



Data - third sector

Agenda

- First steps
- Charity Partnership
- Other ventures
- Ways to use your skills
- Considerations
- Why do it?

First steps



Most people can donate money - only some people can donate skills!

Proposed donating analytical skills to small charities who:

- did not have analytical resource
- open minded about data driven decisioning.

Charity Partnership

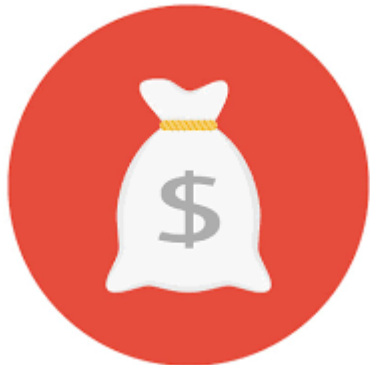
Human Trafficking



Human trafficking and modern slavery are thought to be amongst the most widespread crimes in the world.



~24.9 million people trapped in forced labour via human trafficking worldwide¹
... that's more than the population of Australia.



Human trafficking earns **profits** of roughly \$150 billion a year¹
... that's more than the annual profit of Amazon.²

Projects so far

1

Exploration of trafficking incident data

1. Data audit of current data, cleaning of data and recommendations on best practice data capture process and database design.
2. Explored and identified additional open source data.



2

Social listening tools

1. **Twitter dashboards:** Twitter engagement and trends for particular hashtags.
2. **YouTube dashboard:** Performance of own YouTube channel and videos containing words of interest in the title.



3

Data visualisation training

1. Data visualisation guidelines and best practises.
2. Data manipulation and dashboard building in Power BI.



 Power BI

Outcome & value



- Track trends and topics on social media on topics related to the charity's objective.
- Track response to charity's social campaigns.
- Easily track responses to tweets posted by the charity.
- Introduction & training to Power BI - increasing reporting efficiency.



- Opportunity to work with non-commercial non-marketing/customer client & data.
- Up skilling in social media data, Power BI and open source data.
- Experience in project management, problem solving and innovation.



- Training and innovation development of employees.
- Diversification of client and case study work.
- Flexible research output.

Local charity projects (ScotGov Analytical Exchange Programme)

Small local charities

- Data collection
 - A lot of free text
 - Automating and simplifying
- Impact reporting
- Awareness of tools
 - Often can get free with charity status
- Data visualisation and dashboards
- Open to private sector too
- Blog [here](#)



Other

Other

- Training workshops in data viz tools (Power BI, Tableau, Excel)
 - The Curve series in July [here](#)
- Scottish Charity Search App [here](#)
- Charity Trustees
 - Changing The Chemistry [here](#)
 - Digital Trustees [here](#)

Ways to use your skills

Ways to use your skills



Eventbrite

Hackathons



Digital Trustee

Meetup



Meetups & Conferences

DataKind

Ethics

Bookclub



DataCorp



DataKind

Office Hours



DataDive

DataKind

- Website [here](#)
- Twitter [here](#)
- Medium blogs [here](#)
- Eventbrite page (for DataDives and ethics bookclubs) [here](#)

Other avenues



DRIVENDATA

Some considerations...

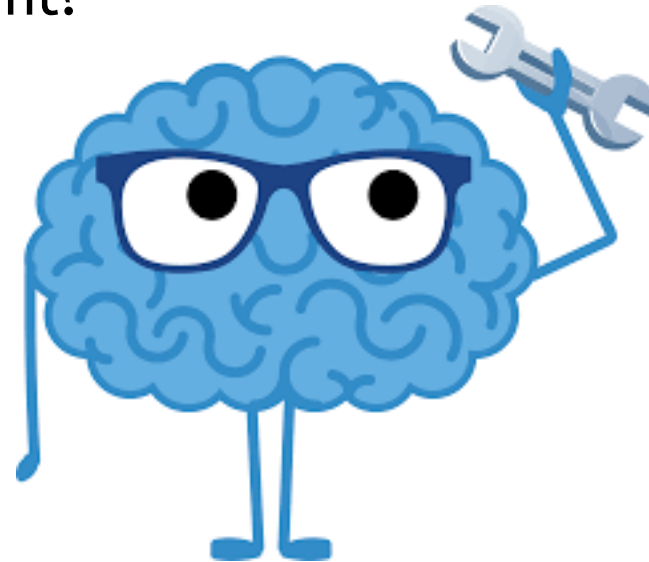
Resource is often a challenge so does it make their job **easier** and more efficient?

Don't underestimate a conversation and a **different perspective**

Long term **impact** and knowledge transfer.

Does the **purpose/cause** align with your interests?

Be realistic about **time commitment** - long term or one-off?



Even if volunteering treat it like **any other client** - respect deadlines and communicate.

Will the product require skills for **maintenance**?

Does it **scale**?

Keep it **simple** and easy to communicate.

Why do it?

Skills/knowledge you take for granted can have a big difference - **tangible value**

Learn **new skills**

Experience in a **different sector**

Facing challenges of a different sector - **problem solving**

Make **connections**

Experience in data related **client management** experience (often in less daunting environment)

Looks good on **CV**

Gain **confidence**



Questions?

Contact

- Email: aileenlmcdonald@gmail.com
- Twitter: https://twitter.com/mcd_ails
- LinkedIn: www.linkedin.com/in/aileenmcdonald