Measuring what matters - let data tell your story

Guernsey Charity Sector Conference 2025

About Concise

Concise is a data consultancy that helps businesses get value from their data through automation, strategy & actionable insights.

Our mission is to empower businesses with actionable insights and innovative strategies, harnessing the power of data to drive growth and efficiency. We are committed to delivering excellence through our passion for data & technology and a foundation of integrity, and collaborative partnership.

Our expertise spans the entire data & digital journey, from strategy and infrastructure to advanced analytics and upskilling, ensuring businesses can use data effectively. We do this through 4 core service offerings:

- Data Analytics & Visualisation - Enabling businesses to become data-driven, putting data at the heart of decisions.
- Data Strategy & Management - Providing the necessary foundations at both the strategy and infrastructure level to be successful with data.
- Data Science & AI - Taking innovative approaches to uncover actionable insights.
- Training & Upskilling - Giving your team the power to continue.

Concise is your trusted partner in data maturity and digital transformation, guiding businesses through every stage of their data journey. Our services don't exist in isolation - successful projects require a blend of strategy, engineering, analytics, and upskilling to create a scalable, insight-driven data ecosystem.

Services

01

Data Analytics
&
Visualisation

02

Data Strategy
&
Management

03

Data Science
&
AI

04

Upskilling & Agile Coaching

Let’s talk data

Measure What Matters

- Noise Versus Signal
- Vanity Metrics
- Output versus Outcome

Storytelling with data

- The power of data visualisation
- Focus Attention
- Tell a Story

Coffee Or Tea?

Which Car?

MythiTriumps

MythiTriumps

Nytheris is a graceful, serpentine dragon that glides silently above the treetops. Its silver scales glint like moonlight, and glowing runes along its tail pulse with ancient wisdom. Legends say it can bend the wind and veil entire forests in illusion.

Brontaflare roams the volcanic highlands, its lava-fused fur radiating blistering heat. Revered and feared, this elemental guardian brings both destruction and rebirth. Its roar can cause tremors, and its fiery mane never ceases to burn.

MythiTriumps

Zephyrix

Mystic Power: 7

Speed: 10

Intelligence: 6

Ferocity:

Thornock

Mystic Power: 5

Speed: 2

Intelligence: 6

Ferocity:

MythiTriumps - Who wins on speed?

Lumimara

Mystic Power: 9

Speed: 4

Intelligence: 8

Ferocity:

Velvetaur

Mystic Power: 8

Speed: 6

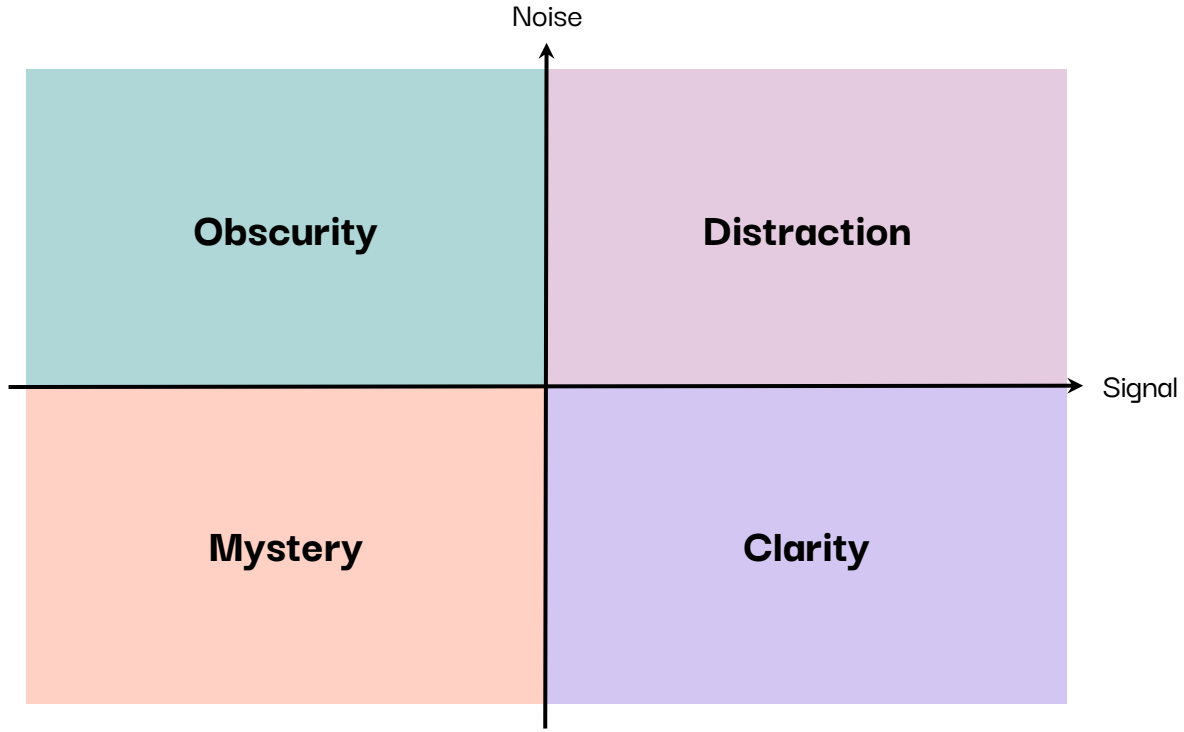
Intelligence: 7

Ferocity:

Noise vs Signal

- Noise: items of no value that obscure useful information
- Signal: information that conveys meaning

Noise vs Signal



Vanity Metrics vs Actionable Metrics

“Vanity metrics are metrics that make you look good to others but do not help you understand your performance in a way that informs future strategies. These metrics are exciting to point to if you want to appear to be improving, but they often aren’t actionable and aren’t related to anything you can control or repeat in a meaningful way.”

Tableau

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Tableau

The Danger of Misleading KPIs

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Wells Fargo Scandal

- KPI was set where employees were required to hit **an average of eight financial products per customer**. *"Eight is great"*
- The intent was to increase customer engagement and revenue, but it instead created extreme pressure on employed to meet unrealistic targets.
- So employed began **fraudulently opening millions of unauthorised accounts** in customer names, forging signatures and enrolling them in products without their knowledge.
- The scandal resulted in massive lawsuits, regulatory fines, and irreparable damage to customer trust.

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Volkswagen Emissions Scandal

- **Emissions compliance** was set as a major KPI for VW in the US market.
- Instead of genuinely improving diesel engine performance to reduce emissions, Volkswagen engineers designed **software that cheated emissions tests** - detecting when the car was being tested and temporarily reducing emissions to pass.
- Once back on the road, the cars emitted polluted up to **40 times above legal limits.**
- The deception led to billions in fines, lawsuits, executive resignations and a massive loss of public trust.

Outputs vs Outcomes

Things we do

The impact we make

500 meals served → **75%** reduction in reported loneliness

20 new volunteer recruits → **90%** retention in volunteers per year

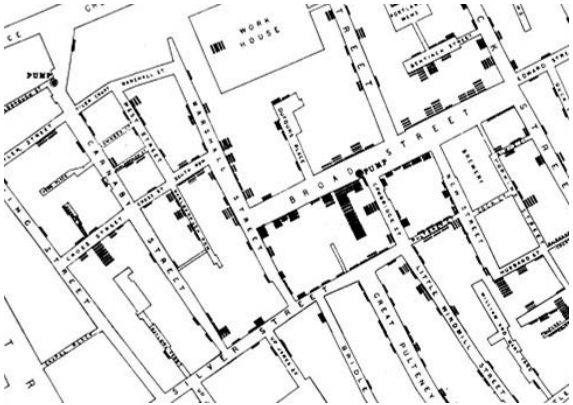
10 AI safety workshops delivered → **8 out of 10** participants now feel *very* confident spotting AI generated content

