findings from them. [↑](#footnote-ref-2)