

CanadaHelps Data
Literacy Workshops:
Data made simple

DATA 101 EXERCISE

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Data Self Assessment

Determining where you stand across the data process framework.





































Use the following questions as thought starters to assess your capabilities and performance across the following dimensions. Use this as a guide to inform the creation of your organizational data 'heatmap' on the following page.

	Data Strategy <i>The process of identifying what data elements will be critical for running the business, and aligning your systems to capture and utilize that data adequately across the data framework.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> What business problems can be addressed by data? What hypotheses should be tested? <input type="checkbox"/> Who will be responsible? <input type="checkbox"/> Do we have a policy on data management? <input type="checkbox"/> What systems do we have now and what should we have for the future? <input type="checkbox"/> Are we thinking about data needs for the future? <input type="checkbox"/> How will this data strategy be implemented and who will manage it?
	Data Collection <i>The process of gathering information across the business.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Is the current data we're collecting relevant? <input type="checkbox"/> Is our data outdated? <input type="checkbox"/> Should we be gathering more data? <input type="checkbox"/> Do we have a way of ensuring all personal data that is collected is secure?
	Data Cleansing <i>The process of standardizing your data in such a way that it is accurate.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Are we sure the data is accurate? <input type="checkbox"/> Do we have processes in place to standardize data? <input type="checkbox"/> Is there a way to uniquely identify donors, clients, products, etc.?
	Data Storage <i>The method in which you store your data in a safe and secure way.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> What system or database is being used to store the data? Is it secure enough for the type of data being stored? <input type="checkbox"/> Who is accessing the data? How often? <input type="checkbox"/> How often is the data being used?
	Analysis & Execution <i>The process of mining, inspecting and manipulating the data with the goal of leveraging insights and information to power various initiatives and decision-making.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> What are the hypotheses developed in the data strategy? How do we test them? <input type="checkbox"/> Are we interpreting the data correctly? <input type="checkbox"/> Do we have an analysis plan in place?
	Measurement & Reporting <i>The process in which data is presented in such away to provide key information and statistics on a business, and to track performance on key metrics.</i>	<ul style="list-style-type: none"> <input type="checkbox"/> What is our process for analyzing and reporting data? <input type="checkbox"/> How easy is it to access data reports? <input type="checkbox"/> What do our reports reflect? (donor retention, donor engagement?)

Data Heatmap

Understanding where you stand today

Creating a heatmap will help you gain a more complete understanding of your data framework, how you rate across the three stages, and determine the areas that need the improvement.

Plan		How would you rate your Data Strategy?	    
			poor excellent
Prepare		How would you rate your Data Collection?	    
			poor excellent
		How would you rate your Data Cleansing?	    
			poor excellent
Execute		How would you rate your Data Storage?	    
			poor excellent
		How would you rate your Analysis & Execution?	    
			poor excellent
		How would you rate your Measurement & Reporting?	    
			poor excellent