How to ... Views data analysis Reports

Over the last four years the Research & Insight Team at StreetGames has been working with Substance to develop a range of bespoke reports within the on-line monitoring portal, Views to help doorstep sport organisations to review and analyse their data in more depth, to enable organisations to more easily:

- Keep track of progress and assess how things are going
- Identify which activities and sessions are working well and where changes/improvements may be needed.
- Identify who is coming (and who is not) and whether sessions are attracting the intended target group
- Identify how often people are coming and whether they may be in danger of dropping out
- Provide consistent performance measurement
- Provide evidence of need that can help to lobby for further support, funding and resources and assist sustainability.

To find the relevant sections, log in to your Views account and hover over the reports tab. A pop up menu will appear as seen here, and from here select the relevant option.

Statistic Summary

The starting point when looking at your attendance data, is the ‘Statistic Summary’ page, this shows you the basic dataset for your doorstep sport activity. You will be able to see data which tells you:

- Total participants
- Gender Split
- Ethnicity
- Age Range
- Retention/dropout
- Attendances
The ‘attendance frequency statistic summary’ report identifies the rate at which your participants are retained (attended at least 5 sessions) and sustained (attended at least 10 sessions) over a certain period of time.

### Exports

The export function is where we have done the most working in creating new reports which allow for a greater depth of analysis into specific areas, such as:

### Activities

Exports which allow you to look at the different sports you have provided broken down by age, gender, ethnicity, session group and venue.
The export data can then be simply turned into a chart in Excel like the diagram above, which gives a good visualisation of the data for each sport, simply showing the popularity of the different sports offered. This can be expanded to show gender, age and ethnicity splits by activity as well.

The table above shows the activities broken down by each venue you have used. You can also export the basic info for your participants to extend further your analysis to show the locations of your participants and how far they travel to attend your sessions. This is also useful to compare whether sessions held on certain days are more popular than others. For example, analysis of a sample of accounts showed that the most popular day of the week to host a session was a Friday, participants also travelled further on a Friday than any other day of the week. Tuesday was the least popular.

**Frequency of attendance**

Exports which allow you to examine the regularity with which your participants attend sessions over either a monthly or quarterly time period.
The chart above shows that whilst the number of participants attending 4 times a month (i.e. typically once a week) is consistently high, there are certain months where participation drops slightly. Knowing this can allow you to examine if there was anything that changed at your sessions which may have caused this.

**Length of attendance/drop out**

Exports which allow you to firstly, discover how long participants have been attending sessions for and secondly, how many sessions participants attend before they drop out.

![Length of attendance/drop out](image)

The table above shows you how long participants have been attending sessions. In this example, it can be seen that a large proportion have been attending over many months - a good example of the long term success of the session.

![Length of attendance/drop out](image)

The Table above demonstrates how many sessions participants attended before they dropped out. This can help to identify if there is a certain point that it is becoming common for participants to drop out. For example, the above shows that a high proportion of participants only attended one session, emphasising the importance of ensuring that new participants are made to feel welcome, to encourage them to come back next time. Participants are much more likely to develop a sporting habit if they are successfully engaged in these early weeks.

**For more info or support contact**

joe.keohane@streetgames.org
0161 707 0782
Research & Insight
StreetGames