

Using Data to Answer Key Questions

PROSPECT



Non-Profit



www.prospectnow.ca



Alberta, Canada

AT A GLANCE

CHALLENGE:

This growing non-profit organization was struggling with successfully implementing a new CRM and quickly accessing its data - all with a limited staff.

NEEDS:

Implement a unified data platform to simplify reporting and program oversight.

SOLUTION:

Datatelligent executed the development of a unified data platform, created an automated pipeline from Prospect's CRM system, and built a highly visual data dashboard.

CHALLENGE

Prospect Human Services, an Alberta, Canada-based organization, helps Albertans overcome barriers to employment. They can provide services ranging from information and resources to skill upgrading, placement, and post-employment support. All at no cost to participants.

Prospect matches candidates to opportunities. They have relationships with more than 800 organizations, from small entrepreneurial organizations to international companies.

And they are growing. But they were having difficulties accessing their organizational data. This has hindered their ability to:

- Assess program performance and impact
- Identify areas of opportunity
- Pinpoint positive stories to share internally and externally
- Leverage program success to secure additional funding

Like many growing non-profit organizations, they were experiencing infrastructure challenges. A limited budget, a small staff that wears many hats, and a lack of data analytics expertise were hampering their ability to be a data-driven organization. They also struggled with data flowing in from their relatively new CRM system. It was time-consuming and challenging to pull timely, accurate reports to get a comprehensive view of their work.

Additionally, they struggled to effectively share news about their good work and successes — both internally and externally. Their limited access to program data inhibited their ability to tell their powerful story to internal and external stakeholders.

They needed to make a change to grow and better support their mission. They needed to become more data-driven. They needed Datatelligent.

NEEDS

Prospect came to Datatelligent with a number of challenging requests:

- Implement a unified data platform to simplify reporting and program oversight
- Create a Tableau Cloud-powered dashboard to answer key analytical questions for programs and present data in a highly visual format
- Support Prospect's limited staff and provide data analytics bench support as needed



NEEDS (cont.)



All of these activities will move Prospect further down its data analytics maturity roadmap and improve its staff's ability to assess program effectiveness, share program successes, enhance the work Prospect is doing in the Alberta community, and ultimately support its overall mission of helping Albertans get jobs.

SOLUTION



In 90 short days, Datatelligent's team of trusted data analytics experts was able to execute and deliver against Prospect's significant requests. The team got to work and collaborated closely with Prospect to:

- Implement a unified data platform — This was built using Snowflake, a cloud-based data storage, and analytics platform. The Datatelligent team created an automated pipeline from Prospect's CRM system and created views in Snowflake that integrated the data from multiple tables in meaningful ways to drive data analytics. Moving forward, Prospect staff will be able to add additional data sources into their Snowflake data lake, creating a single "source of truth" to feed analytics.
- Develop a highly visual data dashboard supporting all of Prospect's employment programs. Using Tableau Cloud, the Prospect team now has the ability to access and pull timely data for each program, including customized filters that allow staff to drill into multiple aspects of each program at the same time. Staff can answer key analytical questions related to:
 - **Individuals Served**
 - Number of clients served: aggregated and filtered by program
 - Key demographics: age, gender, education, employment target, income source, length of time unemployed, transportation
 - Filter by "successful" and "not successful" clients
 - **Employers Served**
 - Number of employers
 - Map of employer locations
 - Employers by industry
- Provide data analytics bench support to supplement Prospect's small internal team. Datatelligent's team works collaboratively to help manage the workload and propel Prospect along its data maturity roadmap -- all with the goal of assisting Prospect's staff as they work to connect Albertans with employment opportunities.

"Working with Datatelligent has transformed our ability to assess program performance, make data-driven decisions, and ultimately, better aid our clients. This partnership has been instrumental in supporting our mission and serving the Alberta community,"

Kevin McNichol,
CEO