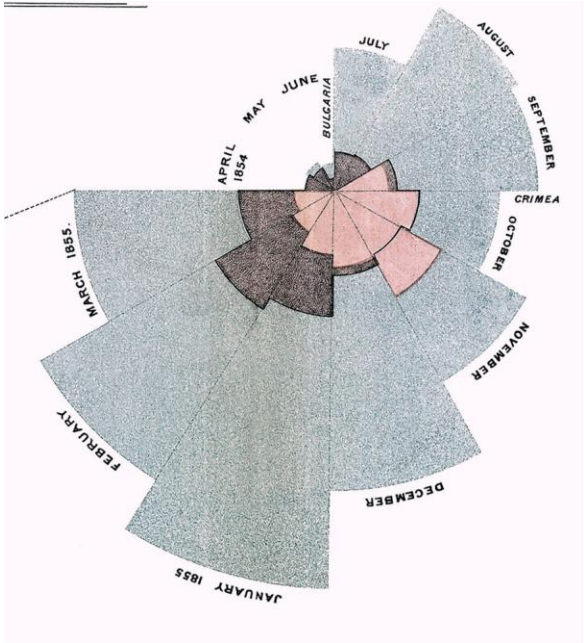
Some Practical Tips to Measure What Matters

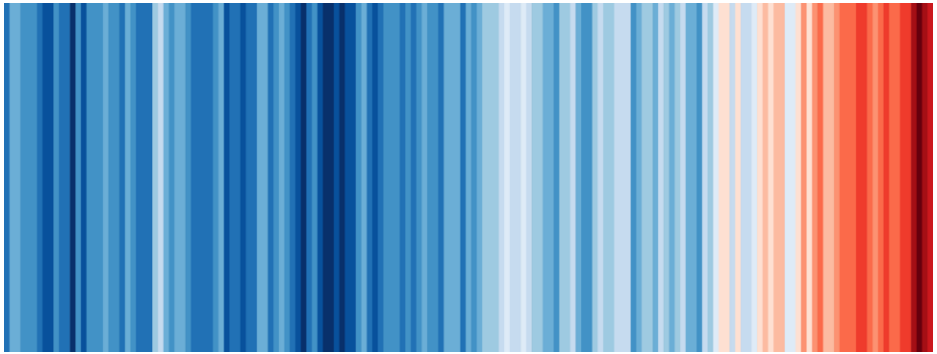
- Start small & consistent
- Ask easy questions (quantitative)
- Get Feedback (qualitative)
- Reuse what you already collect

- Excel, Google Sheets
- Microsoft Forms, Google Forms, Typeform, survey monkey, doodle polls etc
- Powerpoint, Google Slides, Canva

The Power of Data Visualisation







13 The human brain can process entire images that the eye sees for as little as **milliseconds**

4 1 8 3 4 2

5 7 9 1 6 3

2 3 8 7 1 5

3 6 3 4 9 2

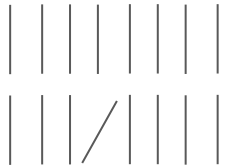
9 4 7 2 8 1

7 2 9 1 7 5

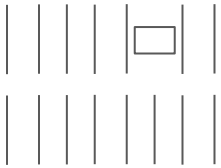
4 7 2 8 6 5

9 3 4 7 2 6

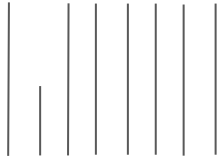
Preattentive Attributes



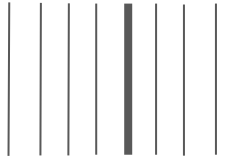
Orientation



Shape



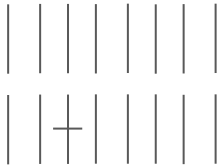
Length



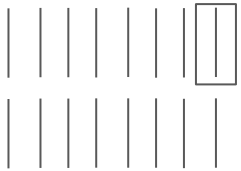
Width

Size

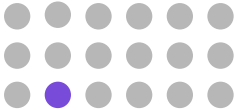
Curvature



Added marks



Enclosure



Hue

Intensity

Spatial

Motion

Visual Guide

Number	Vertical/ horizontal Bar	Vertical/ horizontal Stacked Bar	Line	Scatter
Square area	Heat Map	Bullet	Slope (or sankey)	Pie or Donut

Visual Guide

55%

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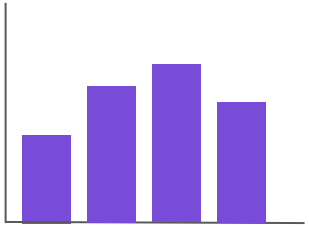

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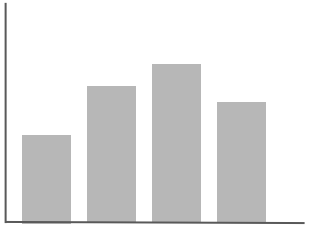

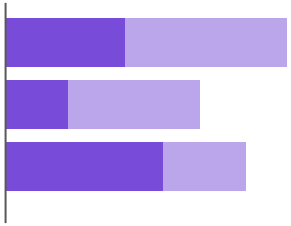

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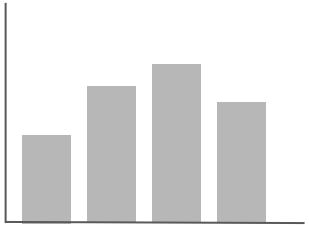

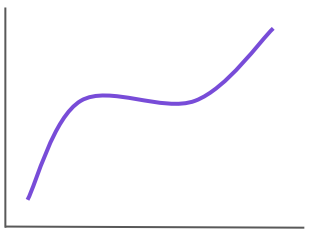

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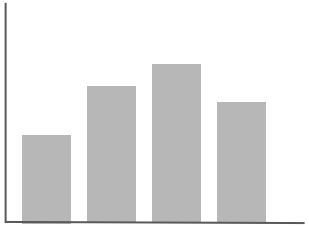

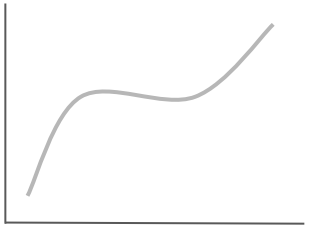

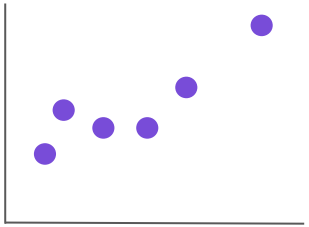

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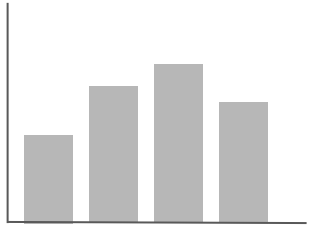

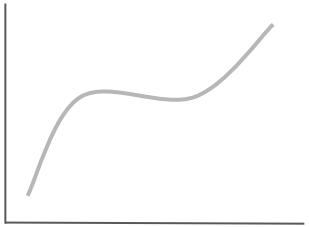

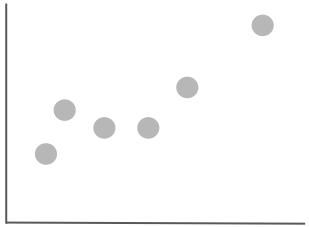

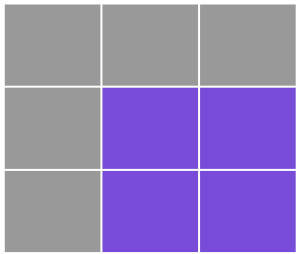

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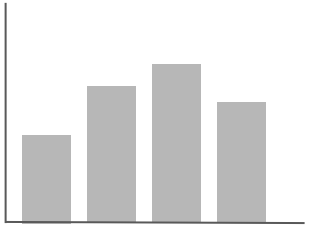

