

StratusLIVE WEBINAR



WITH



Empower Nonprofit Excellence:

Business Intelligence &
Data Visualizations Explored

Thanks for joining us!



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StratusLIVE empowers organizations to
drive meaningful change through
modern technology and **personalized services**.

DONOR PROFILES

20+

MILLION

ANNUALIZED GIVING

\$1+

BILLION



Business Intelligence

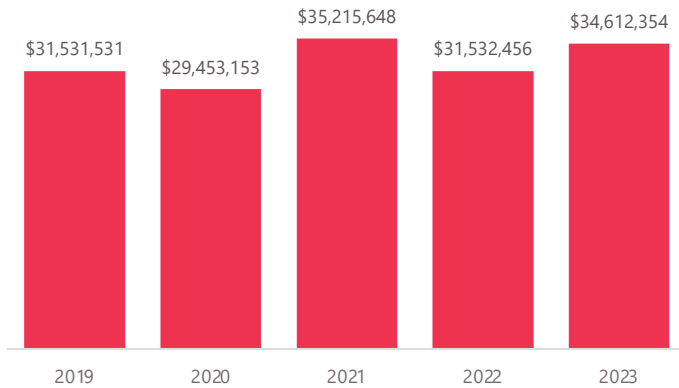
Our Services

- Microsoft Power BI Implementation
- Tableau Implementation
- KPI & Metric Design
- Fundraising Strategy
- Dashboard Development
- Predictive Modeling
- AI Driven Insights Powered by IBM Watson
- Training

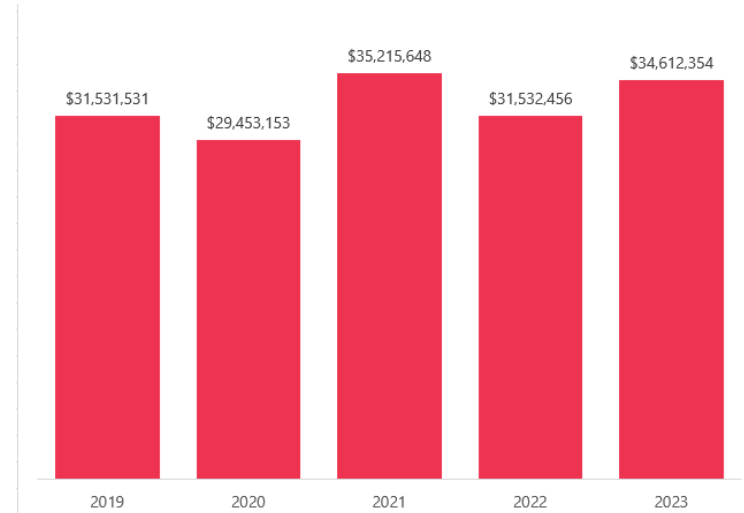
and many more...

Can you spot the difference?

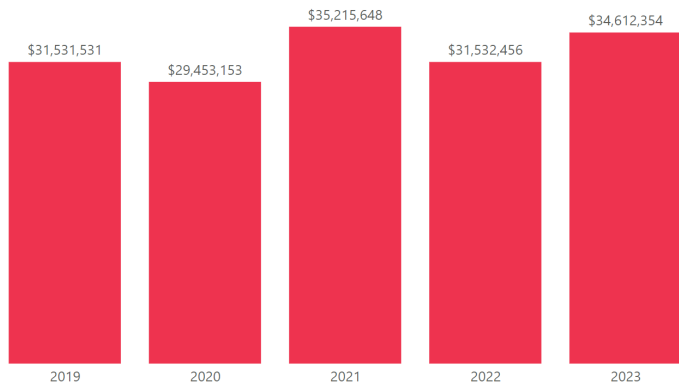
Excel



PDF



Power BI



Can you spot the difference?

