



# Unpacking Your Data

## *Steps to take today*

**Presented by:**  
Delta Analytics

# Presentation Overview



- Introduction
- Group Discussion
- Excel demo

# Introduction





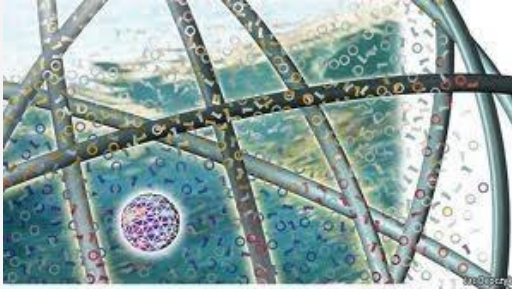
## Data trends:

- 90% of the world's data has been created in the past 2 years.
- There are now a billion social media posts every 2 days.

“

If only non-profits would collect better data and better show their impact, it would be clear to funders and donors where to best spend their money.

”



# Data is Everywhere

So why do non-profits not use  
more data?

# Data Quality



- Overworked staff
- Making data part of job damages morale
- Amount of resources to invest?

# Providing Data to Funders



- Grants
- Different from internal data needs
- Deciding what data will be important to look at in 5 years

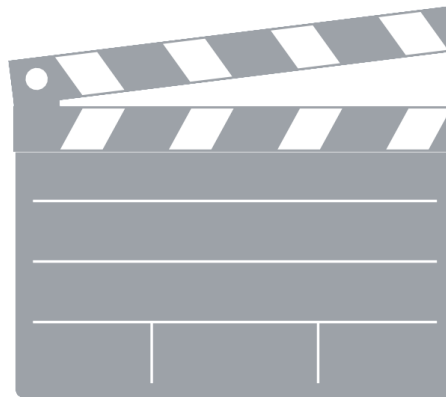


# Measuring Impact



- Impact studies require long time frames
- Require control groups, surveys
- Require more resources

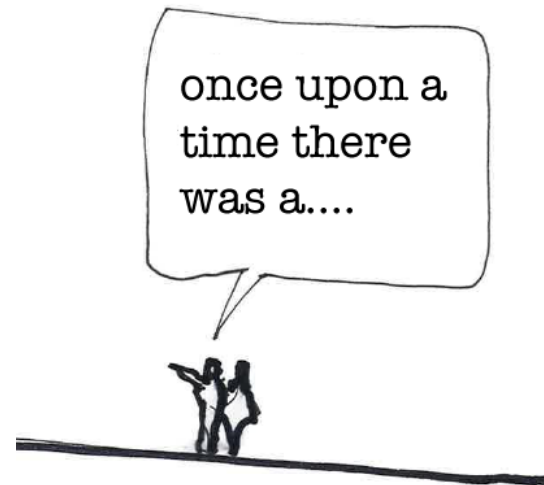
The biggest rule of data:  
**measurement only matters if it changes  
the way you act.**



The biggest reason for data:  
**tell a compelling story.**



# Examples of nonprofits using data to tell their story:




Data can draw people in...



## Data can educate...

← → ↻ [www.diabetes.org/diabetes-basics/statistics/](http://www.diabetes.org/diabetes-basics/statistics/) ☆ ☰

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[www.diabetes.org](http://www.diabetes.org) > [Diabetes Basics](#) > [Statistics](#)

### Statistics About Diabetes

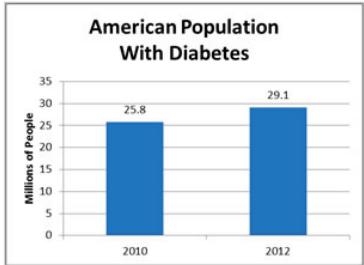
Data from the *National Diabetes Statistics Report, 2014* (released June 10, 2014)

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### Overall Numbers, Diabetes and Prediabetes

