

WHAT DATA TERMINOLOGY LOOKS LIKE

PLAN: Data strategy

STRATEGY

- Why we need data
- What data we need
- How we plan to collect it
- Managing risk

DO: Data collection



Surveys



Interviews



Focus groups

Case notes



Google Analytics Tracking

ASSESS: Data analysis

	Boys	Girls
UK	12,636	6,904
US	16,035	40,653
Tot.	28,671	47,557

CONCLUSION:

The programme achieved considerably better results for girls in the US than it did in UK.

REVIEW: Data visualisation



Infographics

Diagrams

Dashboards