

# State of Data Analytics in Nonprofits 2024



Datatelligent

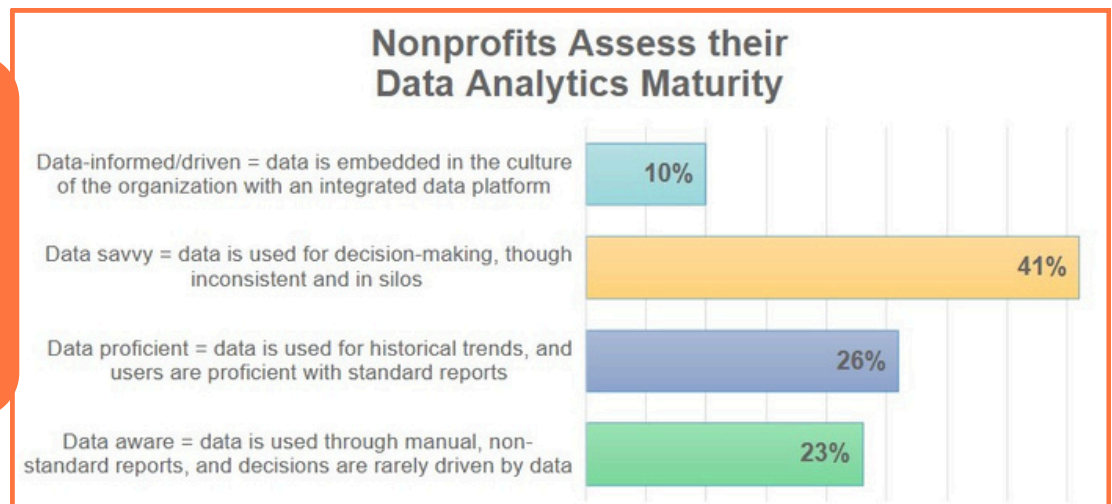
## KEY FINDINGS:

- A quarter (23%) report that decisions “are rarely driven by data.” While 41% report that their data is used for decision-making, the data is inconsistent and in silos. 26% report proficiency with standard reports for trends. Only 10% rate their culture as “Data Informed.”
- The **top three barriers to improving data analytics** reported are 1) **data is not organized or integrated** (55%), 2) **staffing qualifications** (43%), and 3) **organizational culture toward data and analytics** (43%)
- The **majority of respondents (59%) have used Generative AI tools**. Yet, **most nonprofit organizations do not have AI policies** and are not yet developing them.

## DATA ANALYTICS MATURITY

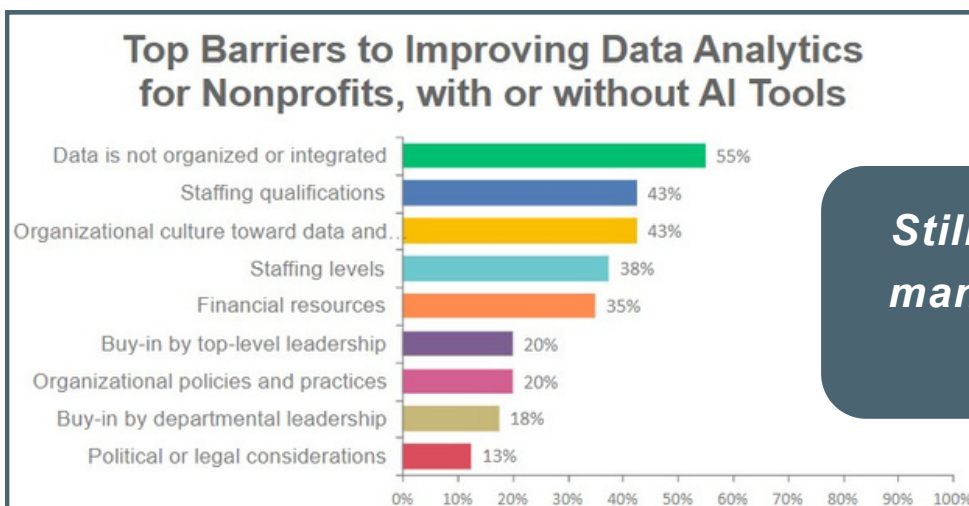
We asked respondents to assess their organizations’ data analytics maturity.

