

IMAGINE: NONPROFIT

Presented by  aws

Data Storytelling for NFPs

Insights for Impact

Tim Sheehan

(he/him)
Partner
GWI

About GWI & gwi.digital

gwiadvisory

Our advisory business, **GWI**, is proudly ISO9001 certified. We have also received national recognition for our commitment to diversity, equity and inclusion through Great Places to Work and Women in Technology.



gwi

gwi.digital

gwi.digital proudly partners with technology providers to support customers on their implementation journeys. These partners are not associated with GWI Advisory.



Sample NFP customers



What is data storytelling?

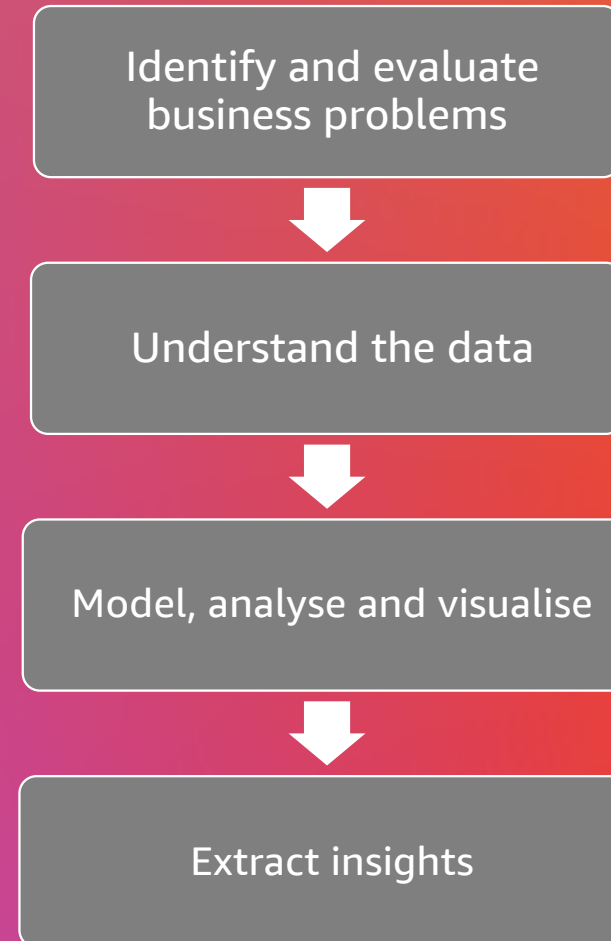
Data storytelling refers to the practice of using data to communicate a narrative or compelling story.

According to Gartner, data storytelling will be the most widespread means of consuming analytics by 2025.

Insights for Impact: Topline

Use data more effectively to improve program delivery, increase impact, and affect change

A customised data storytelling solution for NFPs wanting to do better with and through their data



Insights for Impact: Methodology

SPRINTS

INITIATE

Preparations before we start sprinting



Request for action

- Request for details
- Reason for request
- Definition of success
- Identification of dataset(s) to be used



Triage

- Assess the scale of the request
- Assign request to GWI team member

VALIDATE

Set boundaries: clarify the purpose / requirements for the solution



Setting expectations

- Dashboard brief
- Timeframe and audience
- Frequency of updates
- Data quality assessment
- New or existing data model?
- Validation of dataset(s) / models to use



Administration

- Check if report already exists
- Ensure dataset is in catalogue
- Check privacy rating / privacy impact assessment
- Check data currency
- Get data custodian approval

ENGAGE

Develop and communicate what the solution will look like



Requirements

- Specific data use requirements
- Define functional and non-functional requirements



Ideation / Wireframe

- Leverage previous work
- Report workflow
- Select visualisation
- Storyboard / wireframe
- Select theme
- Consider training requirements

DEVELOP

Build and validate a solid solution that meets the requirements



Design

- Develop data model
- Connect to data sources
- Create visualisations and other report artefacts
- Apply appropriate theme
- Apply appropriate security



Test

- Publish to test environment
- Conduct functional and non-functional testing
- Analyse performance
- Client sign-off
- Peer review

DEPLOY

Publish the solution to end-users



Publish

- Confirm deployment model (report / dashboard / app)
- Populate security roles
- Publish to service
- Notify audience
- Handover to owner



Administration

- Add to or update catalogue / register
- Confirm owner and/or steward
- Create information page
- Apply review cycle