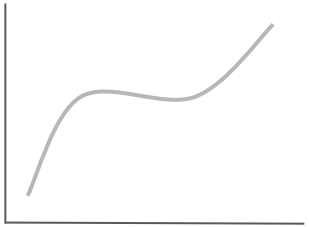

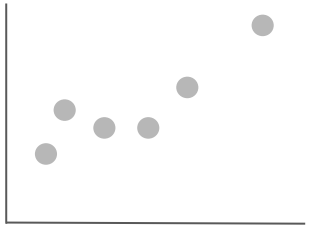

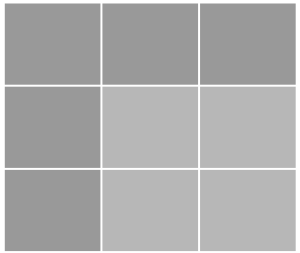

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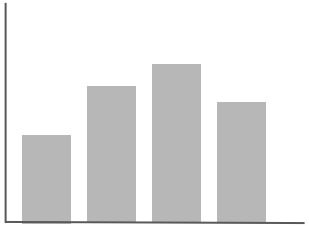

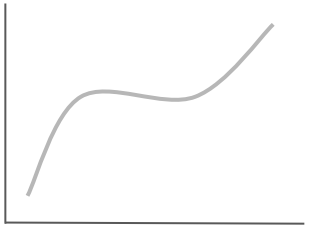

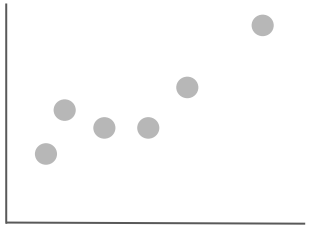

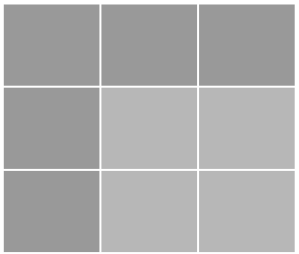

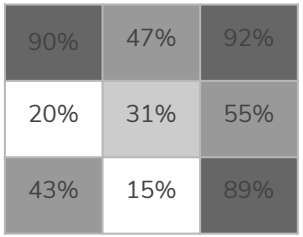

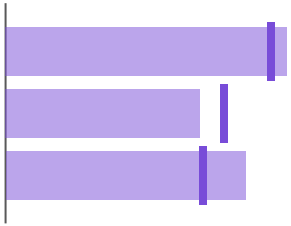

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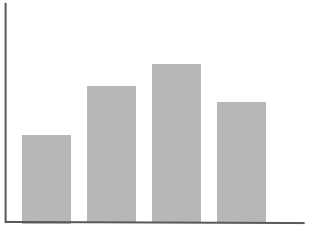

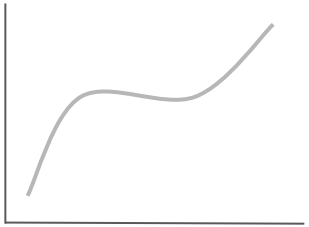

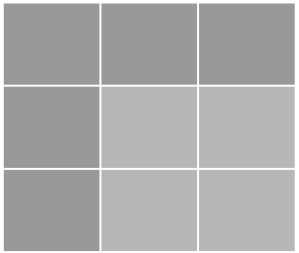

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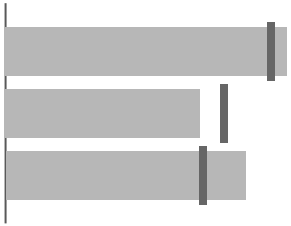

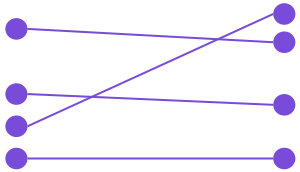

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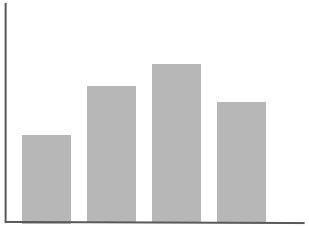

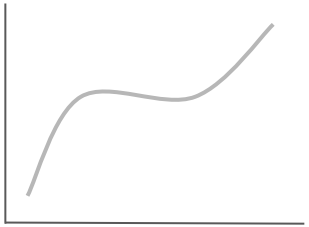

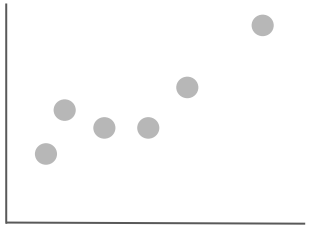

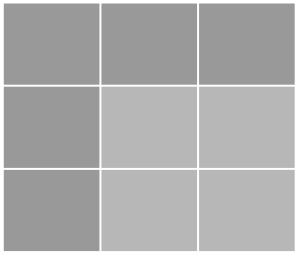

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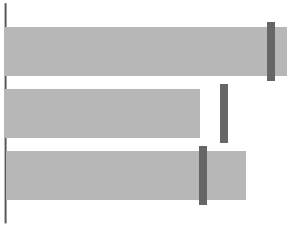
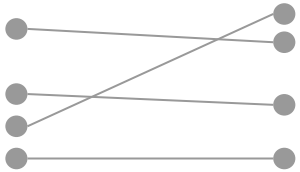
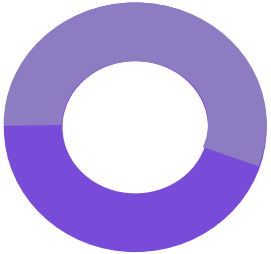
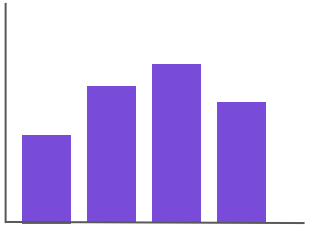


