

# Tracking Efficiency and Progress at CCI: Focusing on Customer and Prevention Services

Community Concepts, Inc. (CCI) is a nonprofit based in Lewiston, Maine, dedicated to supporting families and individuals through services like housing assistance, child care, and mental health support. For this assignment we are focusing on the customer and prevention services within CCI.

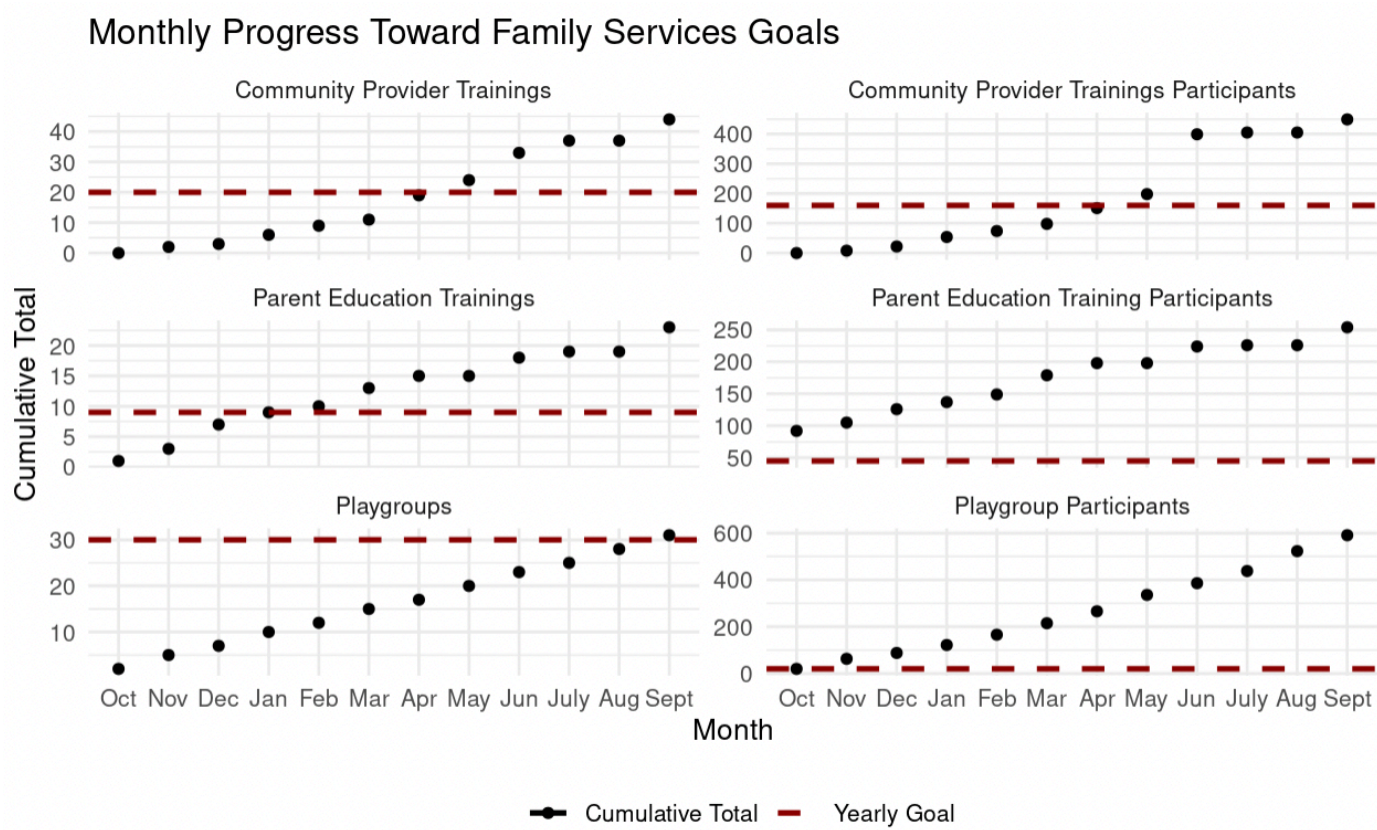
