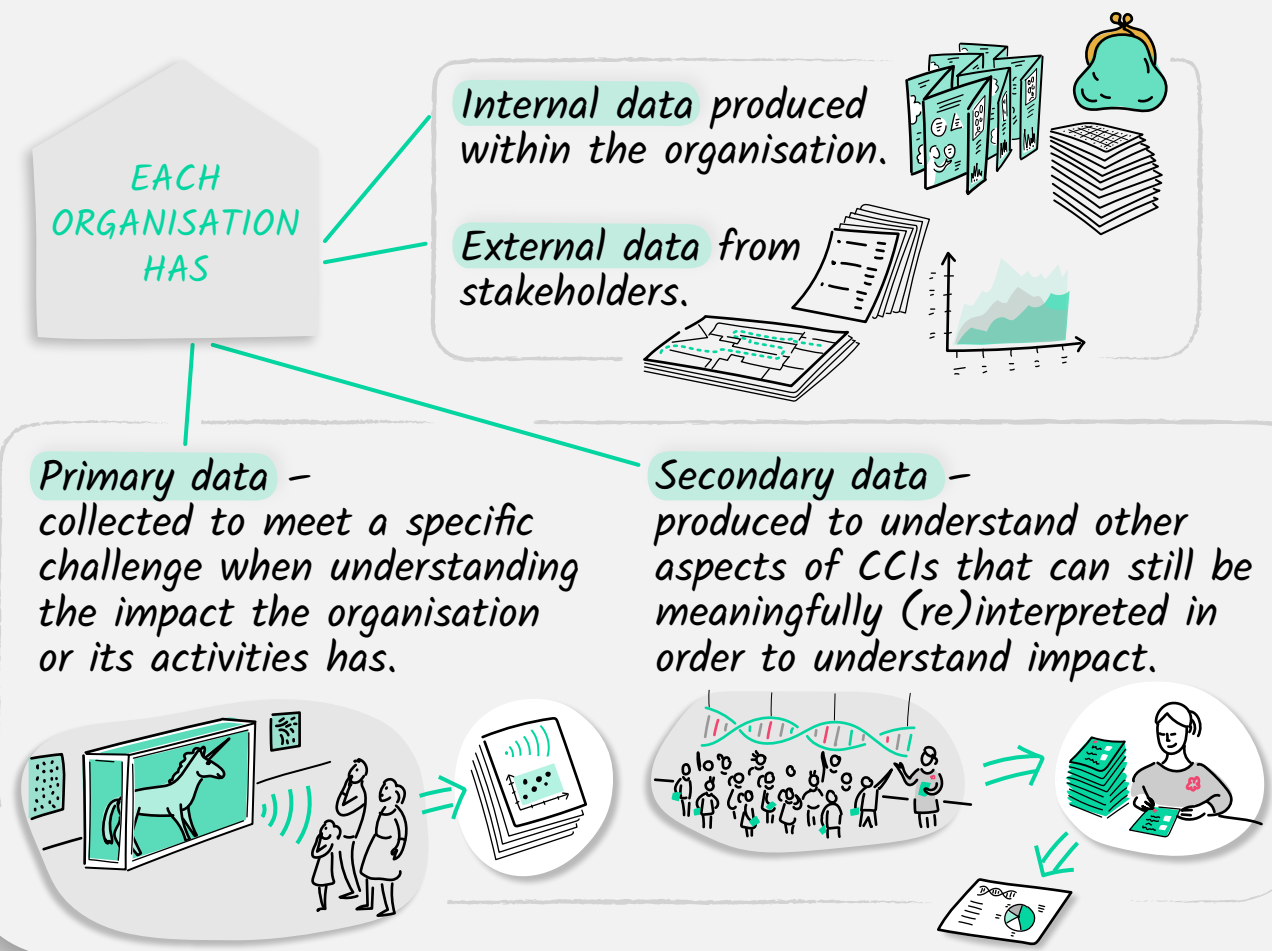
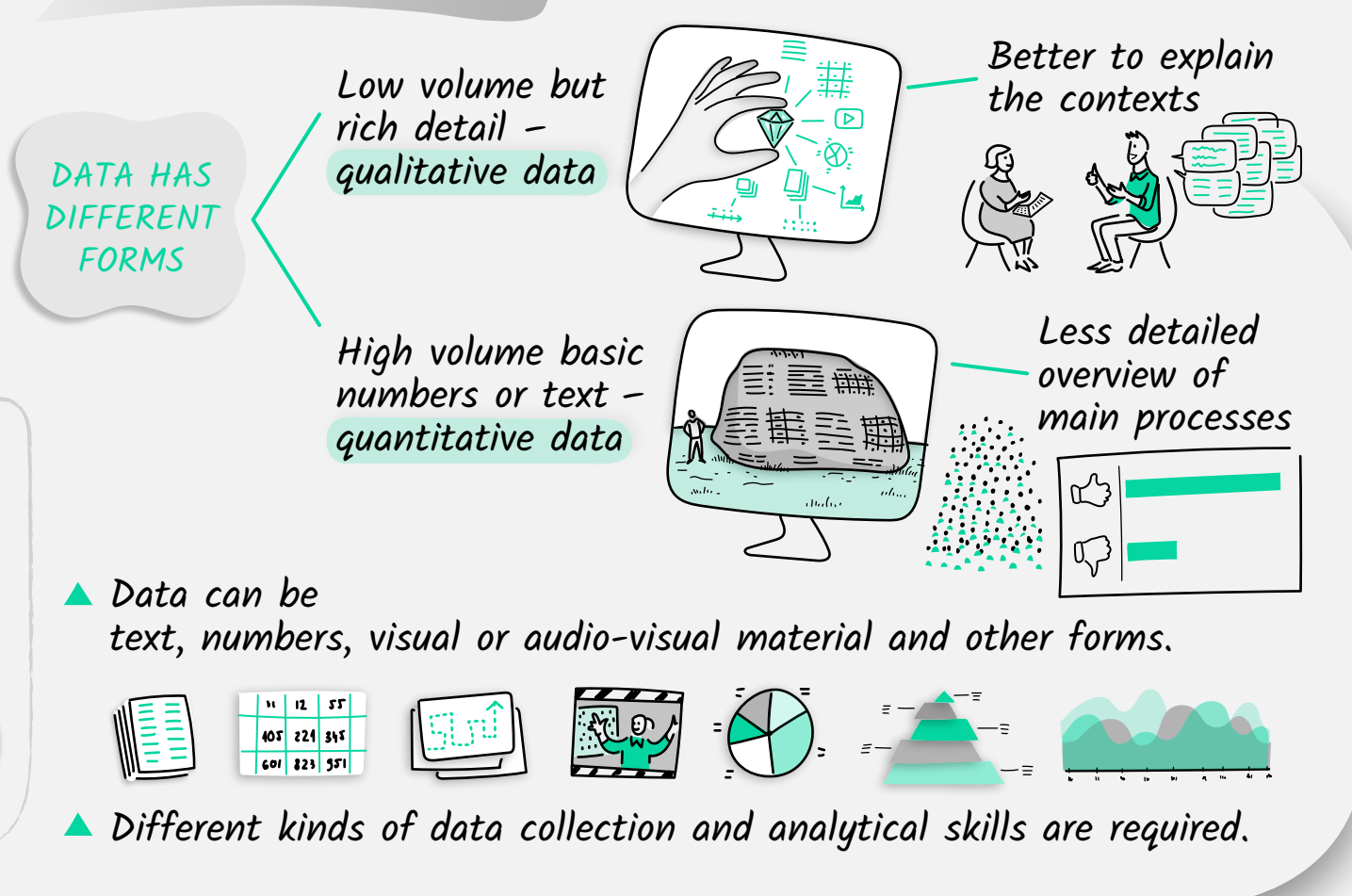


