

Q-Step Summer Project 2017:

Reason Digital

Ref: #37 UoMQStep 2017 Reason Digital

Team/Department: Strategy and Insight Team

Address: 3rd Floor, 24/26 Lever St, Manchester, M1 1DW

Provisional Title for Project: "Using Data Analysis to Get the Best Out of Charity Websites"

100 word abstract of what the project would probably undertake, and any data to be used:

Reason Digital is a social enterprise that works exclusively with charities and other third sector organisations on projects that do the most social good. You'll make use of Google Analytics to spot definitive trends across our client base and provide benchmark analysis of current activities.

You'll learn about bounce rate and other types of metrics. No prior knowledge is assumed. Training will be provided with the view to receiving a 'Google Analytics IQ' certificate. The outcome will be a professional-level knowledge of Analytics and a deep understanding of how digital can increase social impact.

You're not here to make the tea; you're here to make a difference!

Key Words (up to 12): Google Analytics, Social Impact, Benchmarking, Charity, Digital

Essential and desirable skills that the student would need to have:

Essential: Good working of MS Excel
Enthusiasm

Desirable: Knowledge of SPSS

Preferred selection method: Interview

Support and training offered by the organisation:

Support from the research team and help with Google Analytics training

Any issues of data confidentiality and/or IPR that would need to be resolved: N/A

Supporting Information:

Reason Digital is 40+ strong team of digital innovators. We work with clients such as the Trussell Trust, Alzheimer's Research UK and Age UK, exclusively on projects that do the most social good. And we have an ice cream machine!

Financial assistance offered by the organisation: N/A