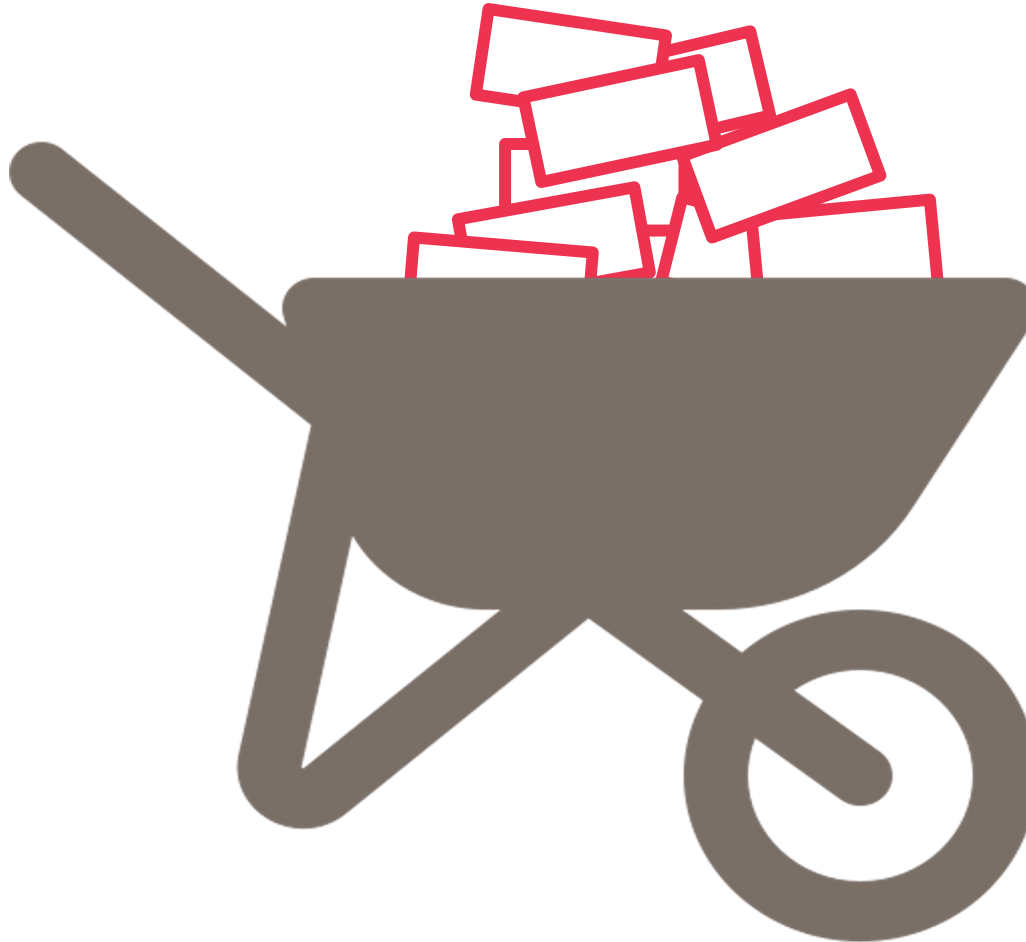
Power BI

- **Security**
- **Stale Data**
- **Accuracy**
- **Interactive**
- **Automation**
- **Time to Decision**
- **Data Empowerment**

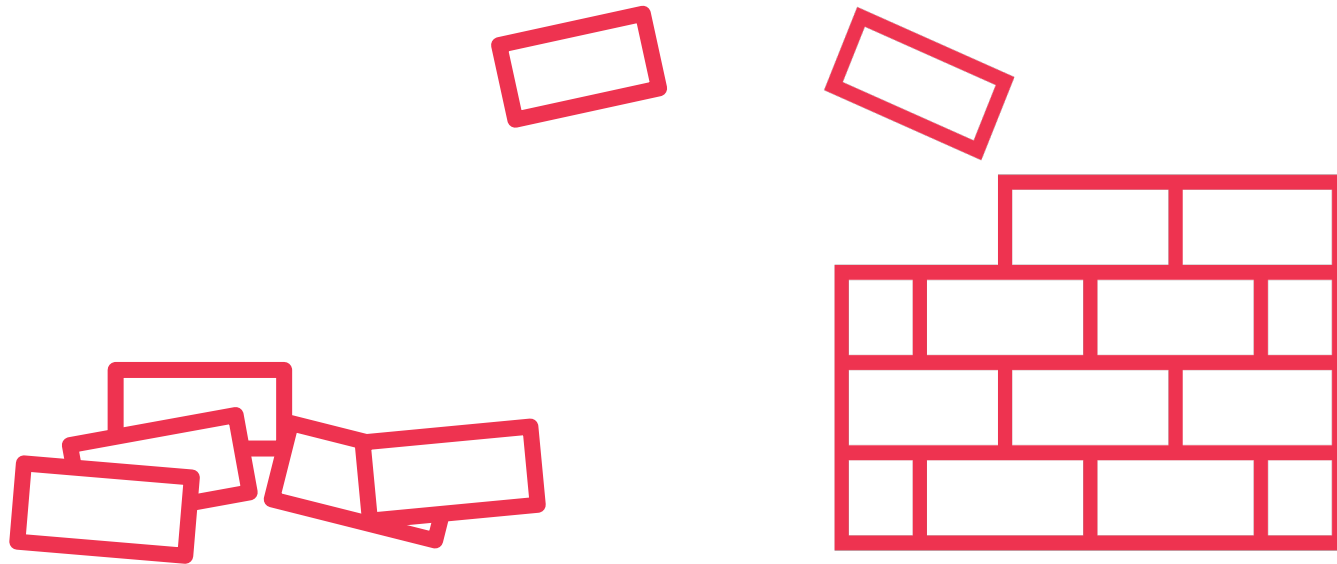
What is Business Intelligence?