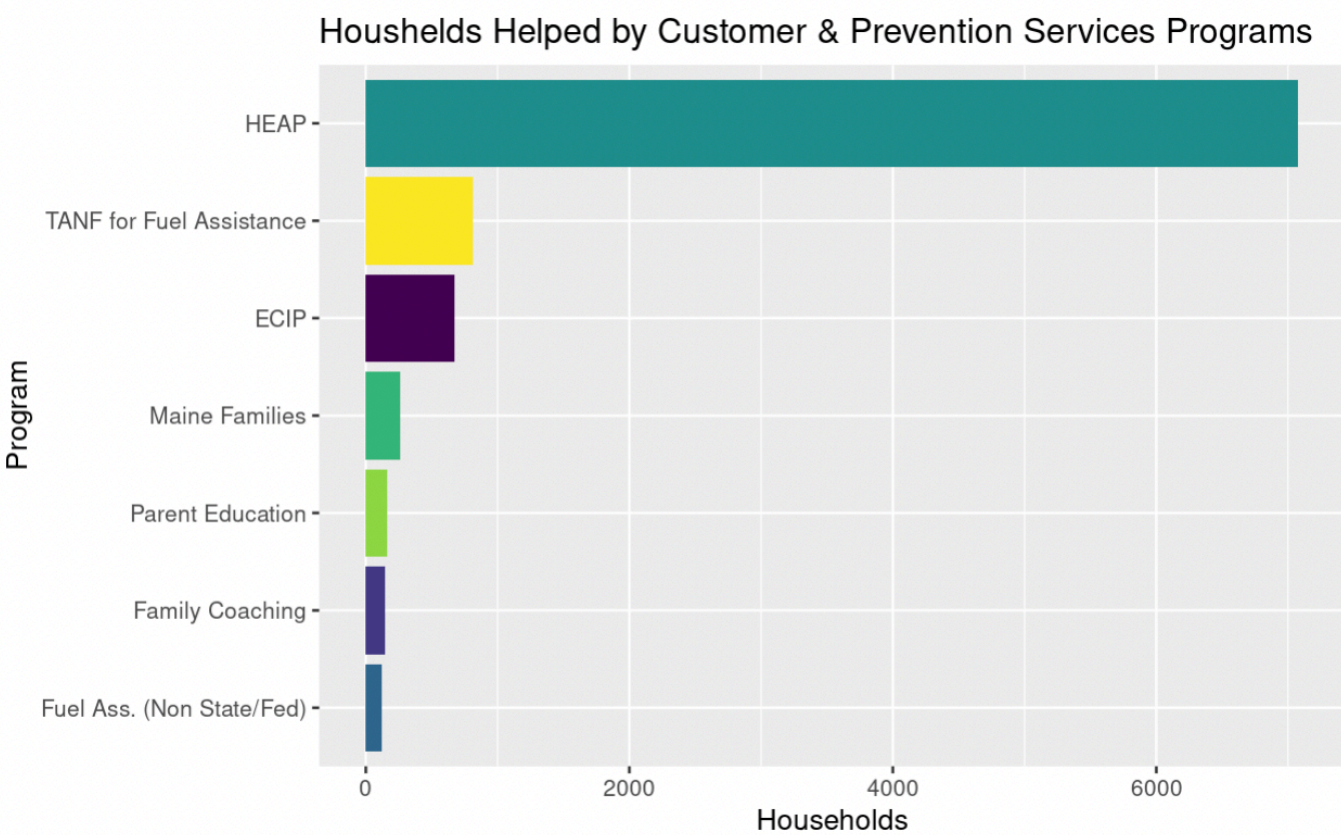
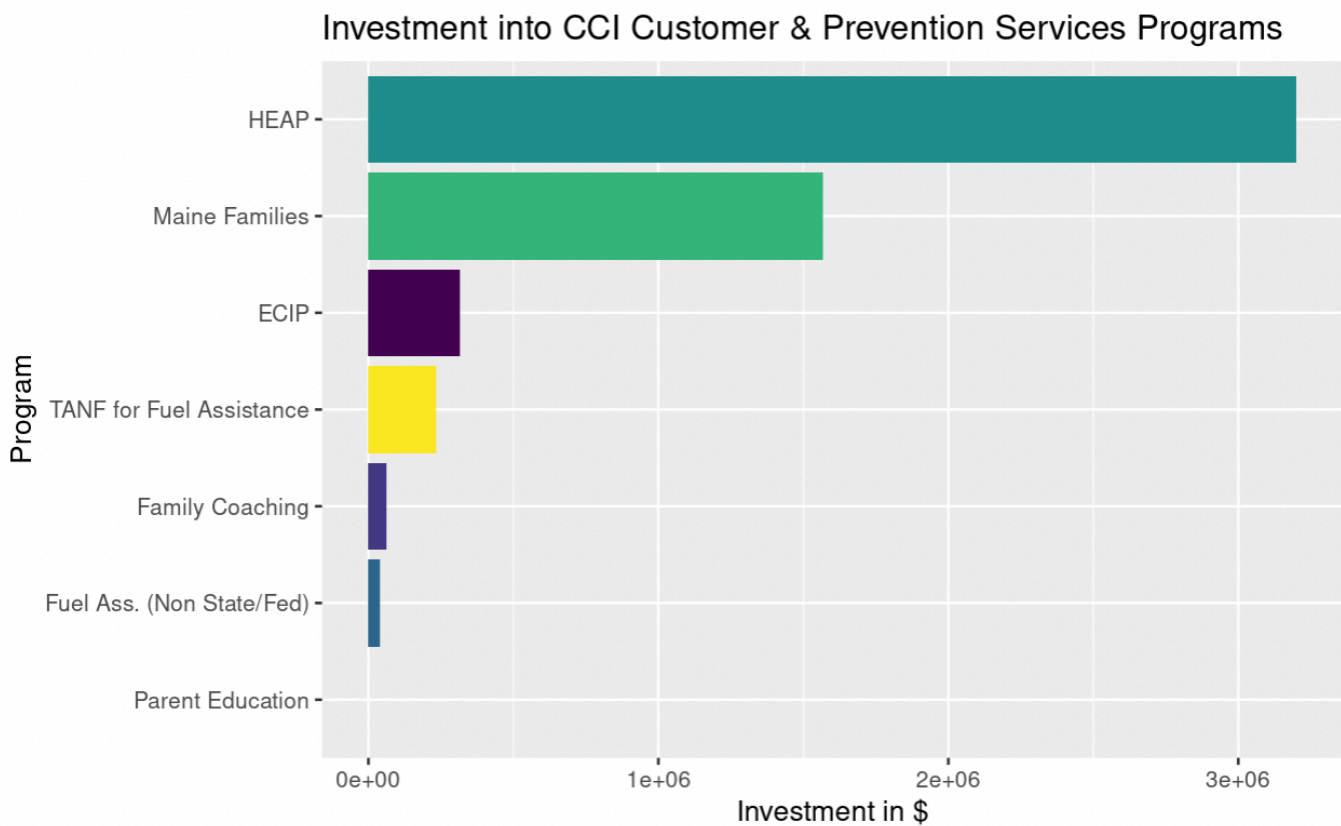
CCI tracks **Key Performance Indicators(KPIs)**- measurable values that show how effectively a program is meeting its goals