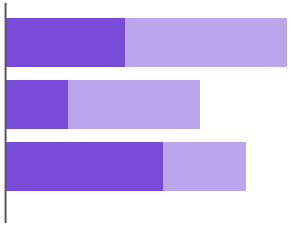


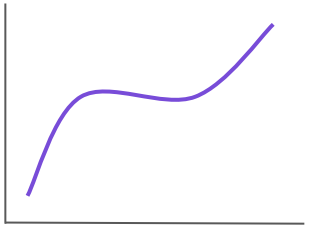


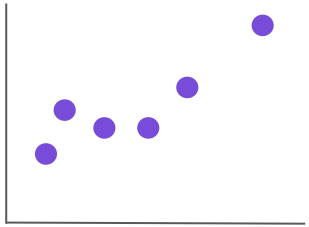
Visual Guide

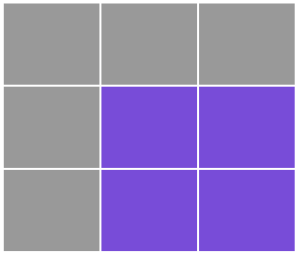
55%



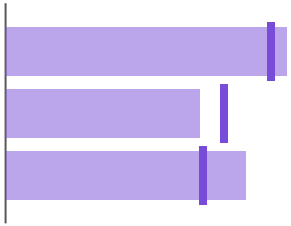


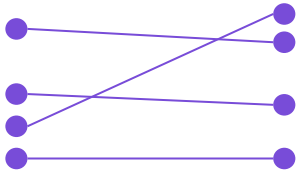


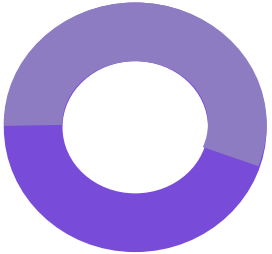




90%	47%	92%
20%	31%	55%
43%	15%	89%



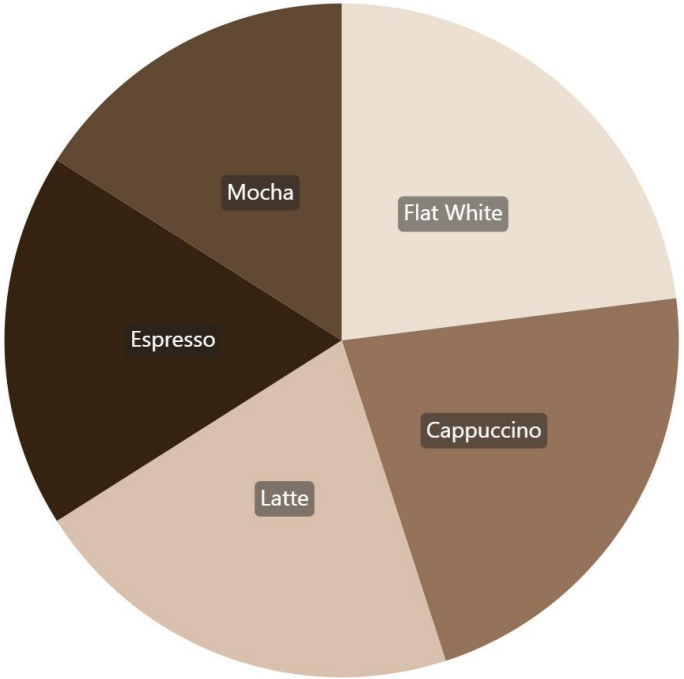




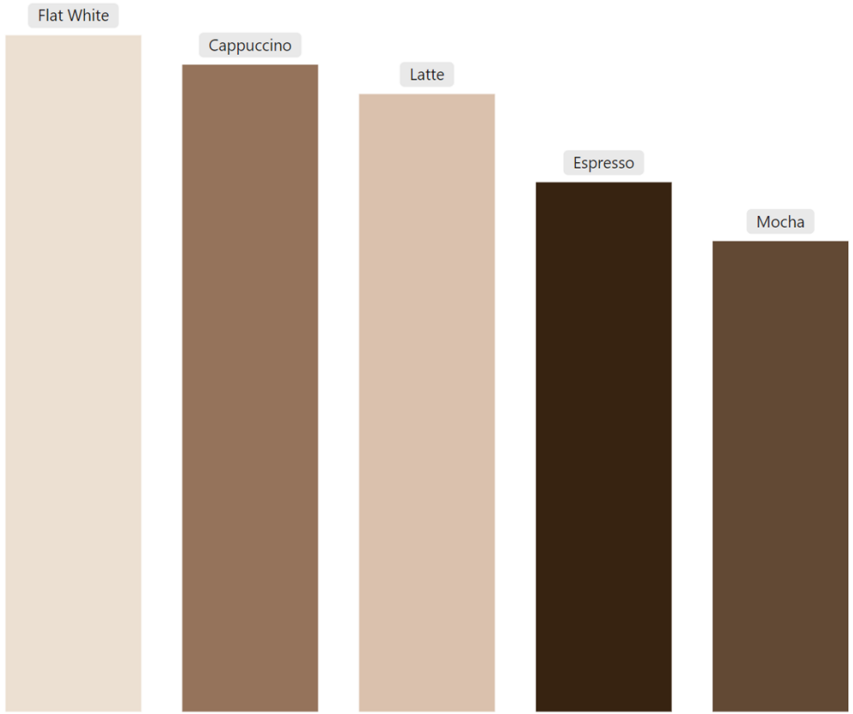
Visual Guide

Coffee Shop Customer Orders

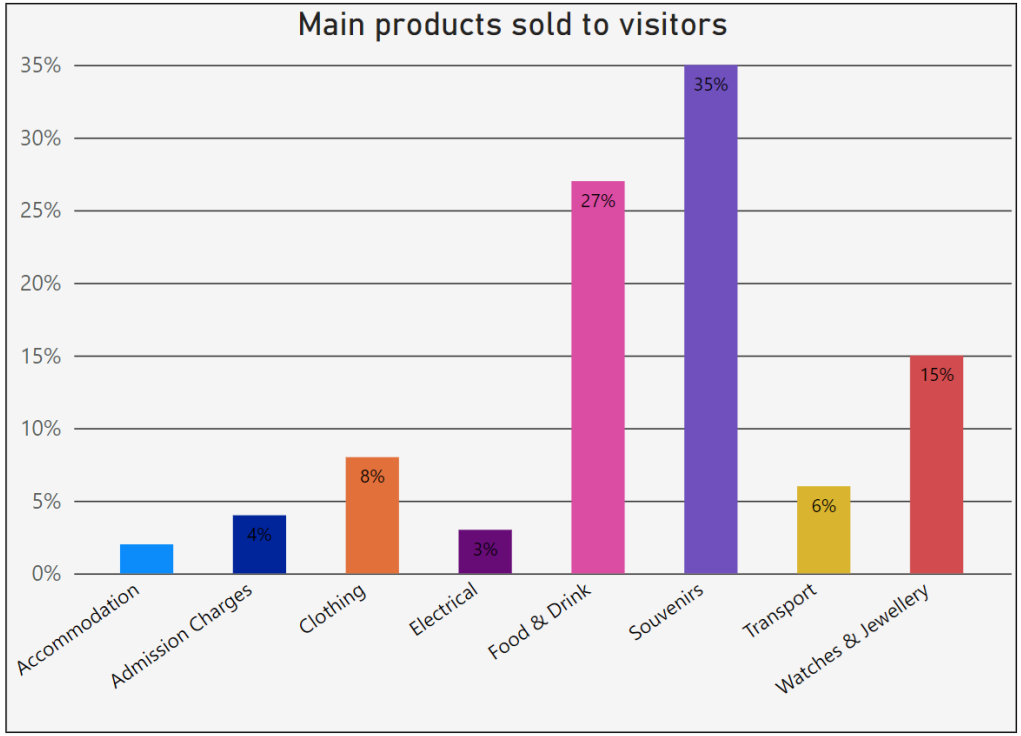
Which coffee is most popular?



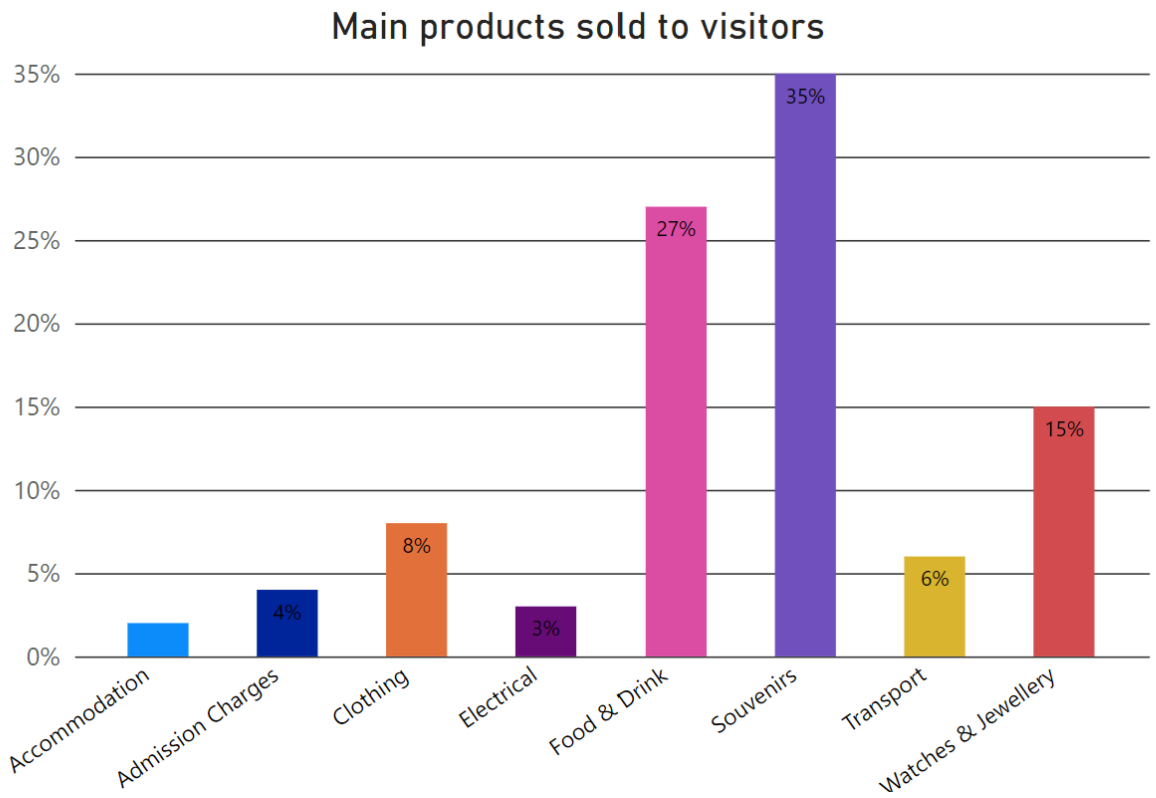
Visual Guide



Huh?


