

Tech for Good Offline Challenge 1: Dive into some data and help out a charity

You have already gained your **Data Diver** badge by completing the online challenge – well done! You were introduced in that challenge to the ways that data can be used for good, to help individuals, animals and charities. You heard that charities can make use of data to help them target their fund-raising activities and this can help them raise more money for their good cause.

Your offline challenge is to carry out some simple data analysis on data we have provided for you, collected for a charity. You are going to use the data to decide on some strategies that the charity can use to increase their fund-raising success.

Your step-by-step guide

- Download the data that you want to use – this is available both as an Excel spreadsheet or in a table in a MS word document. Use whichever you feel most comfortable with.
- Take a look at the data - known by data analysts as ‘eyeballing’ the data and become familiar with what the data is showing and where it has been collected from.
- Data is often best viewed when it is visually represented in a chart of some sort. So sometimes bar charts or pie charts can really help you to see what the data is showing. Think about creating some charts, either by hand or in Excel, to help you see what the data is showing.
- If you are using Excel, the new versions allow you to take the data you have and turn it into a chart by using the ‘Insert’ menu. You can find out more about how to do this using our **How2 create a chart in Excel**.
- If you are using the table in Word, you can create your chart(s) by using graph paper by hand. You can make bar charts that represent the different categories of the data and how many people are in each.
- When you have represented your data with charts, look for the patterns and trends that could help the charity plan its fundraising activities. Think about some of the strategies you learned about in the online challenge, about what to do and when to do it, to appeal to the supporters in the best way.
 - Think about activities the charity could do
 - Think about times of the year when particular activities might work well
 - Think about whether targeting groups of supporters with campaigns that will appear to them could be a good strategy
- Finally, create a short presentation for the charity that informs them of your recommended plan and why you think it will work. Use the data and your charts if you can to make your presentation persuasive. Remember, the best strategy is backed up by evidence from the data!