Our project uses CCI’s Town Campaign and KPI datasets to explore how funding and outreach in customer and prevention services programs relate to program success. By visualizing these relationships, we seek to understand these research questions:

How does program funding relate to goal completion?

Which programs deliver the most impact per dollar?

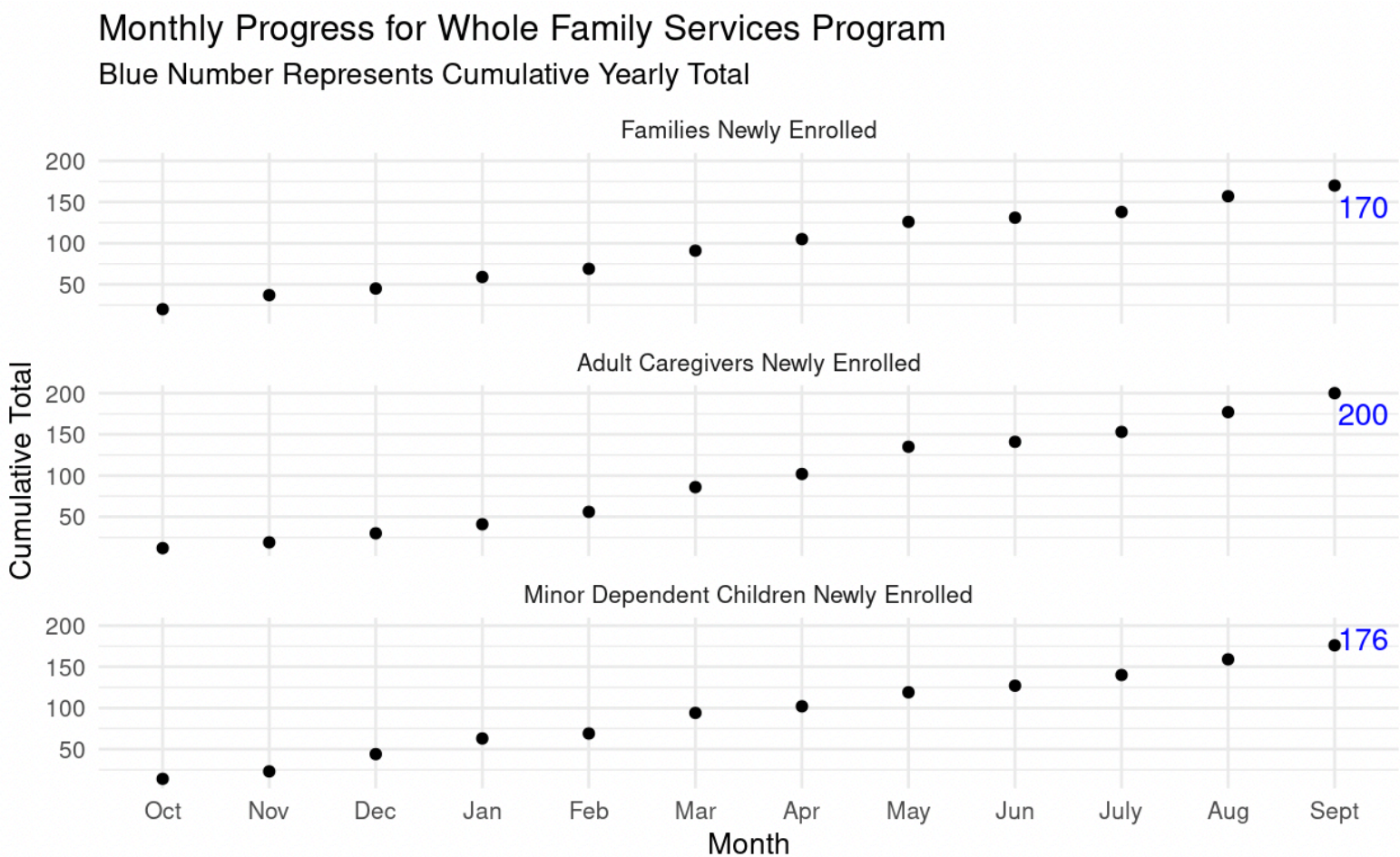
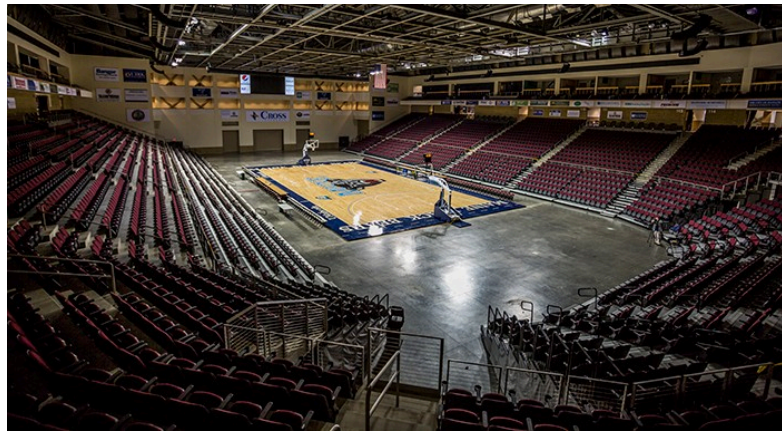
Are some programs efficient despite low funding?



The above graphs highlight the relationship between program funding and the number of households served across different Family Services programs. It reveals variations in how programs allocate their resources. Notable trends include differences in cost-effectiveness and outreach across programs.

This line chart shows how six Family Services programs performed month-by-month relative to their annual goals. Some programs surpassed 100% completion, while others steadily approached their targets. These patterns highlight early success, success in specific months or consistent growth.

**Fun Fact:**  
The HEAP program has helped roughly enough people to fill the Cross Insurance Arena more than once



Monthly trends show Family Services programs are steadily progressing toward annual goals

## Conclusion:

Using data visualizations we explored how effectively CCI’s family services programs invest resources and meet goals

## Key findings:

- Some programs such as Playgroups and Parent Education, meet or exceeded their goals with minimal funding. These programs are efficient.
- HEAP reached the most people but was also the highest invested- useful for large scale impact.
- Monthly progress visualization show some programs have steady growth while other peak in specific months