Main products sold to visitors
35%
30%
25%
20%
15%
10%
5%
0%
4%
8%
3%
27%
35%
6%
15%
Accommodation
Admission Charges
Clothing
Electrical
Food & Drink
Souvenirs
Transport
Watches & Jewellery

Declutter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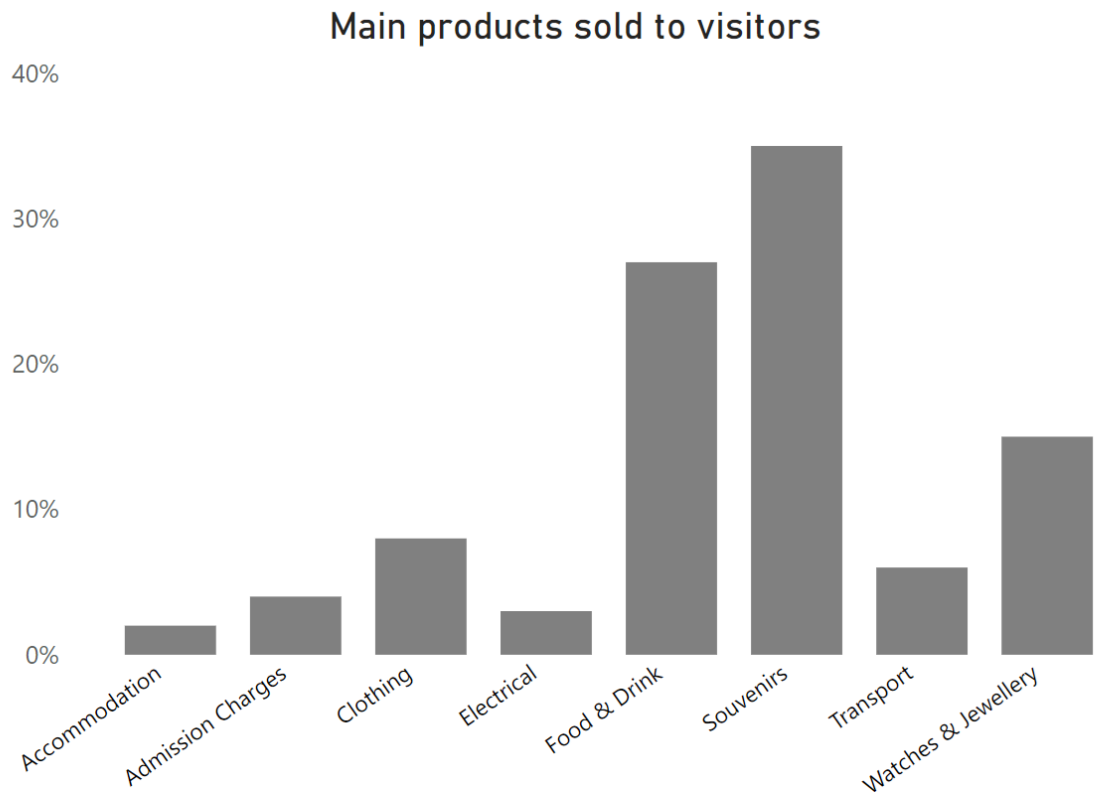
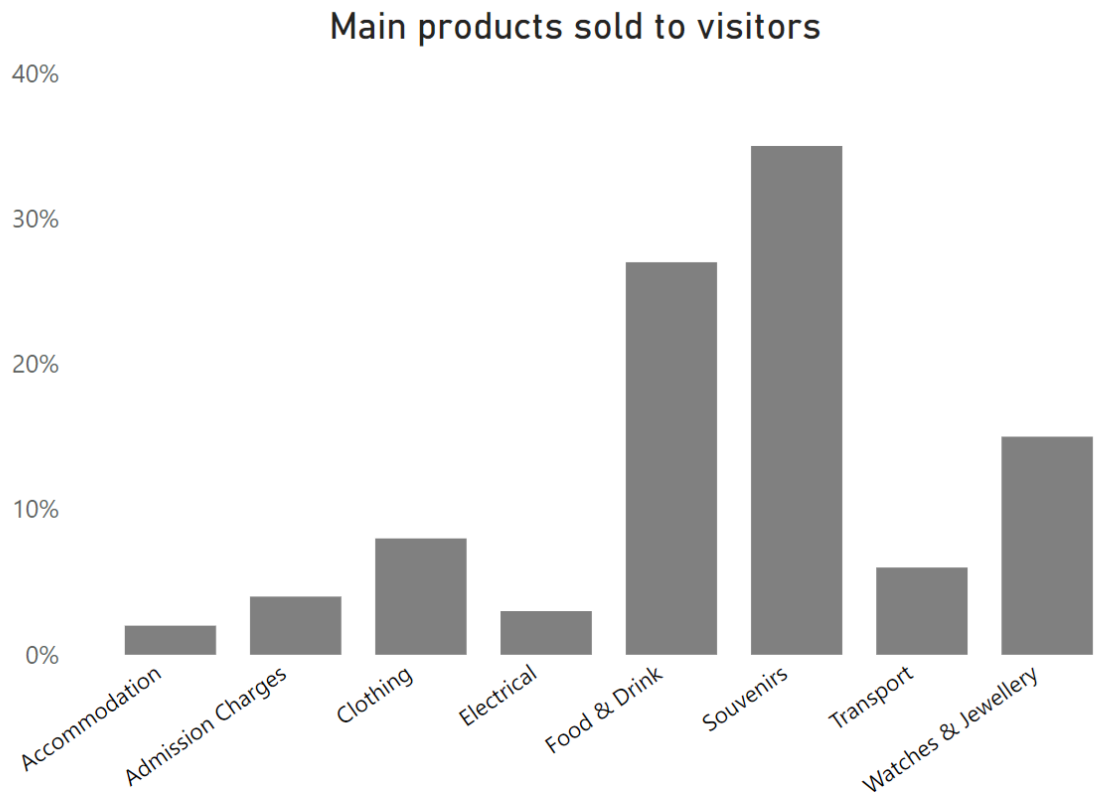
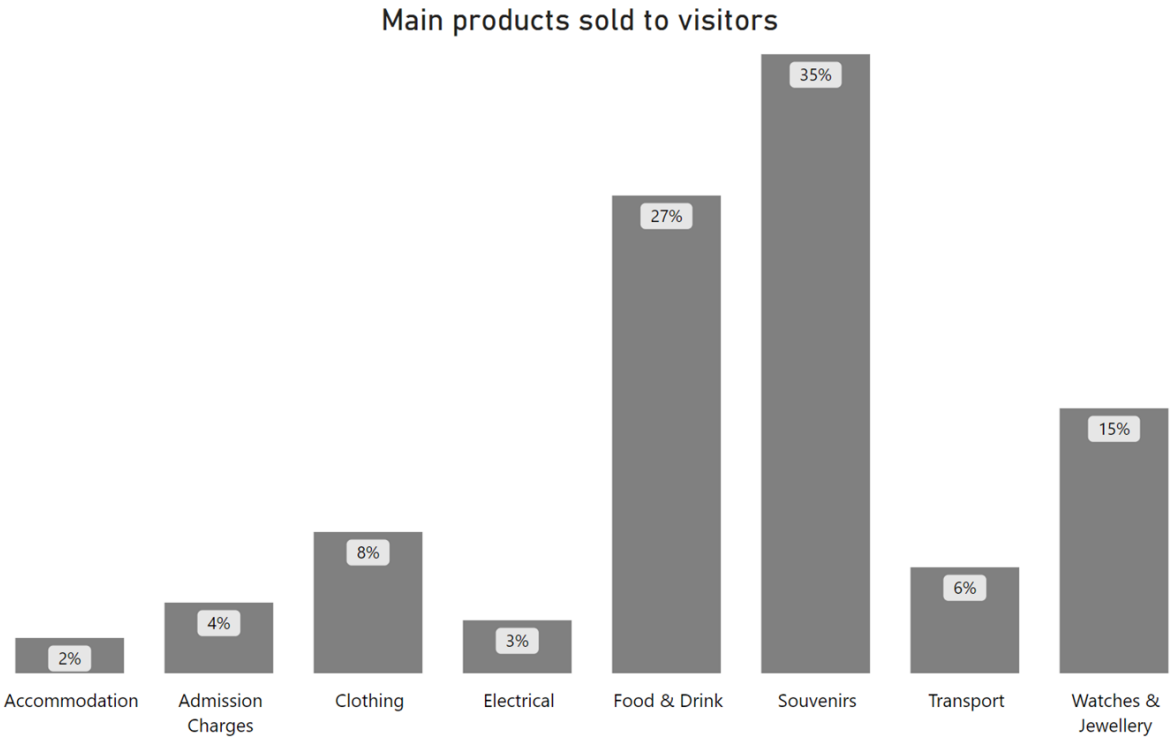
Remove to Improve



