

# RE:SOLE PROJECT



DATA SCIENCE  
PROJECT  
LIFECYCLE

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# SUMMARY OF OUR RESEARCH

- Resole is a UK-based charity providing footwear to homeless individuals
- Identify the key challenges within its current processes
- Opportunities to improve their operations' efficiency
- Information was gathered through interviews that provided valuable insights
- Assess their social media presence across all platforms to understand public engagement and brand visibility
- Conduct secondary research on similar charity operations to gain insights into best practices (SmartWorks, Shareware)



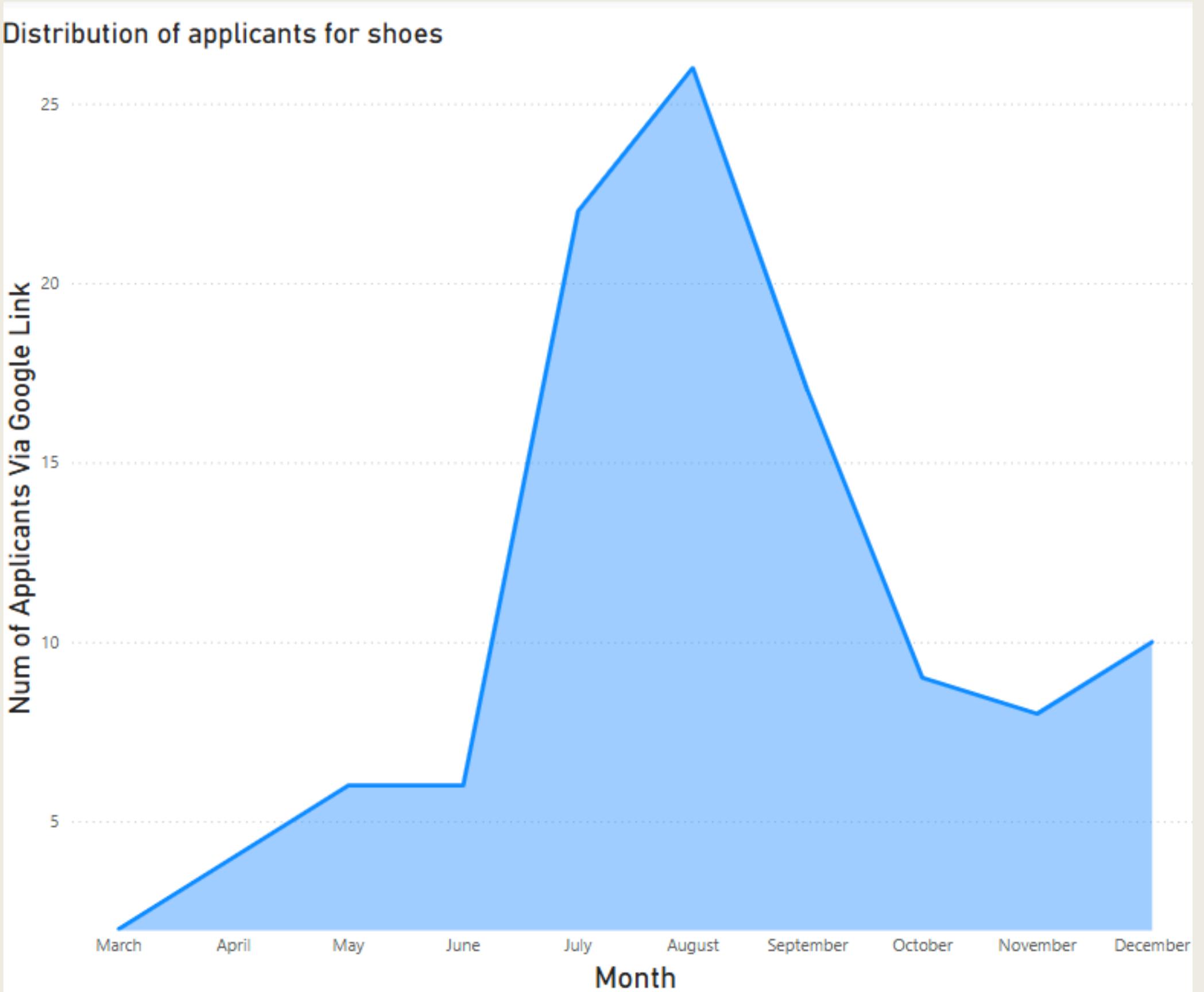
# PRELIMINARY ANALYSIS

- Average shoe size requested is UK8
- Number of people that applied through Google Link was 204 since the website release
- Greatest applicant volume tends to be between July, Aug & Sept
- Communities that most commonly requested shoes are: Black African/ African, White/ British, Black Caribbean/ Jamaican
- On average **72** shoes are received from each community shoe drive and **39** from each brand/partner drive
- Each of their distribution partners received an average of **43** shoes



