



180 Degrees
Consulting

Women in
Data Science



Campus Nutrition

LEVERAGING DATA TO ANALYZE ORGANIZATIONAL IMPACT

JANUARY - MAY 2023



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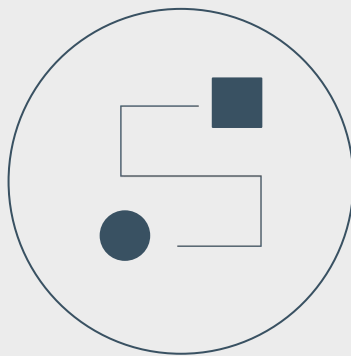
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The Team

Introduction



Understand data that is
accessible and easy to use



Efficiently evaluate the
significance of data



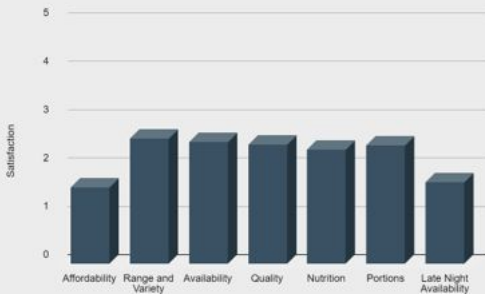
Interpret impact from both digital
& physical presence

User Research

18oDC x WiDS

Key Findings:

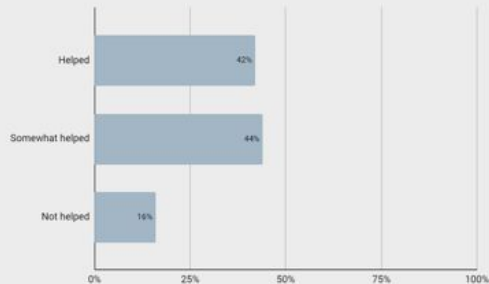
Moderately low levels of campus food satisfaction



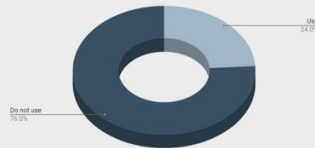
89%

believe that easy comparison
between food options is
important

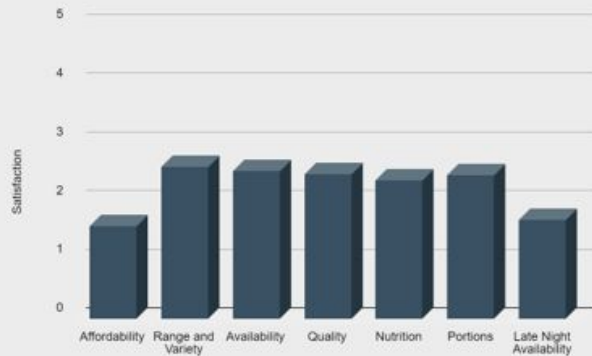
Moderate satisfaction with Campus Nutrition



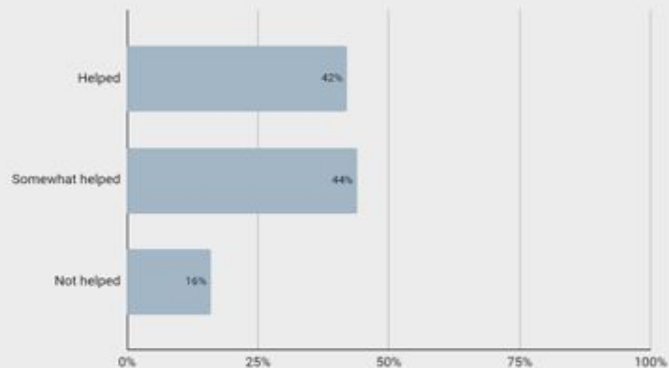
76% do not use client resources



Moderately low levels of campus food satisfaction



Moderate satisfaction with Campus Nutrition resources



89%

believe that easy comparison
between food options is
important

Features that would be
beneficial to users:

Vegan food finder

Price comparison tool

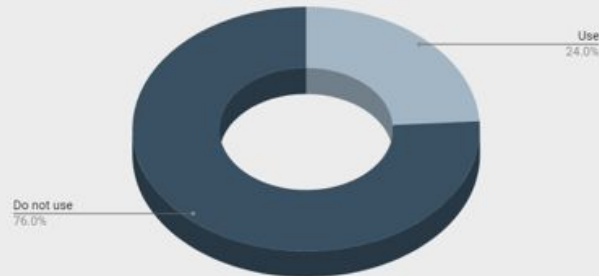
Kosher food finder

Food maps of campus

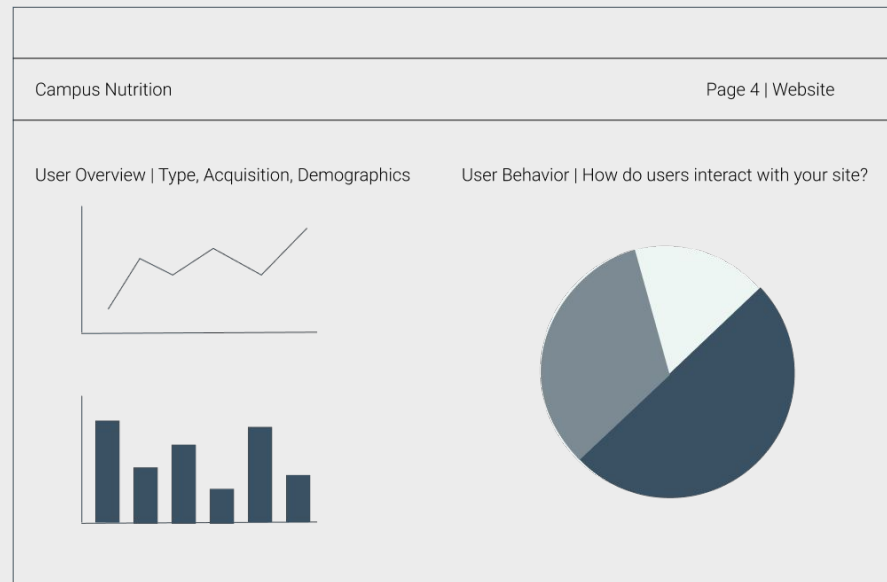
Google Maps integration

Allergen lists

Of the 56% of respondents that have heard of Campus
Nutrition, 76% do not use the resources provided



Analytics Dashboard



Website

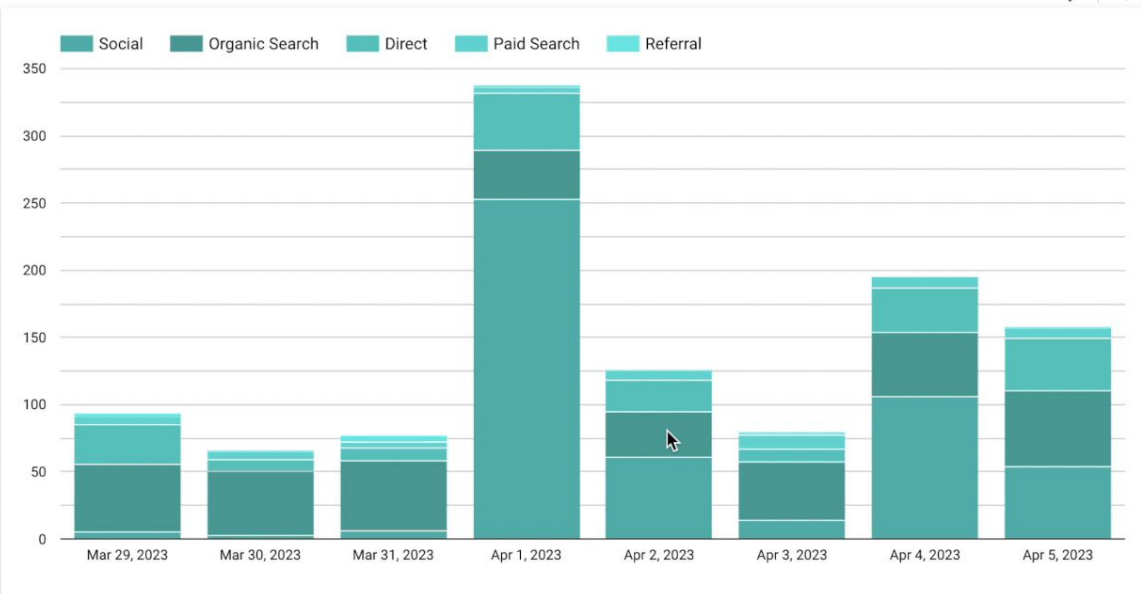
Survey results



Returning Visitor New Visitor

How do you acquire users?

AZ



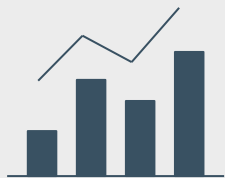
Who are your users? | Age Range



Where are your users from? | By City



Analytics dashboard



Customized and fully integrated dashboard

- Pipelines data channels into a **single, continuously self-updating platform**
 - Possibility of easily adding data channels later on (eg. social media)
- Ease of accessing and managing data
- Visualizations presented in a way that is **relevant to the organization**



Collected **survey data** is also featured in the dashboard

- Brings together patterns of digital and physical presence
- Overall impact can be measured, expanding capacity for growth

Data Guide

1. Collecting data



2. Handling data



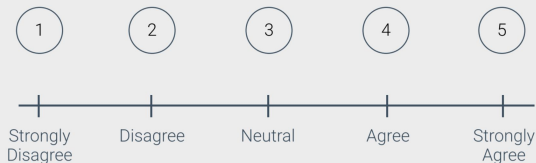
3. Analyzing data



Data Guide

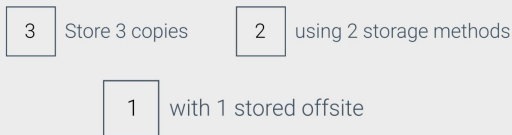
Collecting data

- Focus on **quantitative data** for ease of analysis
- Attempt to collect qualitative data in a way that facilitates **conversion to numerical variables**
- Consider allocating budget for **additional data sources** on the dashboard



Handling data

- Strong **file naming** and cataloging conventions
- Use **metadata** for tracking and future reference
- Include **documentation** to convey context and usage of data
- Store data with the **3-2-1 methodology**



Analyzing data

- Develop practices of **cleaning** and **standardizing** data
- Use visualizations to look for **patterns and outliers**
- Focus on **contextualizing** the data to understand results
- Derive **actionable insights** from data to inform **targets and KPIs**
- Explore **Google Data Studio** and integrate **new sources and visualizations**

1	Add features specified by users from the user research survey, allowing for differentiation
2	With the data from the user research and the dashboard, conduct an impact report
3	Use KPIs to track organizational growth with another page on the dashboard for a fully integrated platform

Final Recommendations



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