Remove to Improve

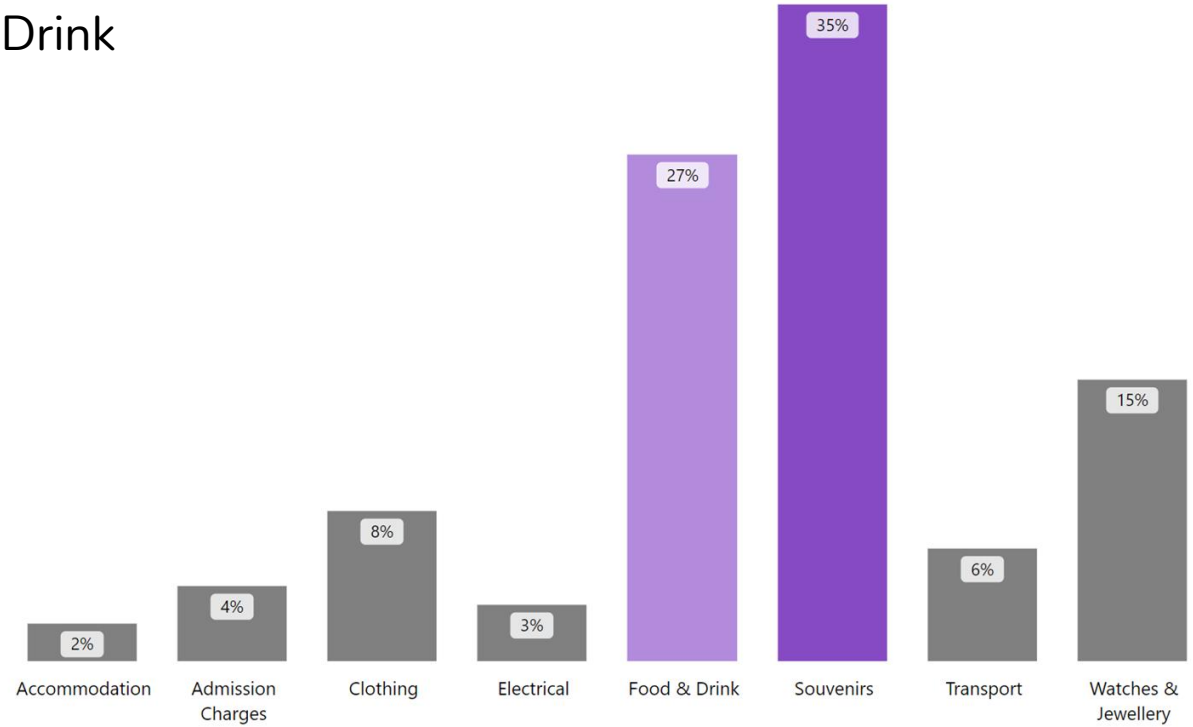


Reduce Cognitive Load



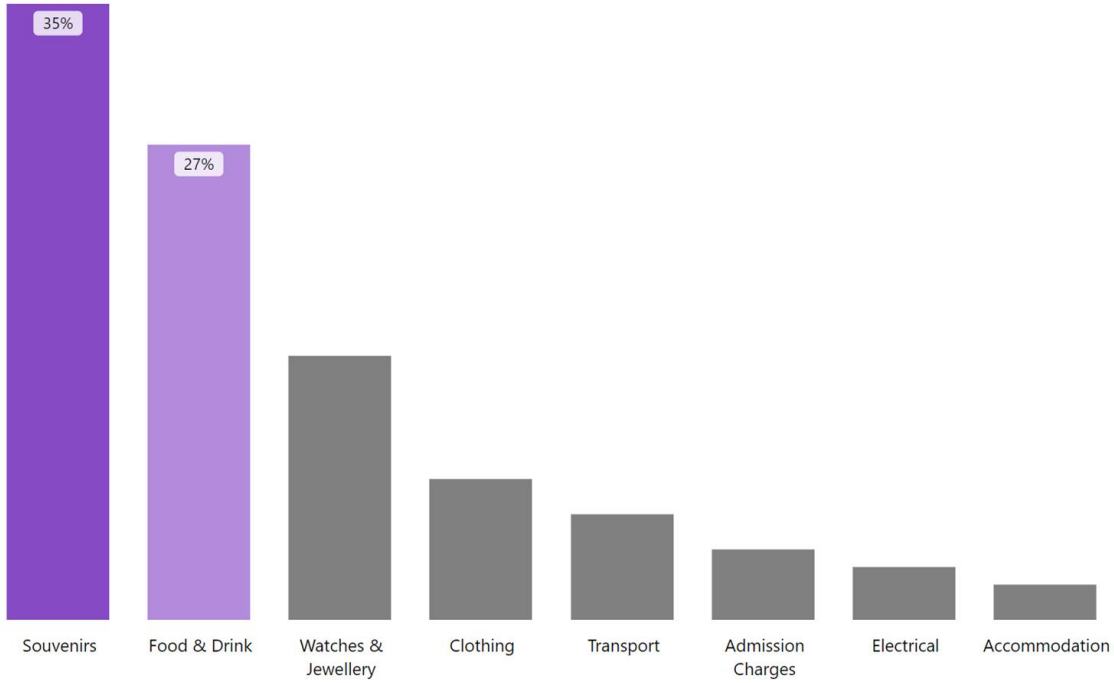
Focus Attention

Over half of visitor spend goes towards Souvenirs and Food & Drink

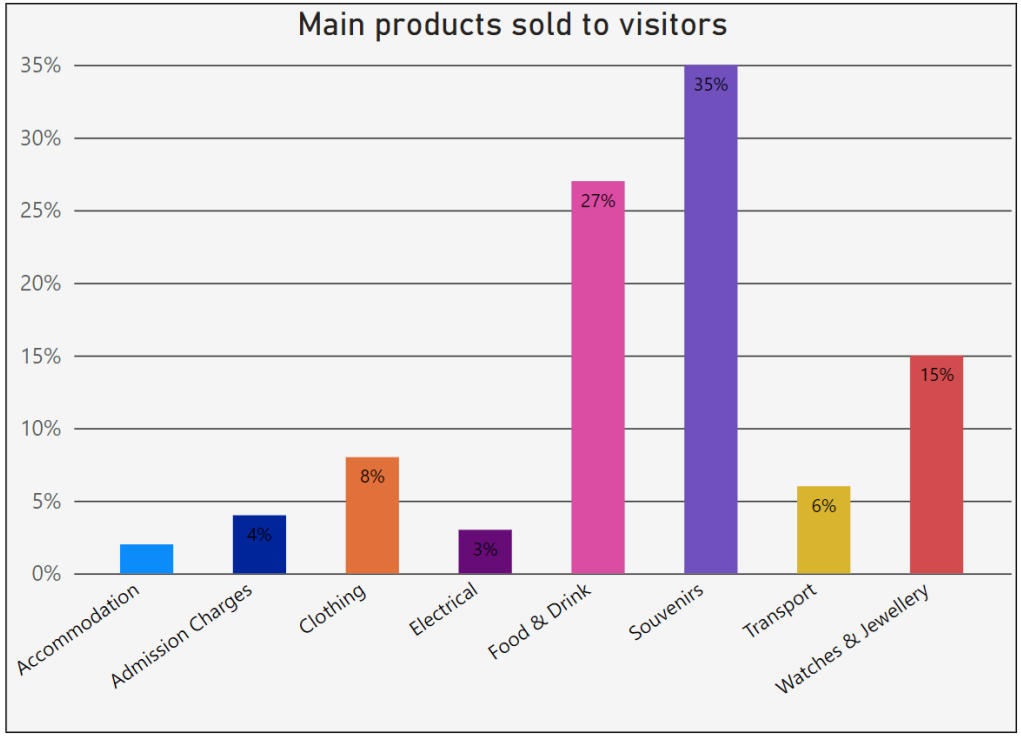


Make Callouts Intentional

Over half of visitor spend goes towards **Souvenirs** and **Food & Drink**



Before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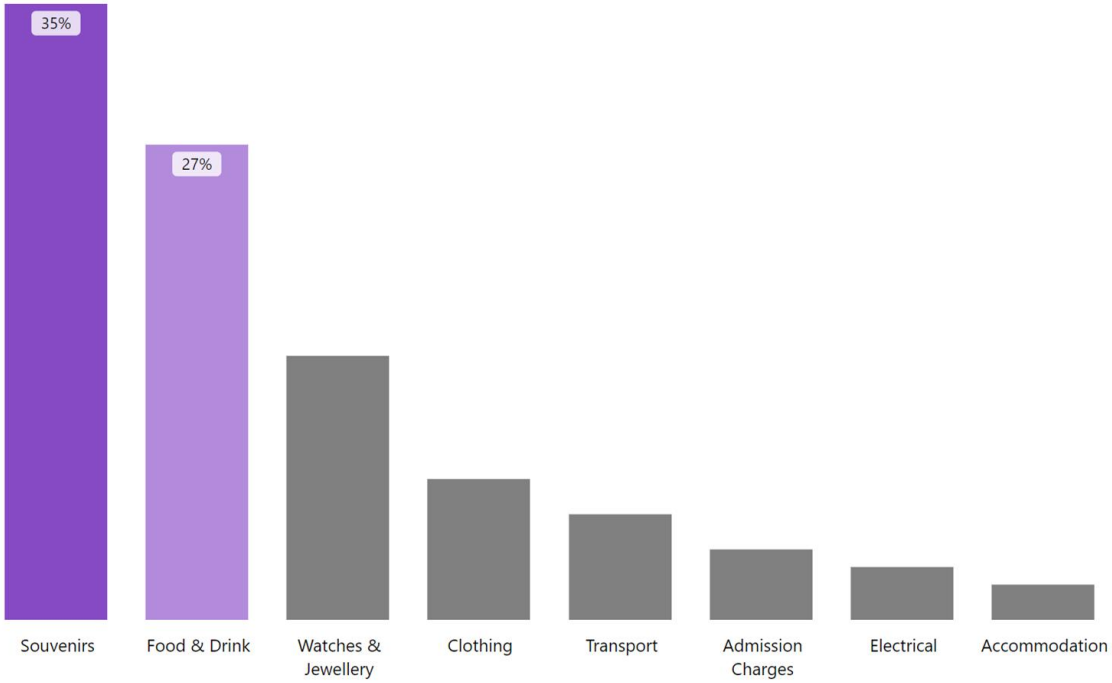
Accommodation
Admission Charges
Clothing
Electrical
Food & Drink
Souvenirs
Transport
Watches & Jewellery

After

Over half of visitor spend goes towards **Souvenirs** and **Food & Drink**



Remembering a **story** is easy

A Cinderella Story

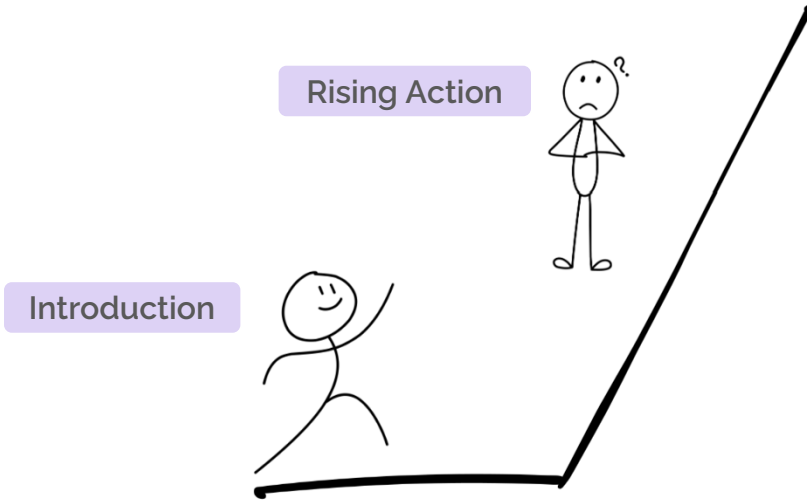
- Cinderella (Cinders) has 8 chores per day set by Stepmother & Sisters
- Fairy Godmother appears at 8:59 pm, grants three wishes: (1) a ball gown (2) a carriage (3) a coachman
