

# DATA DRIVEN DECISION MAKING

ASSIGNMENT



# DESCRIPTION OF THE EXPERIMENT

- ABC(not real name) is an IPC that helps needy families by running counselling, debt advisory and economic empowerment programs to alleviate their lives.
- Charities has been slow to digitization and donations have always been via pledge cards, flag days and media campaigns ( TV and radio). Online donations do not make a significant contribution and has never been part of the yearly planning and budget.
- The COVID-19 pandemic means most people will connect with charities online via social media and website more so than before.
- Hence, propose experimenting with web analytics data to analyse online donation behaviour so as to explore reshaping the fundraising strategy in this new normal.

# DESCRIPTION OF THE EXPERIMENT (EXPLORING DATA TO EXPLAIN)

- We want to know how has online donation behaviour changed over the year?
- Who are our visitors? Where do they visit? Why?
- Who are our donors? How much? How often? When?
- What is the donor journey before conversion?
- What made visitors visit our site? Where were the referred from?
- Which sites are most visited?

# TOOLS TO USE

- Data.gov.sg

Data.gov.sg has information on donations received by charities and IPCs. These gives us an overview of donation trends over the years by sector.

- Google Analytics

GA will help us understand who goes to our website, who they are, how they got there, what they do and where they visit. audience and behaviour flow. With this clarity, it would help us decide how to design our site better to lead to online donations.

# DATA WE AIM TO COLLECT (ONLINE AND OFFLINE)

- From Fund Raising Department ( via past records and surveys) :
  - Amount, demographic/donor profile, channel (offline and online)
- From Google Analytics:
  - Audience such as demographics, acquisition via social media, behaviours such as visit journey

# PERSUADING STAKEHOLDERS

## PEERS & COLLEAGUES

- Demonstrate the importance of analysing the current situation of online donations and explore ways to improve by understanding our website visitors as well as donor better so that we can spend money on fund raising activities to deliver KPI grounded on data analytics.
- Share insights how digital engagements are increasingly important and drive all departments to think digital in their engagements with donors and beneficiaries

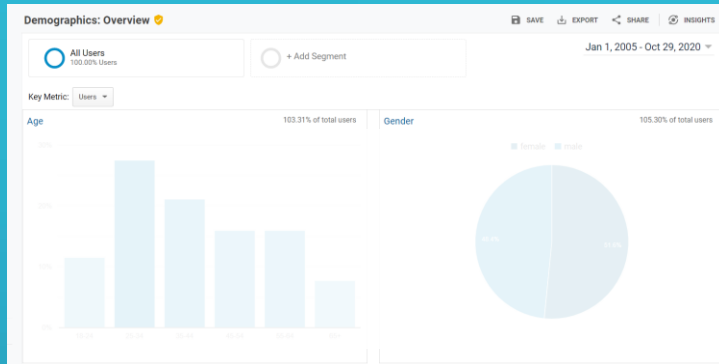
## BOARD OF DIRECTORS

- Demonstrate the importance of data collection and maintenance as the ingredients to make good data driven decision making.
- Advocate to allocate resources to digitise as much offline activities such paperwork to digital means that will enable us to better explore user behaviour and improve service offering.



# DATA DASHBOARD VISUALISATION

## Who are our Audience?



## Where did they hear from us?

Social Network	Sessions	% Sessions
1. Facebook		87.24%
2. Instagram		5.57%
3. Instagram Stories		3.02%
4. YouTube		2.42%
5. LinkedIn		1.33%
6. Twitter		0.18%
7. Weebly		0.18%
8. WordPress	1	0.06%

## When?

Date Range: Last 30 days

3 Oct 2020 - 1 Nov 2020

maximum 93 days

☐ Compare to: Previous period

Apply Cancel

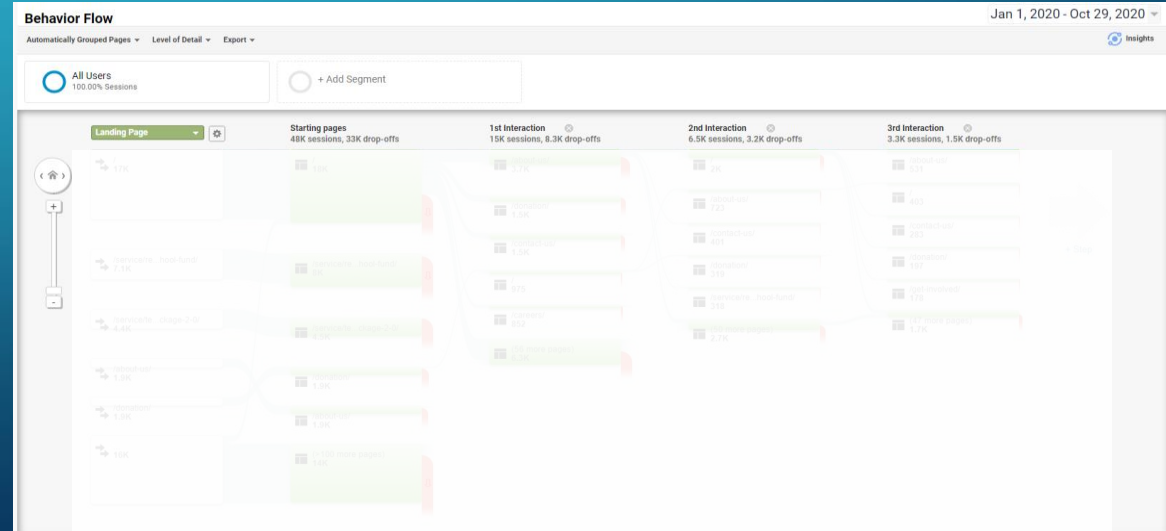
## How are they visiting us?

Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Device Category	Acquisition
Users	
1. mobile	20
2. desktop	10
3. tablet	

## What they do on our site?



# REFLECTION ON THE LEARNING OF THE ORGANISATION

- The importance of a data detective mindset. Its important to look at the data from different angles and have different perspectives from other team members and you might uncover insights and trends otherwise hidden.
- The challenge of persuading colleagues and senior management to adopt a data driven culture and get to work on collecting good purposeful data and cleaning legacy data for analytics.
- Putting the insights into an actionable plan and doing an effective presentation to demonstrate the potential benefits and get buy in on resources needed.