# DATA VISUALISATIONS

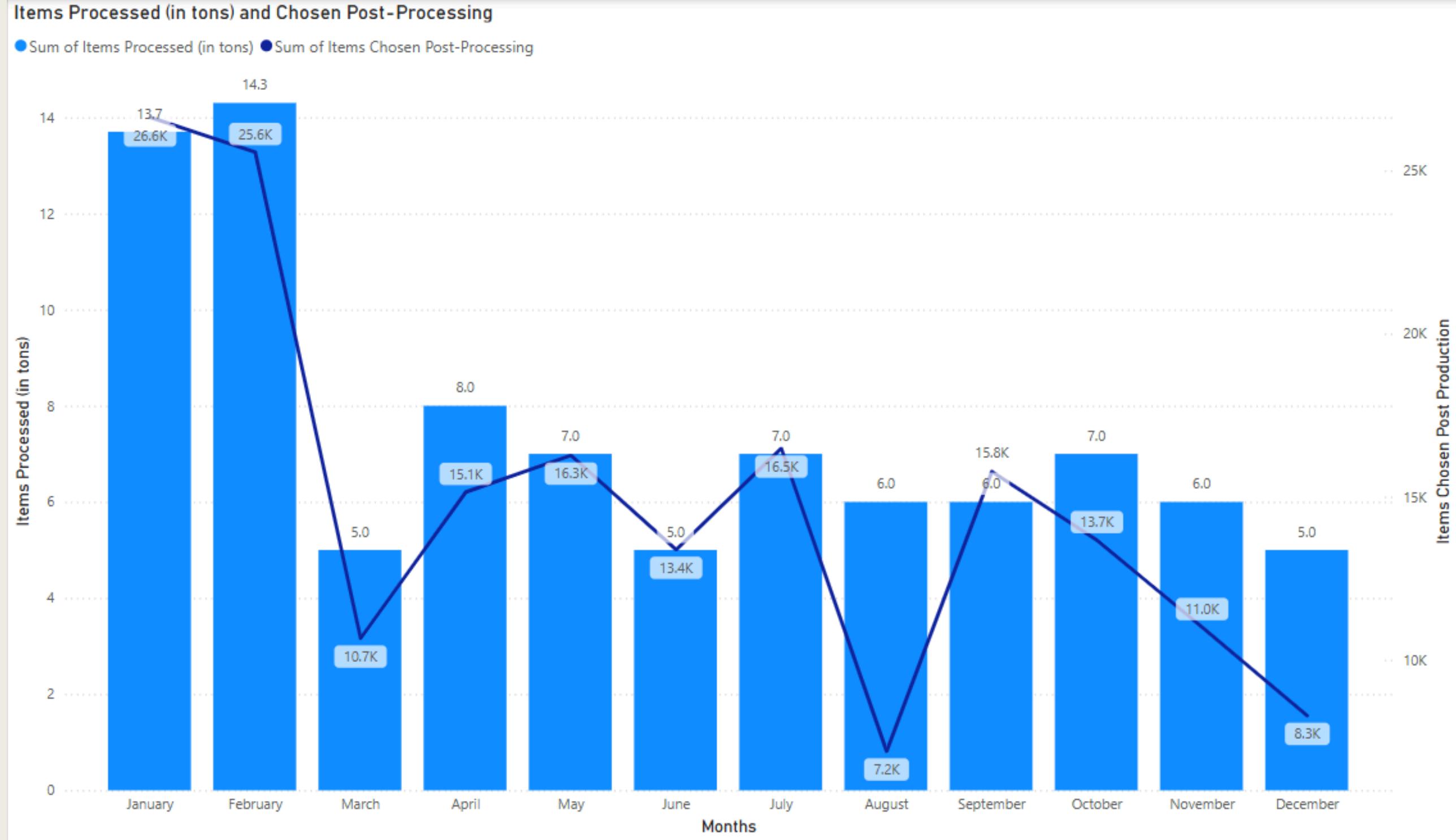
Distribution of applicants for shoes



Graph of RESOLE's applications displaying how many people apply for the shoes per month via the google link



# DATA VISUALISATIONS



Smart Works data regarding how much items of clothing they process per month (tons) and the selection of those clothing items post processing that go onto their distribution phase.



# SWOT ANALYSIS

## Strengths:

- Strategically placed donation bins
- Successful partnerships
- A decent social media presence

## Weaknesses:

- Logistical difficulties in storage and management
- Low brand awareness
- Limited funding

## Opportunities:

- Implement a digital tracking system
- Increase daily content on all social media platforms
- Introduce donation matching programs and fundraising events



# KEY WEAKNESSES

## Logistical difficulties in storage and management:

- No current digital system to track shoes, is done manually
- Difficulty in knowing available stock
- Time delays and inefficiencies in distribution

## Limited funding:

- Lack of diversified funding streams
- Financial constraints
- High storage costs
- Minimises incentives for donors

## Low brand awareness:

- Low social media activity
- Limited public recognition
- Lack of visibility reduces donations

## Partner acquisition:

- Current outreach has low success rates
- Difficulty in onboarding new partners



# IMPROVEMENT OPPORTUNITIES

## Logistical difficulties in storage and management

- Implement a digital tracking system
- Monitors incoming and outgoing stock in real time
- Partner with self storage providers

## Grow funding

- Introduce donation matching programs
- Fundraising events
- Diversifies income streams ensuring financial stability

## Build brand visibility

- Increase content on all social media platforms
- Collaboration with influencers
- Referral incentives
- Awareness campaigns

## Partner acquisition

- Refine outreach strategy by leveraging LinkedIn
- Offer incentives to businesses for partnership
- Attend networking events



# EVALUATING OPPORTUNITIES

## PRIORITISING OPPORTUNITIES ACCORDING TO IMPACT AND FEASIBILITY



- Increasing brand awareness:
  - Increases visibility, engagement and donations = high reward
  - In house social media content has minimal expense due to low resources used, mostly time in managing content, partnerships, and campaigns
  - Affordable and feasible
- Implementing an inventory system:
  - Efficient tracking, streamlines donation process, time efficient
  - Allows better planning when resources are low
  - Expenses are only needed when the system is implemented
  - Creates a digital tracking system (eg on Google sheets)
- Partner with storage providers:
  - Allows continuous operations and improves efficiency and capacity
  - But there may be temporary storage cost
  - Resources used: time to negotiate partnerships, space management and logistics
  - Moderate feasibility as partnering with storage providers is achievable



# QUESTIONS?