- Cinders arrives at ball at 9:00 pm, dances with Prince Charming until 11:55 pm
- Identified Problem: Clock strikes midnight, magic wears off, Cinders flees, loses glass slipper
- Solution: Prince employs robust search method to find woman who fits the glass slipper
- Expected Outcome: Prince finds Cinders, they marry, happily ever after

Tell A Story

Introduction

What's the impact of **customisation** on the performance of the car line?

Tell A Story



Product designers create add-ons that they **believe** the customers want.

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But the business has **no visibility** on whether they are

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But the business has no visibility on whether they are

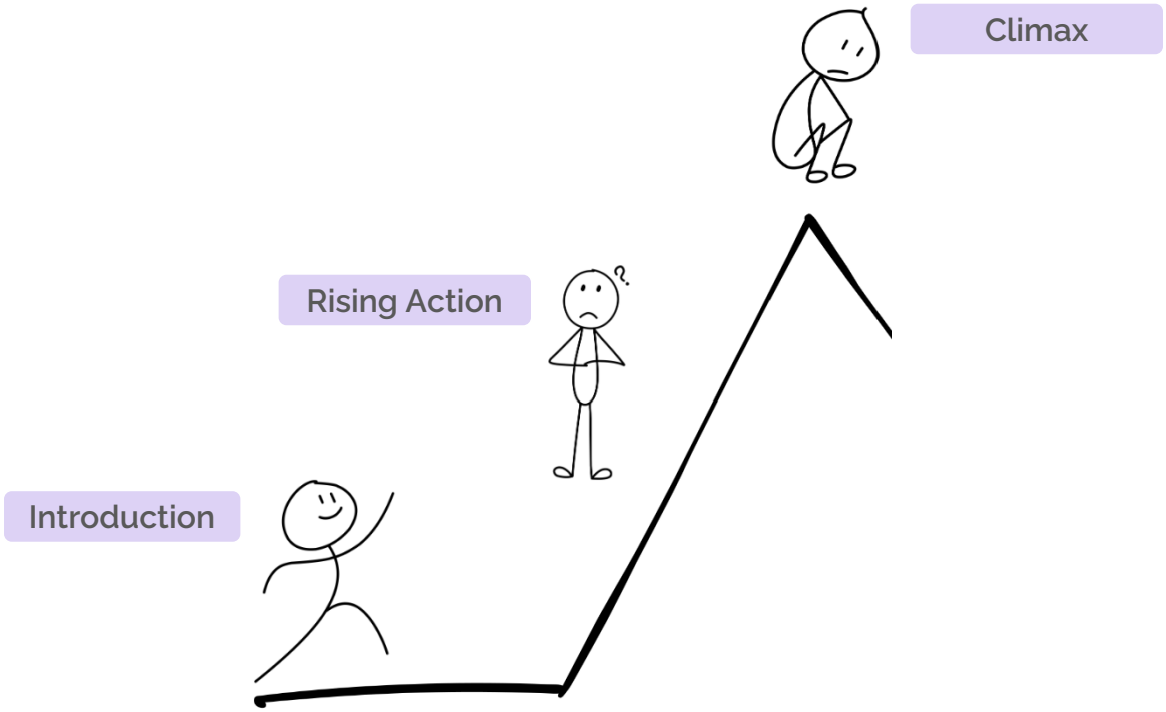
1.POPULAR

Product designers create add-ons that they believe the customers want.