DATA - WHAT IS IT?



Data and CCIs



- > Plan time and effort in data collection and analysis.
- > Collect different kinds of data and analyse it to get a more comprehensive picture.
- > Develop different skills for data collection and analysis depending on experience and knowhow within the CCI.
- > Integrate data with decision making.
- > Plan activities strategically.

DATA - HOW TO USE IT

- > Use data collected for other purposes strategically.
- > Data is part of the value-creation cycle.
- > The public is at the centre of the CCIs work.
- > CCIs need to understand the needs, values and expectations of their current and potential audiences and how their work affects them.

COLLECTING DATA

- Often data that is collected for one purpose can be exploited in other contexts. To exploit collected data it must be available, systematised and well documented.
- Impact measurement should be related to long-term organisational goals and ambitions.
- To engage with audiences, complex questions need to be made understandable and relatable.
- Use different data collection techniques: digital, paper-based, creative or even physical installations.
- With physical installation, it is important to have somebody to support the participants. The assistants can help people or attract new participants, and can engage in data conversations, adding an additional rich layer of engagement.

ANALYSING DATA THAT IS AVAILABLE

- Remember that CCIs have experience-based know-how of data analysis and apply them in everyday work. CCIs are able to interpret the contexts and relationships behind the numbers better than data analysts far from the organisational context. Data analysis also consists of the processes of cleaning data and assessing its reliability. It is important to avoid duplications, unnecessary fields, titling and formatting incomparable fields.
- For more in-depth insights, data analysis would benefit from the integration of data science into CCIs. Data scientists can help derive meaningful results from unstructured and unclear data sets and put it into the context of organisational challenges and opportunities.
- The design of the mathematical models underlying the analysis is a fundamental step related to a particular type of analysis.
- Remember that data is as valuable as the use of it.
- Integration and cleaning of internal data are the main challenge as data comes from multiple sources, often with limited explanation.
- Data analysis is a continuous process where each phase provides feedback and input to other phases. A clear understanding of the objectives of the analysis supports the choice of sources in the collection phase and the identification of the types of operation in the data processing phase.
- The results require logical reasoning to explain why a certain correlation exists.

VISUALISING DATA

- Data visualisation is an innovative way to make your data presentation easier to understand for your audiences.
- Presentation could involve interaction. By interacting with data visualisations the audience will be immersed in them and understand the data better.
- Data visualisation does not need to be digital.