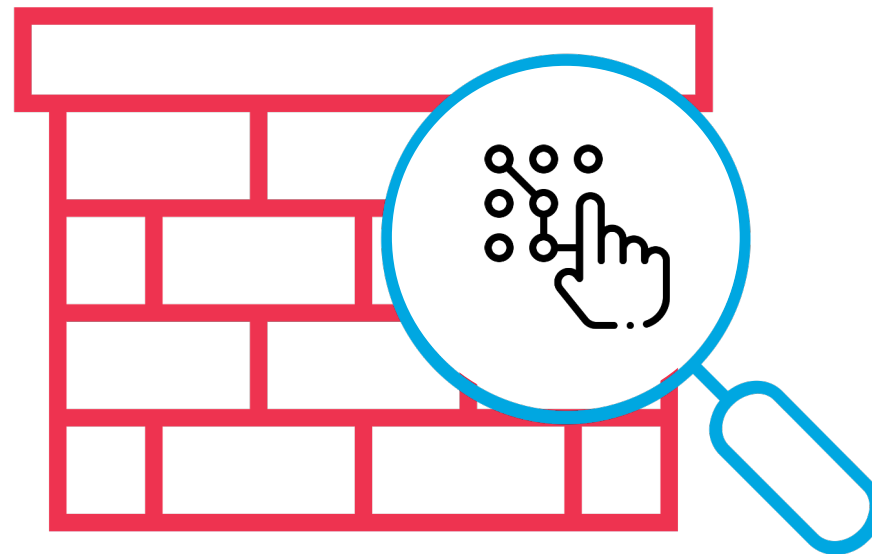
1. Collecting Data



2. Storing Data



3. Analyzing Data



4.1 Communicating Insights

Portfolio Analysis

Manager Name

Reed



A

Grade

59%

Strike Zone %

1.50%

Share of Wallet

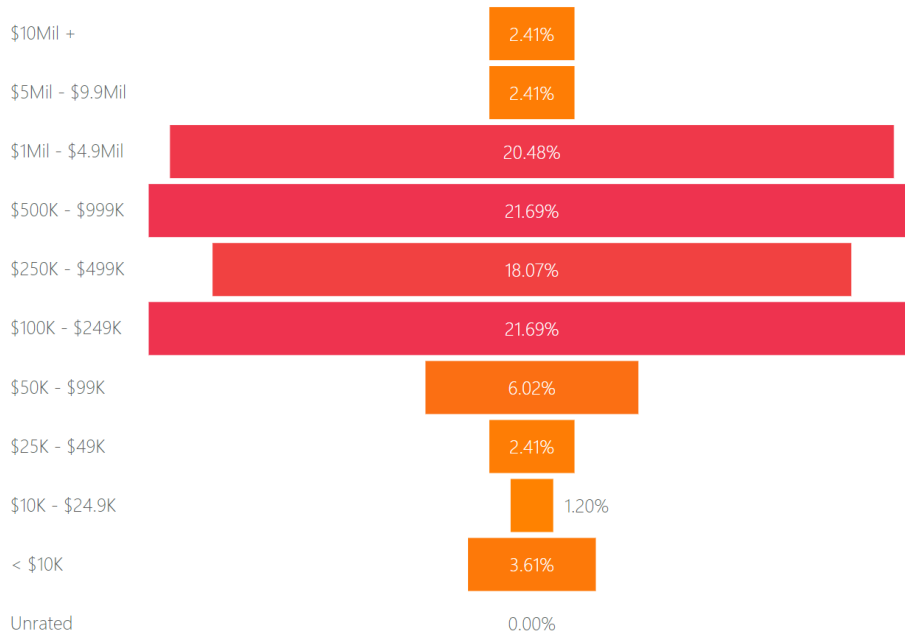
118%

Visit Density

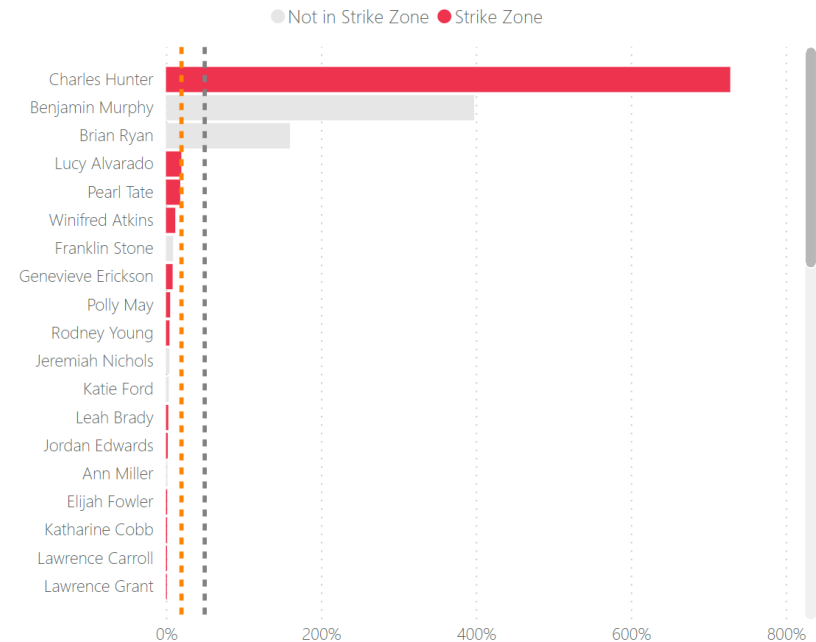
