



# DATA USE TIPS

May 2016

This document is intended to be a summary of the key highlights presented in this module on data use and how data use applies to mHero.

## Data Use in General

- Include your stakeholders - who you are collecting data for - in your process of collecting and analyzing data
- When possible, build data collection into existing programs to streamline data collection
- Collect only data that will be useful such as data to:
  - Inform decisions and actions
  - Demonstrate program outcomes
- Plan how you intend to use data collected alongside data collection
- Don't be complacent about data quality. You must make sure to clean and validate the data before analyzing it.
- Plan for feedback loops to provide data back to those generating the data
- Be realistic about "real time" data



## Data Analysis

- Don't underestimate the time it takes to analyze data
- Descriptive analyses describe the "what" and "who" about a program or health service
  - Descriptive analyses do not define causality – that is, they tell you "what," not "why"
  - Quantitative analyses can be done on data that is countable
  - Qualitative analyses are done on free text data
  - Use the tools you have such as excel for simple and quick analysis; use more sophisticated systems like SAS or SPSS for complex data analysis
  - Use the Filter Function in Excel to help you create quick analysis with charts
  - Once you complete your analysis, create meaningful data analytical reports with data visualization



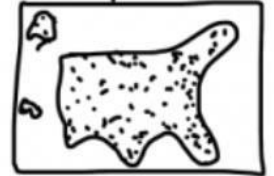
## Data Visualization

- Important steps for creating a strong visual: (1) Know your audience and context (2) Find the story in your data (3) Build your visualization (4) Disseminate, share and use
  - Sophisticated data visualizations such as maps and interactive graphs take time and expertise to create. Be sure to allot for this in your planning.
  - When using dashboards for data visualization, be sure to consider sustainability of that data over time. They take time and energy to maintain data quality and integrity.
  - Remember infographics are great tools for sharing a lot of information
  - If possible share your data visualizations!

Scatter plot



Map



Dot Plot

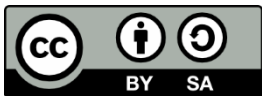
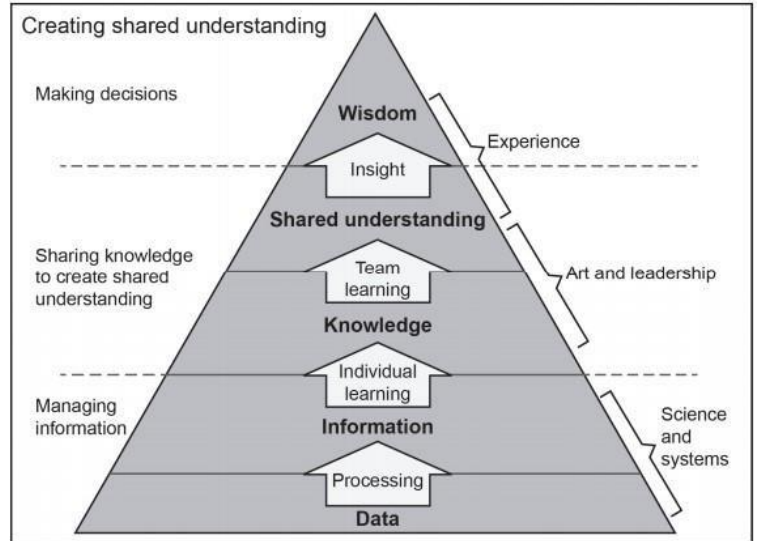


Line Graph



## Data for Decision Making

- Know your stakeholder's goals. Ensure your data collection, analysis and presentation respond to your stakeholder's needs and goals.
  - Create a culture of data use by increasing demand for data
  - Discuss your data! To make it actionable, engage stakeholders about what their data means and what actions might need to be planned



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