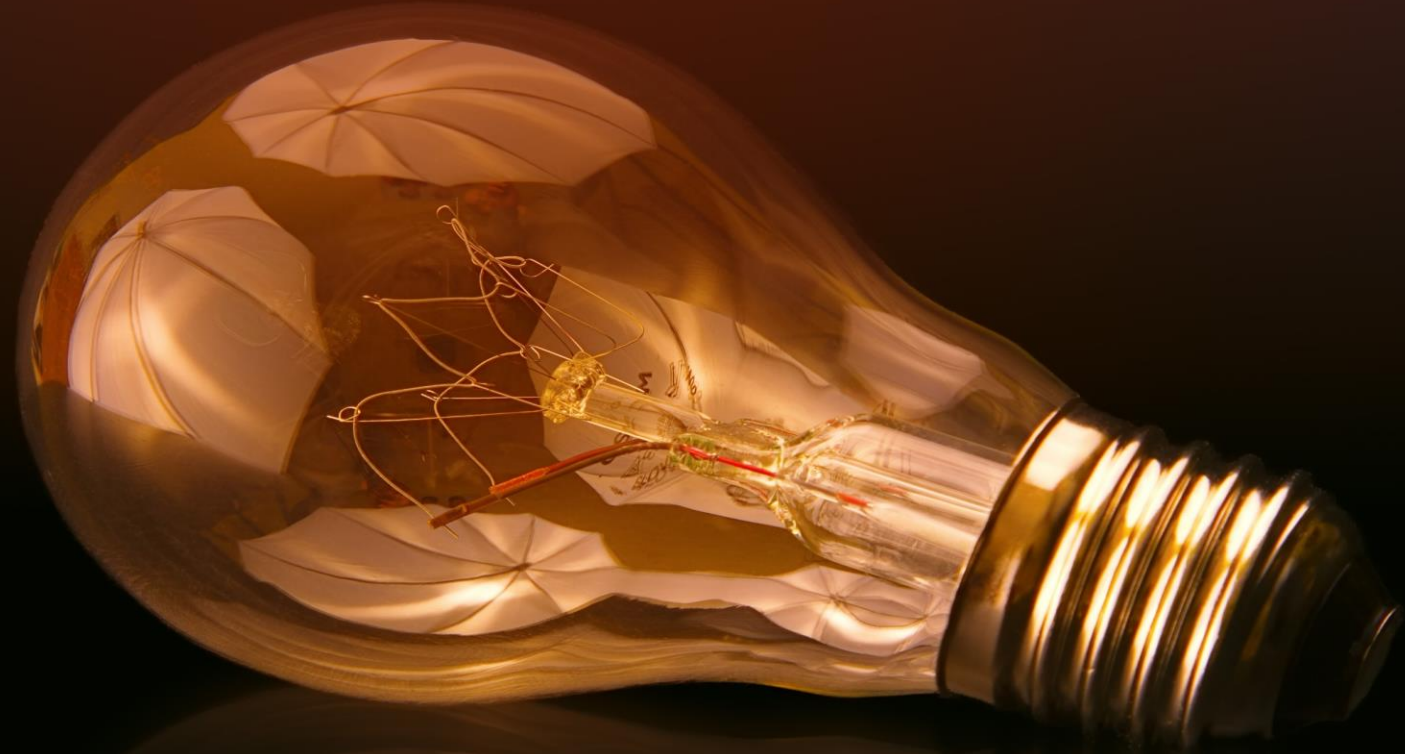



# DATA DRIVEN INNOVATIONS FOR NGO'S





**Innovation** – is defined as “new idea, device or method”  
It’s application of better solutions that meet new  
requirements, unarticulated needs or existing markets  
needs.

“The heart and soul of the company  
is creativity and innovation” – Bob  
Iger

**Data driven innovation** could be  
defined as finding ways to use  
data and analytics to inform in  
decision making, improve  
organizations process and create  
technologies for solving  
challenges.





A black and white photograph of a person in a harness pulling a rope, with a hand in the foreground also holding the rope. The person is in the background, slightly out of focus, and is smiling. The hand in the foreground is in sharp focus, gripping the rope. The rope is thick and has some markings on it. The background is dark and blurry.

## WHAT IS AN NGO?

Non governmental organizations are highly diverse groups of organizations actively in humanitarian, education, health care, public policy, social, human rights, environmental and other areas to affect change according to their objectives.



Interventions

Relief

Advocacy

Programs

Direct costs

SO, WHERE DOES  
THE LARGEST  
BUDGET FOR  
NGO'S GO?



ALL THIS PROJECTS AND INTERVENTIONS RESULTS TO ACCUMULATION OF DATA!!!

1

- Excels, text files etc.
- SQL, Oracles, Postgres databases etc.

2


- Videos & pictures.
- Audio recording data.

3

- Data in pdfs, Structured and unstructured data.
- Social media data, open data etc.

# BIG DATA





**Forward thinking organizations do not just let this data idle within their servers, but rather put it to use but not limited to following.**

- Measuring impact.
- Building knowledge management platforms for collaboration & information sharing.
- Monitoring markets, hence spotting any existing gaps within the industry.
- Transforming and repositioning the organization for the future.

- Effectively communicate aid metrics, hence building trust between the organizations and the donors.
- Create avenues for innovations and disruption.
- Accelerate the speed in which strategies are build and executed.
- Drive strategy and change.



This should not be a **STOP** signal, because of the following perceptions;

- My organizations is too small to think about innovation.
- We do not have the right team and technology to do that.
- Our data is too complicated to handle.
- We don't have the right culture to support data driven environment.



..... You do not need to wait for the right time to come. With the help of experts, you can begin laying the foundation to ensure your organization is fully aware and prepared for a data driven future.





# A good place to begin would be.


- Data quality – This involves assessing whether the data available meets the standard to support decision making in terms of accuracy, consistency, integrity and accessibility.
- Data preparation – Data will never exist in its readiness form for use, sometimes data needs to be transformed by either joining with different data sets to enrich its content. External data from open data portals could be leveraged too to paint the complete picture.
- With quality and prepared data, next is building knowledge management platform to spur innovations and support daily decision making by management teams.
- External analytical portal could also be launched to support access of information by both donors and other external partners. This helps donors remain well informed of the utilizations of their funds hence bosting donor-organizations relationship.



Dissatisfaction is a great starting point, for it is right there that we have the most power, strength, and energy to push change through. - David DeNotaris







Rigor Data Solutions is a registered data analytics and visualization firm in Kenya helping organization to see and understand their data. We work with organizations of all size to help them launch their analytical centres through support and training them on different skills for data analysis. Our team is composed of fully certified members who understand well how to implement different analytical projects.

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