Story telling with data and self service analytics using Power BI

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Agenda

• Current non-profit data scenario
• New approach using Power BI
• Story telling with the demo of a finished dashboard
• Demo of a dashboard from scratch
• Christian-Aid nonprofit scenario (10)
• References
Data & BI story of a nonprofit organization
Once upon a time...

In 1990, Emily Hart (accidental techie) was assigned the task to create reports about donor contributions and impact on the community for a nonprofit organization.
Then...

She looked at various tools and started with Excel and Access and created few reports. She did her best to grab and consolidate data from various sources.
Great moments happened...

Users loved those reports and lots of people started using those reports. and she said ....

I ❤️ THE 90s
Let us fast forward to 2017

Emily Hart became a superwoman and she has a small team trying to create all reports. Technology evolved and new tools were introduced like Dynamics, SalesForce, Google Analytics etc.

That manual and time consuming system is very complex and there is no compelling visual reporting happening. Data and reports are everywhere.
Data Warehouse creation is not an option

She can't get money for data warehouse because she can't prove it'll pay-off...
She can't get pay-offs from data because they haven't invested in it

Sales Excellence Incubation BI Architecture for new reporting & self service BI vision

Acquisition Integration Distribution

Source Systems

Other Data Sources e.g.  Sales Data BI & Reporting

Staging Area

Partner & Incubation BI DW and OLAP cube including GIFT

Integration

Distribution

Incubation BI is powered by and a showcase for:
We are going to share a big Secret today..

You don't need to have a big data warehouse to use these systems. “Siloed” data can be unsiloed after the fact. It’ll be OK..
Let us introduce a new approach to Emily to showcase impact to donors and community
New Approach: Live Data Model

Data Exploration and Traditional Reporting

Historical and Real-time Dashboards

Predictive and Prescriptive Analytics
Today, BI extends to everyone

1st wave
Technical BI

2nd wave
Self-service BI

3rd wave
End user BI

IT to end user

Analyst to end user

Everyone
Get started quickly

Pre-built solutions include dashboards, reports, and data models available out-of-the-box for SaaS services or built by your organization.
DEMO of apps (content packs) and story telling with Climate change scenario
Powerful self-service analysis

Excel
Ad-hoc analysis for blending structured and unstructured data together for analysis in familiar spreadsheets

Power BI Desktop
Visual drag-and-drop data exploration and interactive reporting on a freeform canvas
Power BI Desktop

Create Power BI Content
Connect to data and build reports for Power BI

Companion to the Power BI Service
For Business Analysts
Rich report authoring tool with direct publish to Power BI service
Built-in data access, mashups, and transformation capabilities
Updated regularly
One-click publish to Power BI

Publish

Excel

Power BI Desktop
DEMO
Emily is planning to create and tell inspiring stories using her data.
The End

The Beginning ...
Storytelling With Data and Self-Service Analysis Using Power BI

SABI Programme, Sierra Leone
About Presenters

Saiku Bah, SABI Head of Programme
Presenting today and answering questions on chat

Amanda Bangura, SABI Team Leader
Presenting today and answering questions on chat

Chris McWilliams, Programme Communications Advisor
Answering questions on chat
About Christian Aid

- End to poverty. Equality, dignity and freedom for all, regardless of faith or nationality
- Leading supplier of UK aid governance and accountability programmes: results, impact and value for money
- Almost three decades of experience in Sierra Leone
- Major focus in Sierra Leone has been accountable governance: mobilising poor communities to claim their rights and demand accountability
- Consortium lead on SABI
About SABI

• Four year citizen-led national accountability programme
• Strengthen community-led accountability, increasing awareness of, and demand for, basic services – health, education, social protection, water and energy.
• Build relationships between citizens and the state
• Support Government’s development plans
• Promote gender equality and social inclusion
• Citizen’s voices central to approach
• Funded by UK aid, from the UK’s Department for International Development (DFID). DFID works in Sierra Leone to support growth and to
Data Collection

- Nationwide Citizens Perception Survey (CPS): over 40,000 submissions
- Extensive consultations (government, citizens, experts)
- Respondents categories
- Mapping exercises and simple random sampling
- Iterative process and vigorous field testing of tool.
- KoBo Toolbox platform for data collection.
- Young people working in female-male pairs collected the data in the communities using mobile phones.
What Power BI has helped us to do

• Quickly analyse and communicate a huge data set related to citizens’ perceptions of services
• Power BI publish to WEB: wide audience
• Allows interested individuals to interact with the data and get what they want from the data there and then
What Power BI has helped us to do: Demo

http://sabi-sl.org/community-data
Why this is important for our overall goal

Strengthen community-led accountability, increasing awareness of, and demand for, basic services – health, education, social protection, water and energy.

• Transparency – we practice what we preach
• Putting decision makers in direct access with the opinions of citizens, and gives them control
• Demonstrates our reach, which gives credibility to the data
Thank you
Best practices for reports and charts

- Convert colors into themes
- Use line charts for trends
- Organize KPIs and Charts appropriately
- One big dashboard is fine
- Make sure clicks and drilldowns work appropriately
- Groups charts using a shared header
- Create appropriate titles for each chart and report
Resources

• Microsoft site for nonprofits:  http://www.microsoft.com/nonprofits

• Power BI links:
  • https://powerbi.microsoft.com/en-us/
  • http://community.powerbi.com/
  • https://powerbi.microsoft.com/en-us/developers/
  • https://studio.azureml.net/
  • https://azure.microsoft.com/en-us/services/machine-learning/

• Christian Aid Links:
  • http://www.sabi-sl.org
  • http://www.christianaid.org.uk