\$2M

Total Giving Over the Last 5 Years

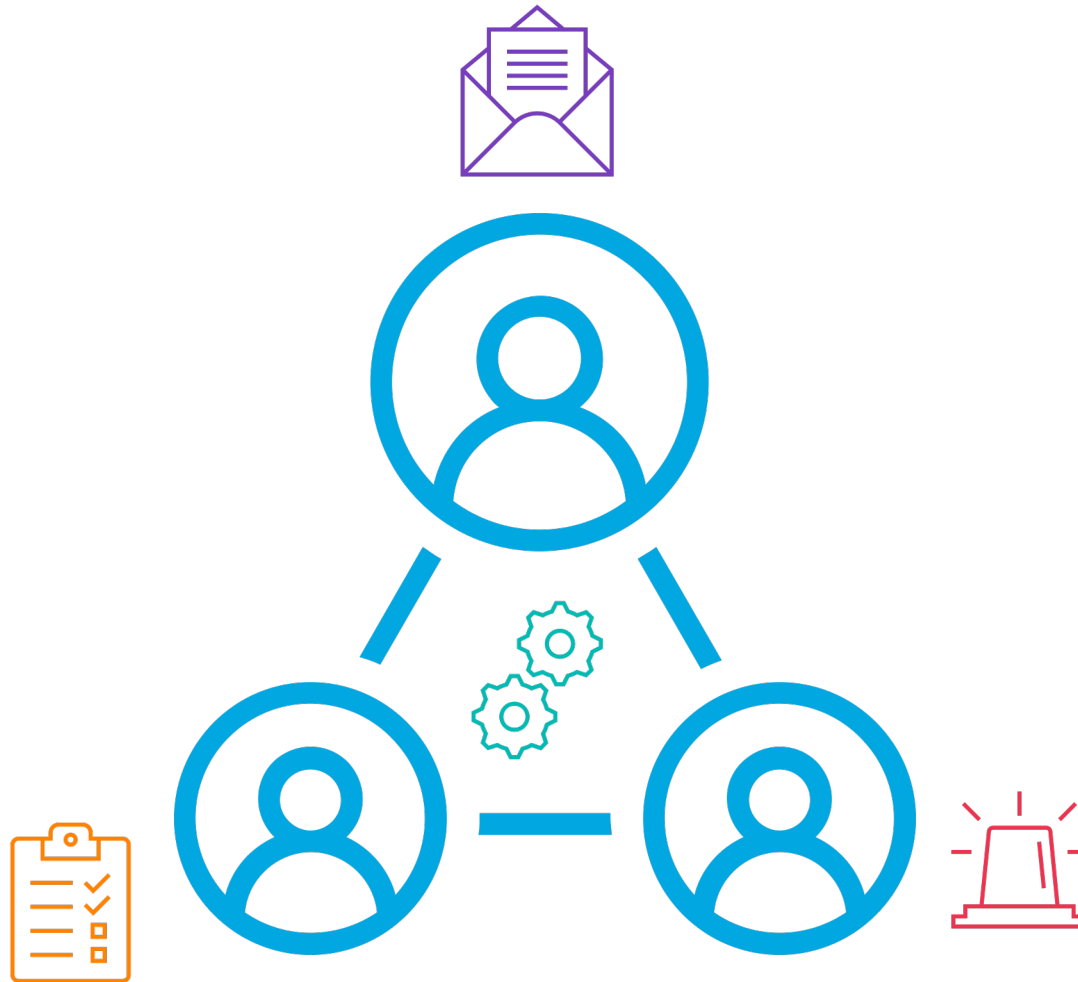
% of Portfolio by Capacity



Share of Wallet by Constituent and Strike Zone



4.2 Creating Automations



How to advocate for business intelligence

How do you convince your boss, your colleagues, and your organization that it's important?