- Prevalence:** In 2012, 29.1 million Americans, or 9.3% of the population, had diabetes.
  - In 2010 the figures were 25.8 million and 8.3%. The prevalence rate for adults age 20 and older in 2012 was 12.3%, compared to 11.3% in 2010.
- Undiagnosed:** Of the 29.1 million, 21.0 million were diagnosed, and 8.1 million were undiagnosed.
  - In 2010 the figures were 18.8 million and 7.0 million.
- Prevalence in Seniors:** The percentage of Americans age 65 and older remains high, at 25.9%, or 11.8 million seniors (diagnosed and undiagnosed).
  - The rate was 26.9% in 2010.
- New Cases:** The incidence of diabetes in 2012 was 1.7 million new diagnoses/year; in 2010 it was 1.9 million.
- Prediabetes:** In 2012, 86 million Americans age 20 and older had prediabetes; this is up from 79 million in 2010.
  - The percentage is up slightly, from 35% in 2010 to 37% in 2012—and is now at 51% among those age 65 and older.
- Deaths:** Diabetes remains the 7<sup>th</sup> leading cause of death in the United States in 2010, with 69,071 death



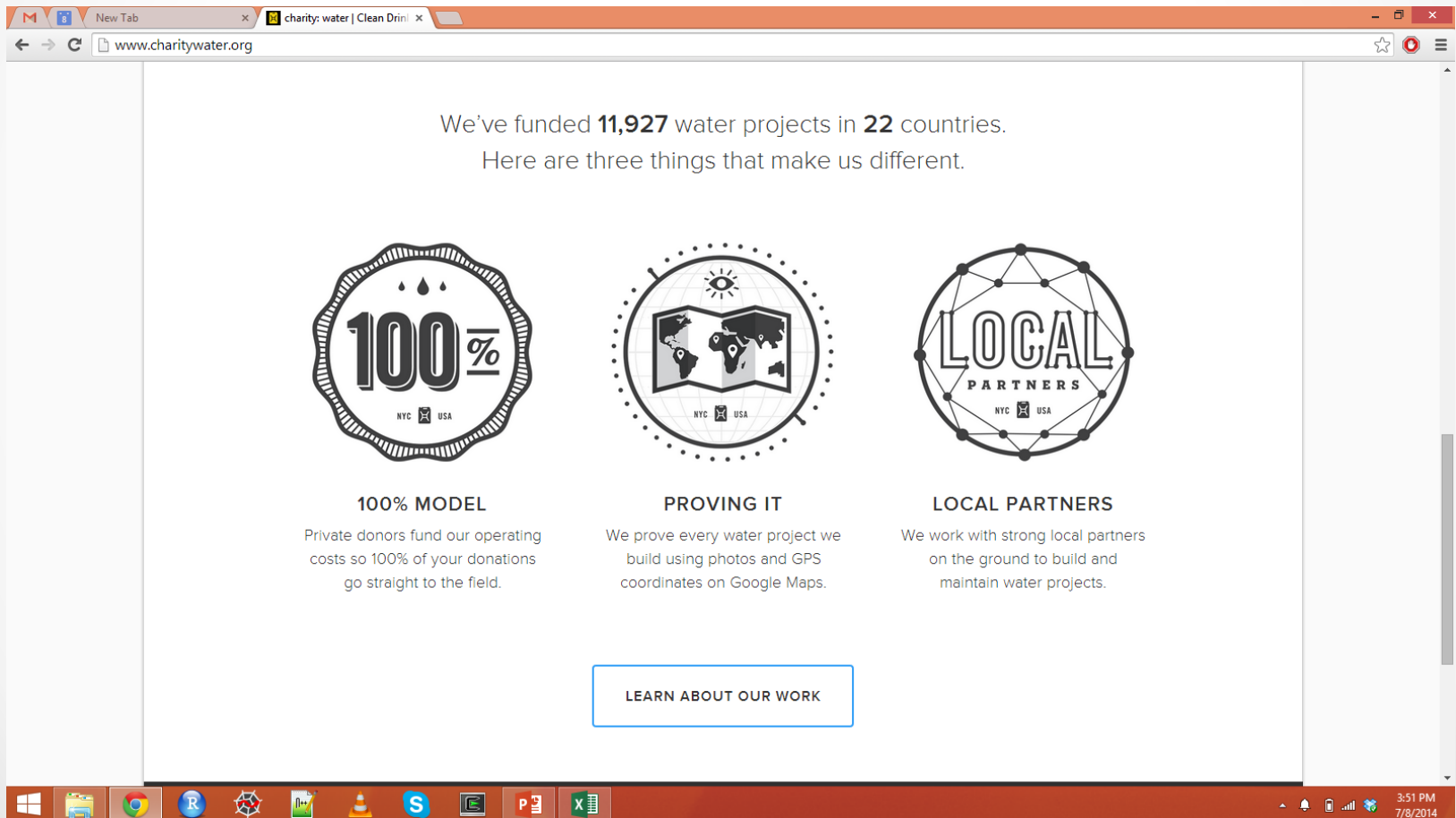
Year	Millions of People
2010	25.8
2012	29.1

