

	Helpful	Harmful
Internal Origin	<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• Nonprofit employees are more motivated than for-profit peers.</li> <li>• Many nonprofits work with data every day using tools like Excel</li> <li>• Nonprofits are aware of the importance of data science, and are eager to start</li> <li>• Nonprofits smaller scale allow them to be more adaptable.</li> </ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• Poor data hygiene of nonprofit data</li> <li>• Nonprofit employees have poor data literacy</li> <li>• Nonprofit employees have a lower salary than their for-profit peers.</li> </ul>
External Origin	<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• There is a large community of Data Scientists who volunteer time and expertise to help nonprofits</li> <li>• Large tech companies, and government agencies offer grants to nonprofits interested in data modernization projects</li> <li>• Media sentiment of data-driven nonprofits more positive than average.</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Third party consultants supplying data science services for nonprofits unintentionally disempower NPOs through a loss of data autonomy.</li> <li>• Volunteers may self select flashy projects and overlook more mission relevant mundane tasks.</li> <li>• Big tech provides advanced tools not relevant to the actual needs of nonprofits</li> </ul>