The Spectrum of BI

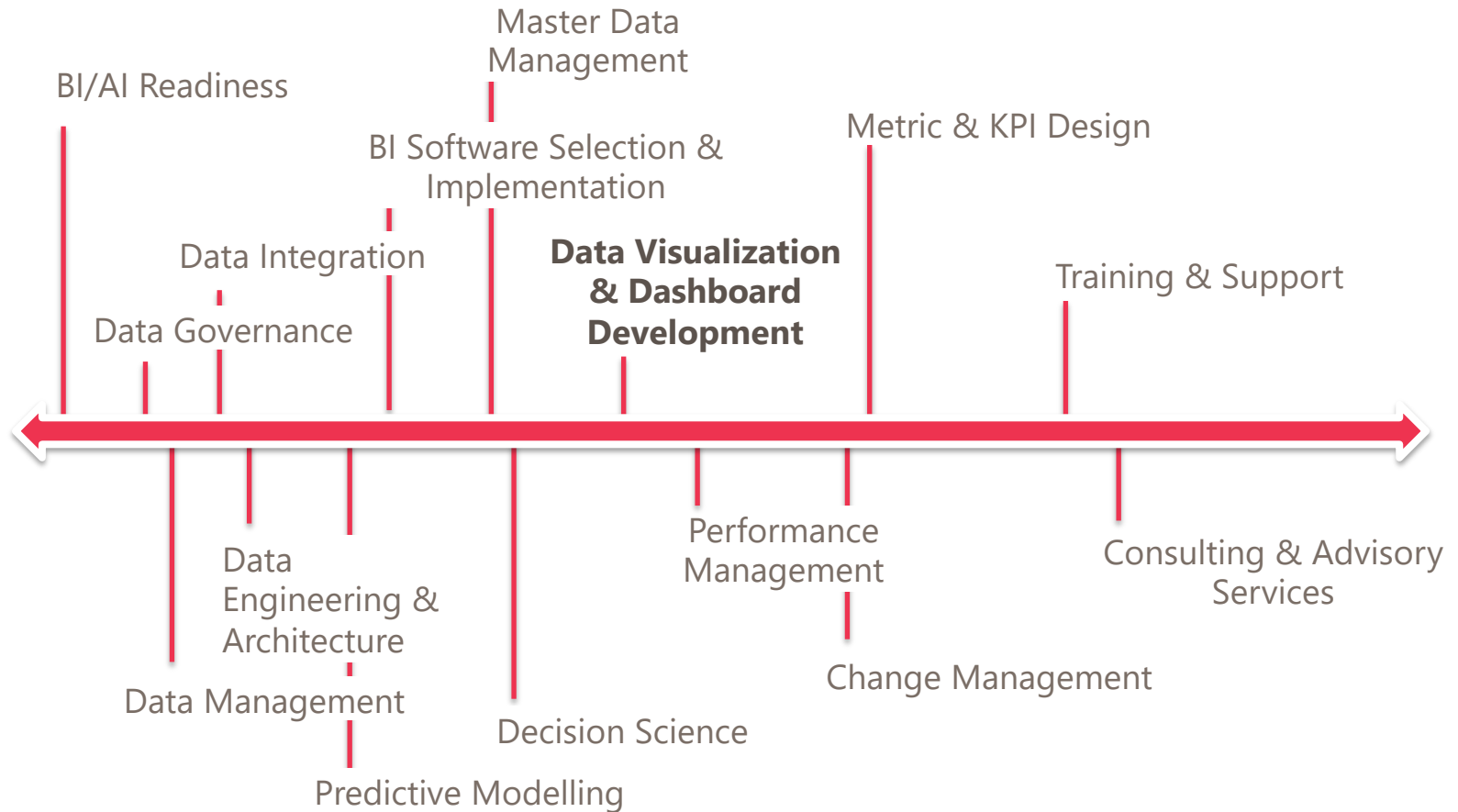
What many think Business Intelligence is...

Data Visualization
& Dashboard
Development



The Spectrum of BI

What we think Business Intelligence is...



What is the goal?



Culture Change

What is the goal?



