 

[**Third Sector Research Forum (TSRF)**](https://evaluationsupportscotland.org.uk/tsrf/)

**Bringing Data to Life**

**Data webinar summary and further resources**

**About the webinar**
An overview of data visualisation and some popular tools. We hope this first session will kick off more activity around data visualization in the third sector, from tailored, practical webinars to bringing people together to share learning and tips. The webinar was hosted by SCVO on behalf of the Third Sector Research Forum.

  **Video recording of webinar on 14 May 2024:**

 [**https://www.youtube.com/watch?v=5VB-lTqRC74**](https://www.youtube.com/watch?v=5VB-lTqRC74)

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| **Video timings** |
| **00:00 – 21:00** | **Data visualisation & statistical communication** | **Prof Alasdair Rutherford, University of Stirling** |
| **21:00 – 30:00** | [**SCVO Sector Stats**](https://scvo.scot/research/facts-figures) **demo** | **Ilse Mackinnon, SCVO** |
| **30:00 – 42:00** | [**OSCR Charity Chart Tool**](https://www.oscr.org.uk/about-charities/data-and-research/) **demo** | **Cameron Goodsir-Maguire, OSCR** |
| **42:00 – 57:00** | **Tableau demo** | **Kate O'Hara PhD, University of Stirling** |
| **57:00 – 1:14:00** | **Q & A** |  |

**Links from presentations**

**SCVO**
Ilse demonstrated the back end of PowerBI, showing how SCVO uses it to produce our Sector Stats. SCVO State of the sector:

* Size and shape <https://scvo.scot/research/stats-size>
* Funding and finance <https://scvo.scot/research/stats-funding>
* People <https://scvo.scot/research/stats-people>

SCVO also uses other tools, for example our [Third Sector Tracker](https://scvo.scot/research/scottish-third-sector-tracker) uses [Displayr](https://www.displayr.com/) to produce an [Interactive Summary.](https://westeurope.displayr.com/Dashboard?id=69db89ab-d578-4981-9fa5-b261a01b643a#page=e693625b-f9b8-4b17-aa4a-d6dd7904bd98)

**OSCR**
Cameron demonstrated some ways OSCR uses data visualization, in particular:

* Charity Chart Tool <https://www.oscr.org.uk/about-charities/data-and-research/charity-chart-tool-beta/>
* Charity Constituency tool <https://www.oscr.org.uk/about-charities/data-and-research/map/>

**Other tools and sites mentioned, inc Flourish**

* 360Giving - lots of nice examples of how data visualisation can be used especially Flourish, plus grant data that can be downloaded as seen in Kate’s demo of Tableau. <https://www.threesixtygiving.org/data/explore-the-data/>
* Charity Classification: <https://charityclassification.org.uk/>
* Citizens Advice: <https://www.citizensadvice.org.uk/policy/publications/cost-of-living-trends/>

**Links to data visualization tools**

**General info about data visualisation tools**

* 7 Nonprofit Data Visualization Tools [link](https://fundraisingkit.com/blog/nonprofit-data-visualization-tools/)
* A guide to data storytelling [link](https://charitydigital.org.uk/topics/a-guide-to-data-storytelling-10834)

**Power BI**
The free Desktop version allows anyone to import data and create graphs etc. However, if you need to share your outputs by embedding them in your website or similar, you will need to consider purchasing an additional license. Options and costs can vary.

Power BI Desktop (free)

* <https://powerbi.microsoft.com/en-us/downloads>

Not for profit options for Power BI Pro

* <https://charitydigital.org.uk/products/power-bi-pro>
* <https://www.microsoft.com/en-us/nonprofits/power-bi>

**Tableau** <https://www.tableau.com/>
Offers a free version of Tableau. You can also [Get Inspired](https://public.tableau.com/app/discover) by other people’s projects, and look at their [Community Projects](https://www.tableau.com/en-gb/community/community-projects):

* <https://www.tableau.com/products/public>

**Piktochart**  <https://piktochart.com/infographic-maker/>

* Examples from session <https://www.scdc.org.uk/what/national-standards>
* Piktochart Gallery <https://create.piktochart.com/gallery>

**Next steps**
At the end of the webinar we asked attendees what they would like to see happen next. There was interest in both a community of practice and some more practical, hands-on webinars:



**Community of practice and mutual support:** A starting point for anyone interested in speaking to other people in the sector using data visualization tools would be to join the Third Sector Research Forum (TSRF) and link up with the TSRF Slack channel on data visualization.

* To join TSRF go to <https://evaluationsupportscotland.org.uk/tsrf/join-the-forum>

**How-to webinars on Power BI and Tableau:** We will be looking into running some practical sessions later in the year and will notify webinar attendees once we have some dates.

**Support**

Youtube – a HUGE range of videos for beginners and tips and how-to’s for advanced users.
Guides for beginners examples for Power BI, Tableau and Flourish etc:

* <https://www.youtube.com/playlist?list=PLD_XS4xNFQV4Do1CBXl6cIb8eHpC_i0fE>
* <https://www.youtube.com/watch?v=TmhQCQr_DCA&ab_channel=KevinStratvert>
* <https://www.youtube.com/watch?v=c7LrqSxjJQQ&list=PLmHVyfmcRKyzp9Mu-C-Zx8CsPSPelaDR8&ab_channel=LeilaGharani>
* <https://www.youtube.com/watch?v=jEgVto5QME8&t=641s&ab_channel=PenguinAnalytics>
* Third Sector Lab <https://thirdsectorlab.co.uk>
* Third Sector Lab and the Curve - digital training webinars inc Data Skills <https://www.youtube.com/playlist?list=PL6lXMn_QJvaH3M8iBfbUeXCs_SnNAuVtc>

There are also organisations that can help you find students or pro bono specialists who can help you make sense of your data, eg

* DataKind UK <https://datakind.org.uk>
* The Data Lab <https://thedatalab.com/business-support/>

**Contact**

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