

# Integrated Data Solution Highlights Community Impact



IGNITES BUSINESS GROWTH



Non-Profit



[www.wbdc.org](http://www.wbdc.org)



Chicago, IL

## AT A GLANCE

### CHALLENGE:

The Women's Business Development Center struggled to access and analyze numerous data sources to determine program impact.

### SOLUTION:

Datatelligent integrated internal and external data sources and created a highly visual data dashboard, easing staff frustration and increasing efficiency.

### RESULTS:

WBDC can now accurately track organizational influence on grant applicants and adjust their programming to improve community impact.

## CHALLENGE



The Women's Business Development Center (WBDC) is a nationally recognized non-profit organization focused on women's business development and economic empowerment that was founded in 1986. They are focused on supporting and accelerating business development and growth, emphasizing women and diverse business owners. The WBDC provides services related to coaching and mentoring, business advising and educational opportunities, contract assistance, and financial resources.

Like many organizations, the impacts of Covid-19 created problems and opportunities for their clients, and the WBDC was intent on providing them with the essential assistance they required throughout this challenging time. In 2020, the State of Illinois offered financial assistance to businesses struggling with economic hardships during the Covid shutdown. In 2020, the Business Interruption Grant (BIG) program awarded \$290 million in relief to 9,000 businesses and was quickly followed by the Back-to-Business (B2B) program the following year, which disbursed additional funds.

The WBDC, as a Community Navigator organization, assisted clients in applying for B2B grants during the second round of awards that were offered in 2021/2022. The staff used a Hub-Spoke model to support grant applicants in a five-county area. But was their assistance beneficial? Did their counsel and support significantly impact the success of those applicants?

They did not have the internal data analytics capabilities to integrate and analyze the data, nor did they have the available staff time to complete the project in a reasonable timeline.

They needed a trusted partner to get the job done. They needed Datatelligent.

## SOLUTION



Datatelligent, as a data analytics partner with deep expertise in the nonprofit community, was selected to help build a data dashboard to assess the impact of their work with B2B grant applicants. WBDC sought to determine the community impact of using the Hub-Spoke model on Back-to-Business award applicants — and they needed a data analytics solution to do so. Datatelligent quickly got to work.



## SOLUTION (cont.)



Using Tableau, a data visualization tool, Datatelligent converted numerous data sources related to BIG1, BIG2, and B2B grant awards into usable data sets that were then integrated into a dashboard to display detailed awardee information. Key demographic data for grant awardees were included, as well as details on whether or not the applicants had received technical assistance from WBDC.

With the dashboard in place, WBDC staff, leadership, and Board members had self-service access to the data necessary to determine success in their B2B program outreach. They had the ability to visualize high-level program performance and detailed data points by individual grant applicants. WBDC could dig into how its technical assistance was affecting conversion. With those detailed data points in place, they broadened their analysis to include general census information, including gender, population, and race/ethnicity, to help tell the broader story. With this essential data incorporated into the dashboard, WBDC demonstrated its organizational impact and identified who benefited most and least from the grant process.

## RESULT



Following the development of the initial Back-to-Business Grants solution, which revealed the impact WBDC technical assistance had on grant applicants, Datatelligent continued to collaborate with the WBDC team to fine-tune and expand the dashboard's functionality. Additional data sources were incorporated into the solution, including updated B2B awards data, state-wide census information, and business data from Dun and Bradstreet.

WBDC now has the data needed to report findings to the State of Illinois and highlight the dashboard's potential future application. This analysis will improve access to future rounds of funding and has proven WBDC to be a valuable partner and thought leader in Illinois and beyond.

In addition to the broader scope of information now available, the solution's launch has decreased the manual work needed to produce reports in the past. The staff has easy and quick access to make data-driven business decisions, improve program effectiveness, and hit strategic goals.

*"Our partnership with Datatelligent has provided us with a dynamic resource that enhances our team's ability to objectively assess our impact on our community and helps us meet our goals. This has set a solid foundation for our ongoing efforts to become more data-driven,"*

Lotika Pai  
Chief Financial Officer