MAINTAIN

Maintain and optimise



Manage

- Review dashboard according to schedule
- Keep catalogue / register information page up to date
- Consider using dashboard as a template



Change

- All changes must go through the request and approval process

Diabetes Australia: Keepsight

Unite in the fight to end preventable vision loss

Outcomes		
Short term (0-1 years)	Medium term (1-5 years)	Long term (5+ years)
Increase target population's understanding of the importance of regular eye checks	Enhanced target population's adherence to completing their regular eye checks	Improved early detect of vision loss
Increase target population's understanding of the importance of eye health	Patients are better able to self-manage their eye care	Improved engagement with the eye health sector
Increase number of people registered with KeepSight	Earlier detection of eye issues/complications	Reduced rate of preventable vision loss
Increase number of eye appointments booked	Earlier treatment of eye issues/complications	Reduced burden on the healthcare system from early intervention
Enhance health professionals' awareness of KeepSight	Achieve 80%+ integration of KeepSight in mainstream optometry sector	
Enhance target population's awareness of KeepSight	Increase recall for eye checks within clinically required timeframes	
Improve stakeholders' coordination of encouraging proactive eye health management	Improve ability to record and monitor clinical outcomes	
	Improve understanding of, and implementation of successful strategies to target people not engaged in eye care	

Problem Statement

How do we increase the number of people having regular eye checks, to prevent vision lost?

Understand the data

We have data everywhere - but do we understand it, and is it accessible?

Model & Visualise

What does the data tell us?

Do we trust it?

Actionable Insights

What are our options?

What will we do?

Since 2018, we've reached nearly a third of people living with diabetes

 **450K**▲
participants

~5%
recently
diagnosed



45%▲
high risk



1M▲
eye tests



KeepSight
increases the
return-rate of
people with
diabetes by



20%

29%▲
who **self-register**
need an eye check
immediately



▲ Since November 2023

Large member-based NFP

Problem Statement

Understand the data

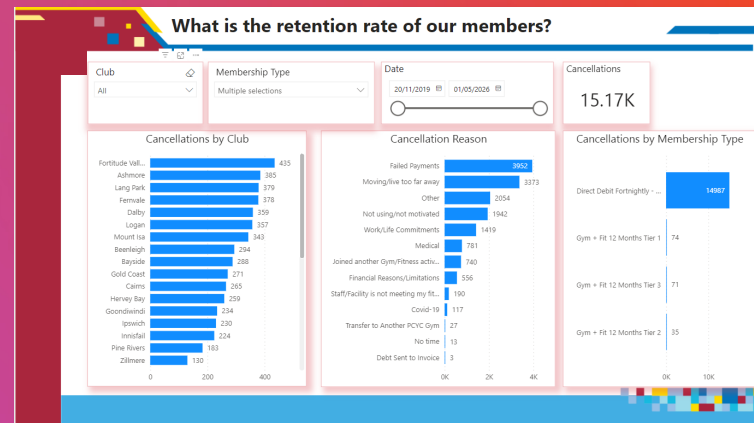
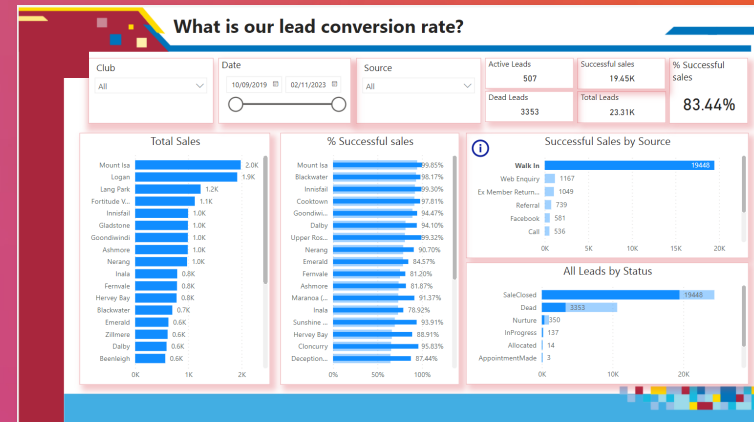
Model & Visualise

Actionable Insights

Increase conversion by **8.5%** and decrease cancellations by **10%**

=

opportunity to generate an additional **\$1.7m** in revenue.



Real data has not been shared, due to the commercial sensitivity of the data

Thank you

Tim Sheehan

tim.sheehan@gwi.com.au

info@gwi.digital

<https://gwi.digital/awsimaginefp24>