### In this section

**Diabetes Basics**

- [Symptoms](#)
- [Diagnosis](#)
- [Type 1](#)
- [Type 2](#)
- [Gestational](#)
- [Statistics About Diabetes](#)
  - [Infographics](#)
  - [Genetics of Diabetes](#)
  - [Myths](#)
  - [Common Terms](#)
  - [Famous People Working to Stop Diabetes](#)


## Data can show your impact...

A screenshot of a web browser displaying the charity: water website. The browser's address bar shows "www.charitywater.org". The website content includes a headline stating "We've funded 11,927 water projects in 22 countries. Here are three things that make us different." Below this, there are three circular icons representing different aspects of their work: "100% MODEL" (a seal with three water droplets), "PROVING IT" (a globe with a sun and a map), and "LOCAL PARTNERS" (a globe with a network of lines). Each icon is followed by a title and a brief description. At the bottom of the content area is a button labeled "LEARN ABOUT OUR WORK". The browser's taskbar at the bottom shows various application icons and the system clock indicating 3:51 PM on 7/8/2014.

New Tab x charity: water | Clean Drink x


← → ↻ www.charitywater.org

We've funded **11,927** water projects in **22** countries.  
Here are three things that make us different.




**100% MODEL**

Private donors fund our operating costs so 100% of your donations go straight to the field.



**PROVING IT**

We prove every water project we build using photos and GPS coordinates on Google Maps.



**LOCAL PARTNERS**

We work with strong local partners on the ground to build and maintain water projects.

[LEARN ABOUT OUR WORK](#)

Windows taskbar icons: File Explorer, Google Chrome, RStudio, Firefox, VLC, Slack, Microsoft Edge, PowerPoint, Excel. System tray: Network, Volume, 3:51 PM 7/8/2014.

## Data can show your impact...



Externally



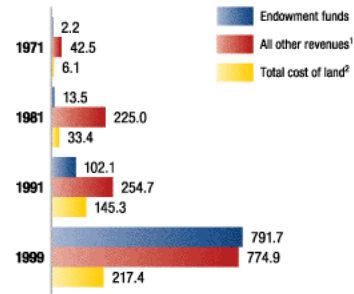
## Data can show your impact...

EXHIBIT 1

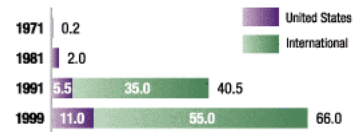
### Bucks and acres: The Nature Conservancy

Measurement of progress, 1971–99

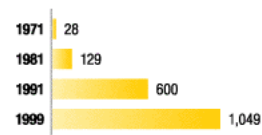
#### Total income and cost of land, \$ million



#### Acres preserved, millions



#### Members, thousands



<sup>1</sup>Includes lease income, planned gifts, land sales, and donations.

<sup>2</sup>Includes joint- or sole-ownership acquisition fees, payments made to landowners to keep lands in conservation status (conservation easements), leases, licenses, and management agreements.

Source: The Nature Conservancy

Internally



# Group Discussion

Break out into groups;  
let's talk!

# Discussion questions:



1. What data do you have now? Where did this data come from?

# Discussion questions:



2. What is your ideal dataset? What do you want to use it for?

# Discussion questions:



3. What steps can you take to get your ideal dataset based on what you currently have?



# Regroup



# Excel Walkthrough