Save Time



Quickly Identify Anomalies & Opportunities

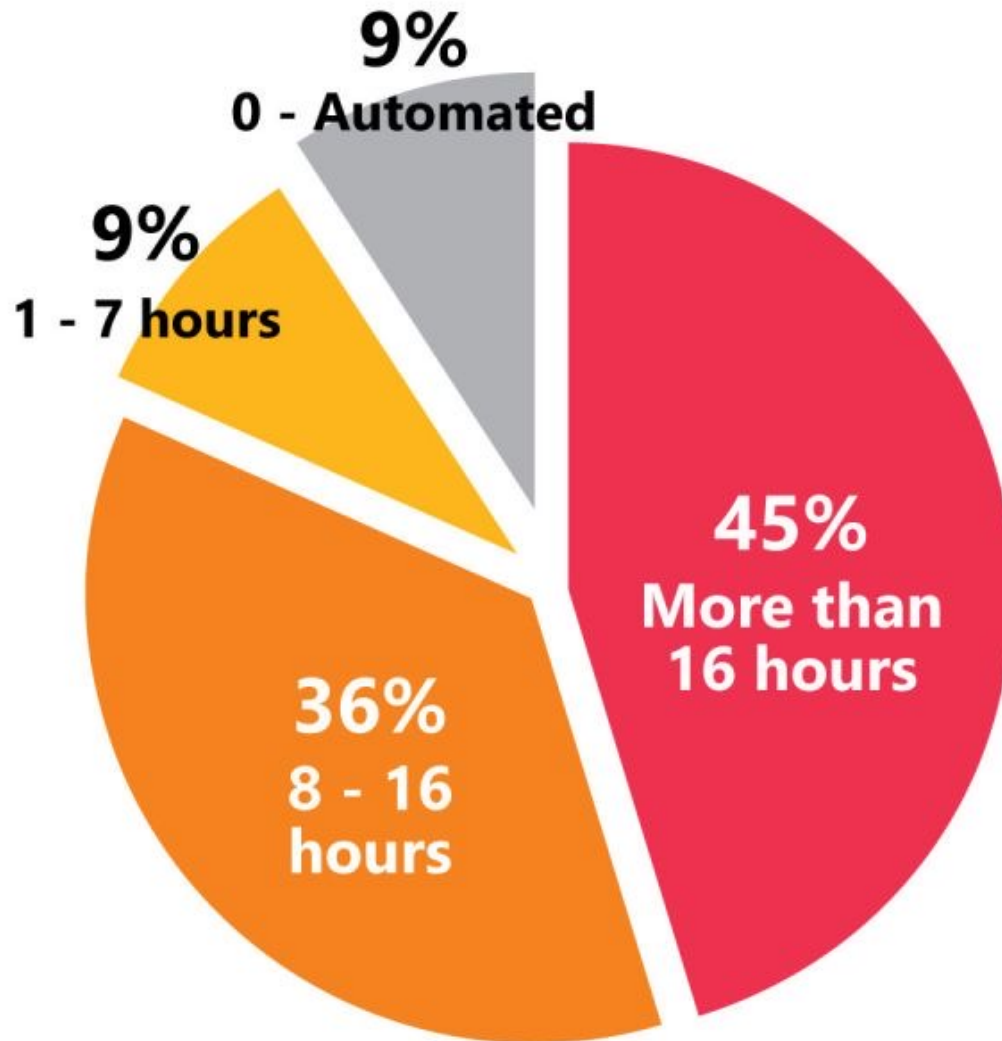


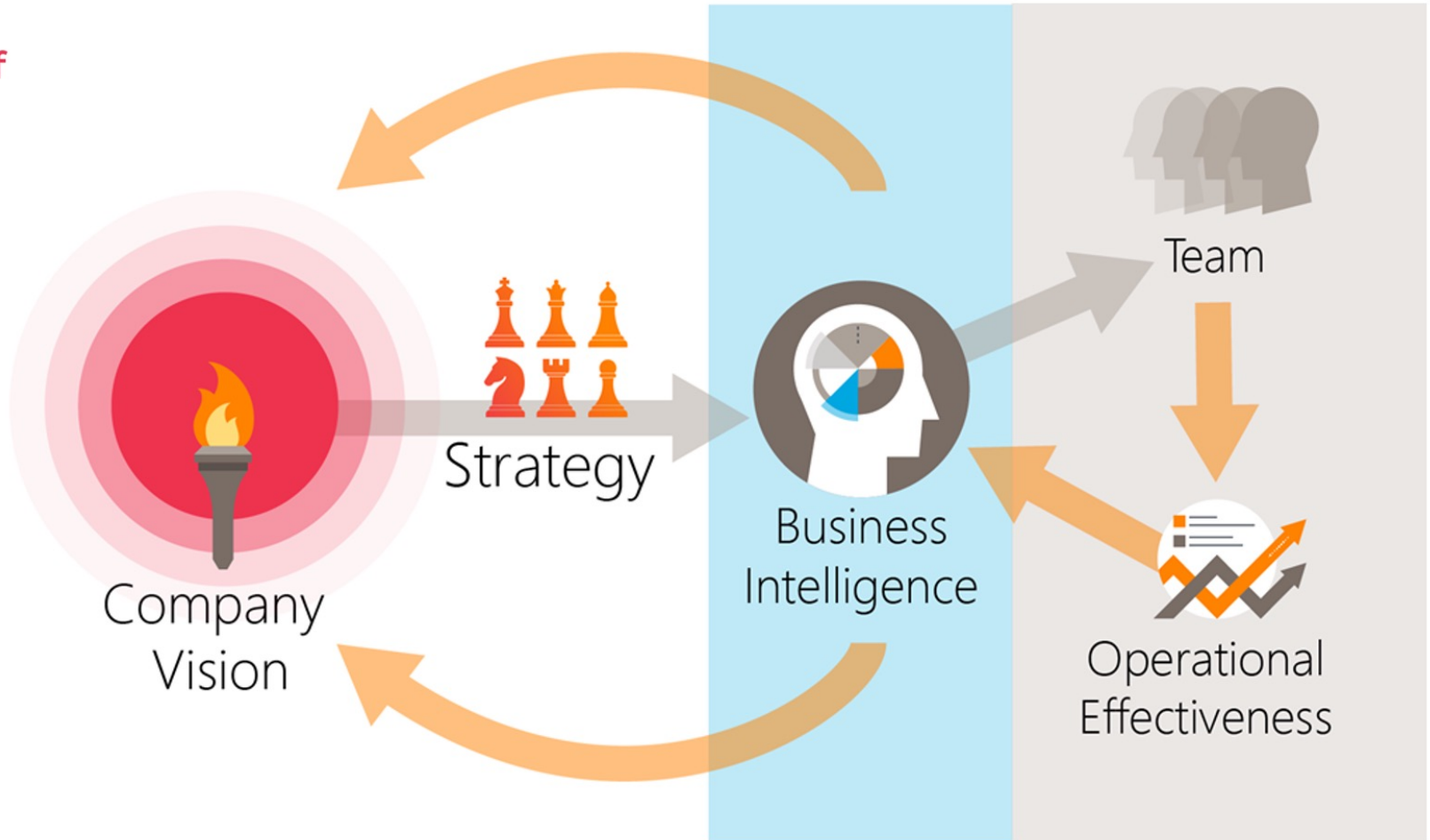
Effectively Communicate Insights

What is the goal?