*only*  
**10%**  
*report that data is embedded in the culture*



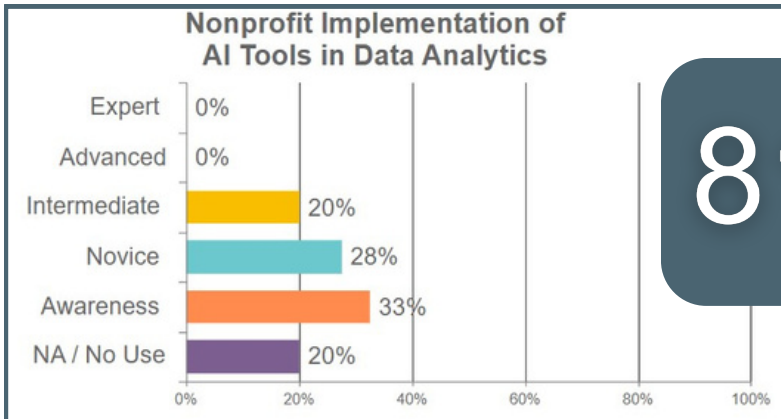
## BARRIERS TO IMPROVING DATA ANALYTICS

Respondents were asked to provide their top 3 barriers; the graph below shows the most frequent responses.



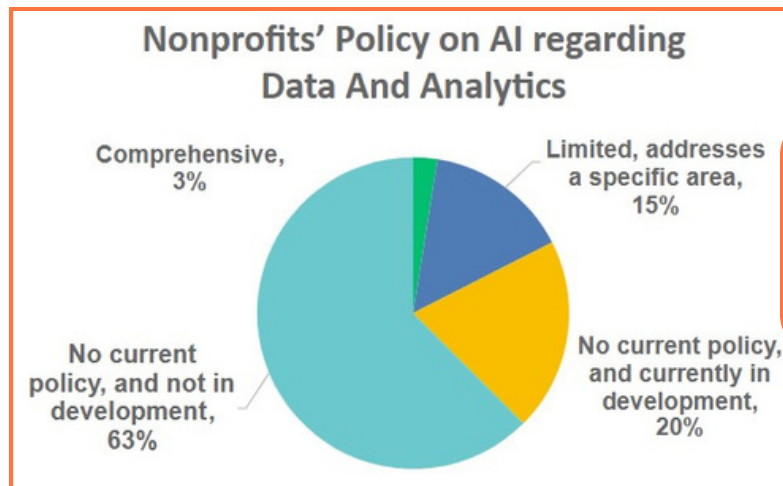
*Still working to move “from manual processes to digital processes”*

## AI TOOLS IN NONPROFITS >



81%

*of respondents were Novice and below in the implementation of AI tools*



83%

*of Nonprofit organizations do not have an AI Policy*

The majority of nonprofits (59%) are already using Generative AI tools/applications, while only a fraction report using Predictive (22%) or Pattern Recognition (4%). Yet, none reported their organization's implementation as Advanced or Expert.

### About the Survey:

This is an executive summary of our inaugural survey on the state of data analytics in nonprofits.

Participants answered seven questions about their 1) role, 2) the organizations's culture of data maturity, 3) top three barriers to improving data analytics, with or without AI tools, 4) actions taken to address barriers over the next year (open-ended), 5) AI tools already in use, 6) implementation of AI tools to data analytics, and 7) policy on AI related to data and analytics.

Respondents were in key nonprofit roles: C-Suite (37%), IT (26%), Fundraising or Marketing (21%), Programming (13%), Other (16%).

#### ABOUT DATATELLIGENT

Datatelligent enables the use of data to make our communities better. Our unique approach, Data Analytics as a Service (DAaaS), helps remove barriers for organizations to make data-informed decisions.



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