~~Busy Hands~~
Busy Minds

How long does your organization spend developing reports each month?





How to advocate for business intelligence

How do you convince your boss, your colleagues, and your organization that it's important?

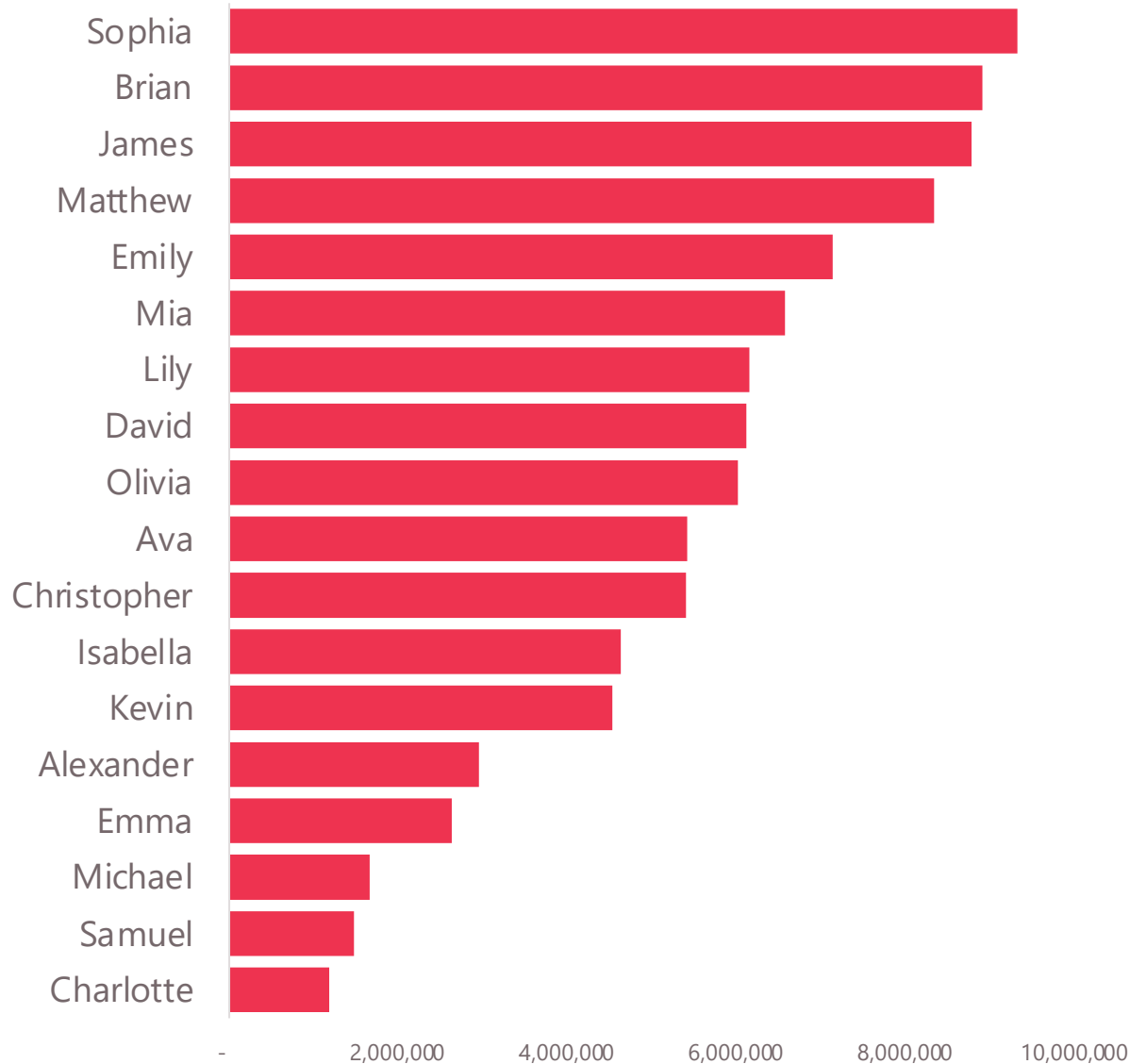


Why Visualize Data?

Why Visualize Data?

Emily	8,204,302
James	189,637
Olivia	321,036
Michael	1,478,253
Sophia	3,751,182
David	6,477,402
Ava	867,177
Brian	6,362,763
Isabella	153,522
Christopher	2,367,817
Emma	8,517,861
Matthew	7,206,215
Mia	4,927,657
Kevin	2,769,413
Charlotte	2,188,261
Alexander	2,189,620
Lily	6,016,319
Samuel	1,231,097

Why Visualize Data?



Pre-attentive Attributes

Orientation



Length



Width



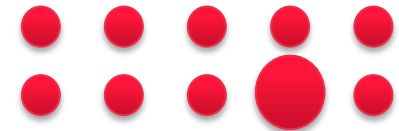
Shape



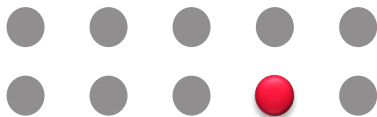
Curvature



Size



Color



Enclosure



Gradient



F-Pattern



Eyetracking by Nielsen Norman Group nngroup.com NN/g

A Crowded Field



2018

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2018)

As of February 2018

© Gartner, Inc

2019

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2019)

2020

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2020)

As of January 2020

© Gartner, Inc

2021

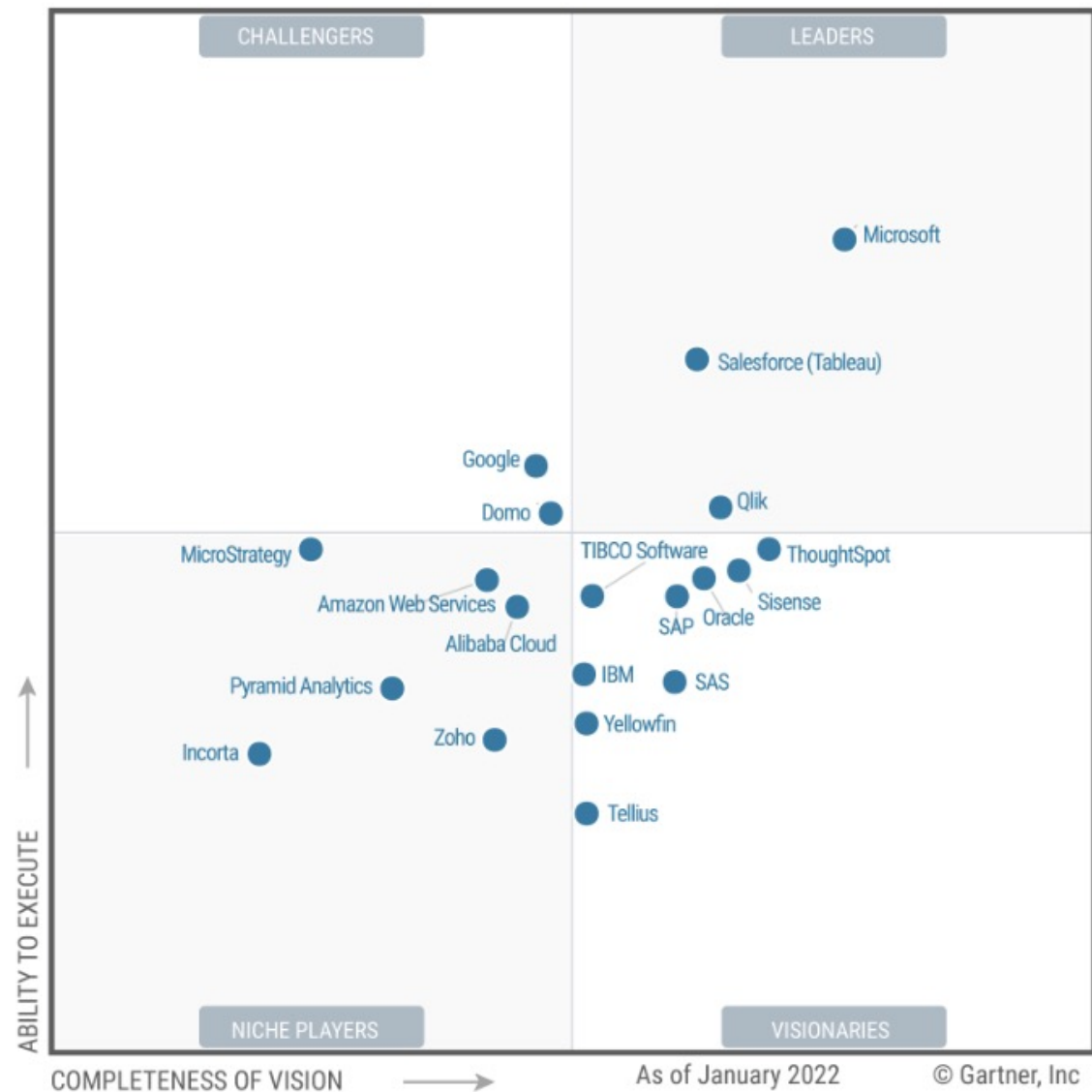
Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms



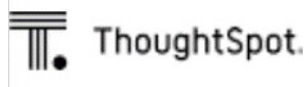
Source: Gartner (February 2021)

2022

Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (March 2022)



Key considerations to make before you use BI

- **Data Sources**
- **Integrations**
- **Data Governance**

Power BI within StratusLIVE 365



Questions?



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