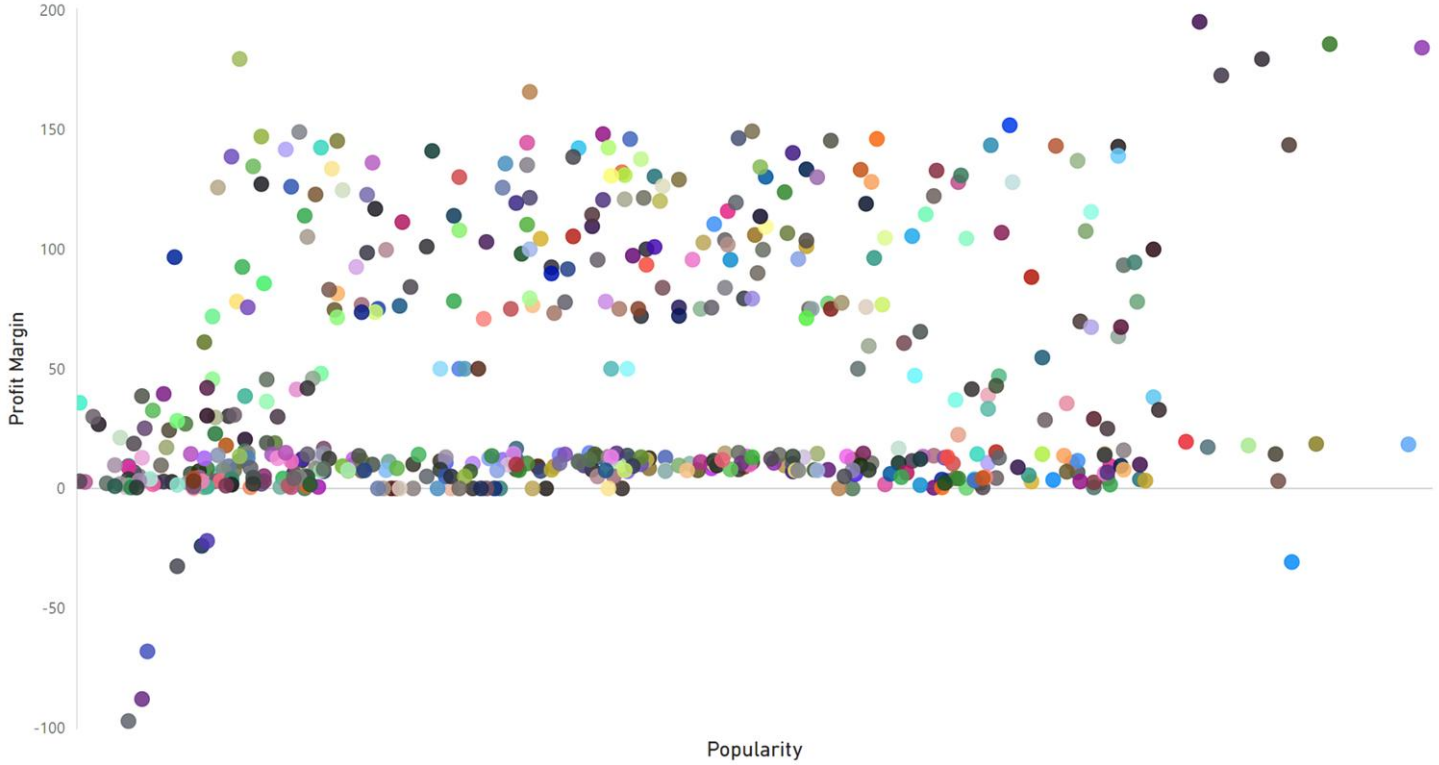
But the business has no visibility on whether they are

1.POPULAR **2.PROFITABLE**

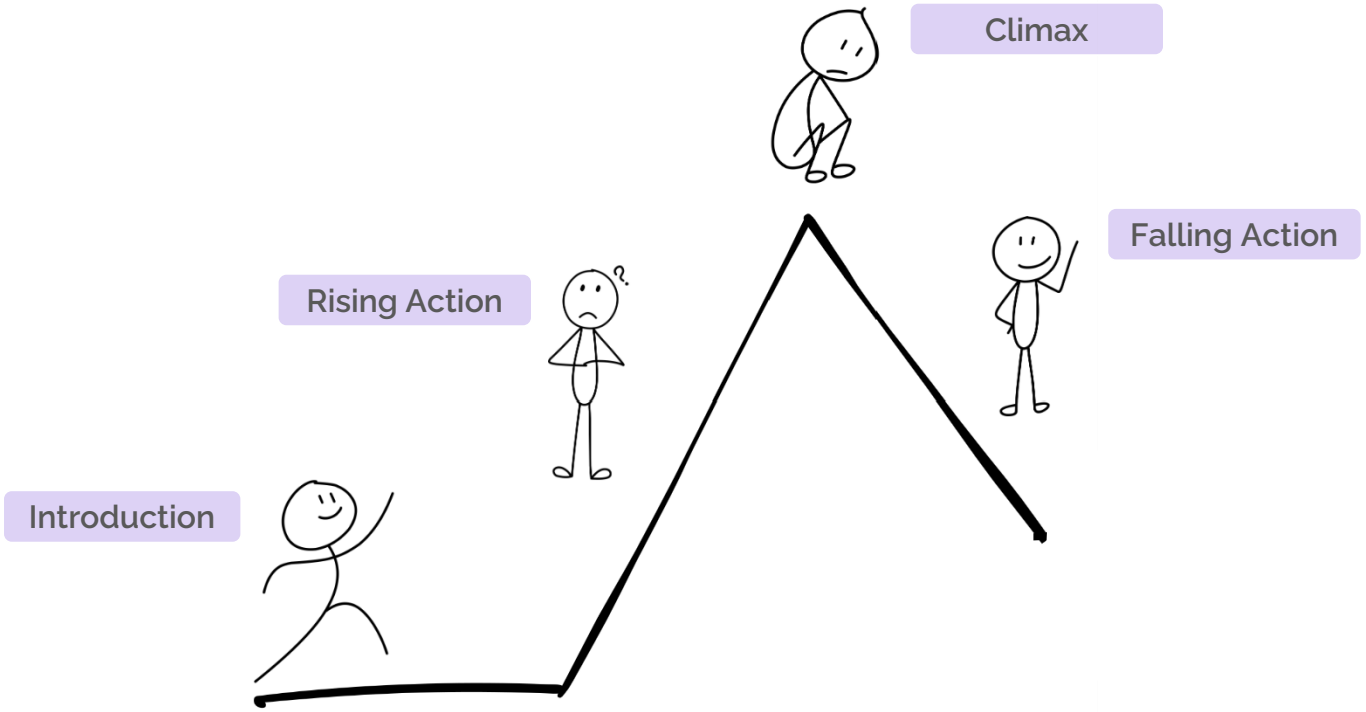
Tell A Story



Customers can choose from **over a hundred** of options on just one car line

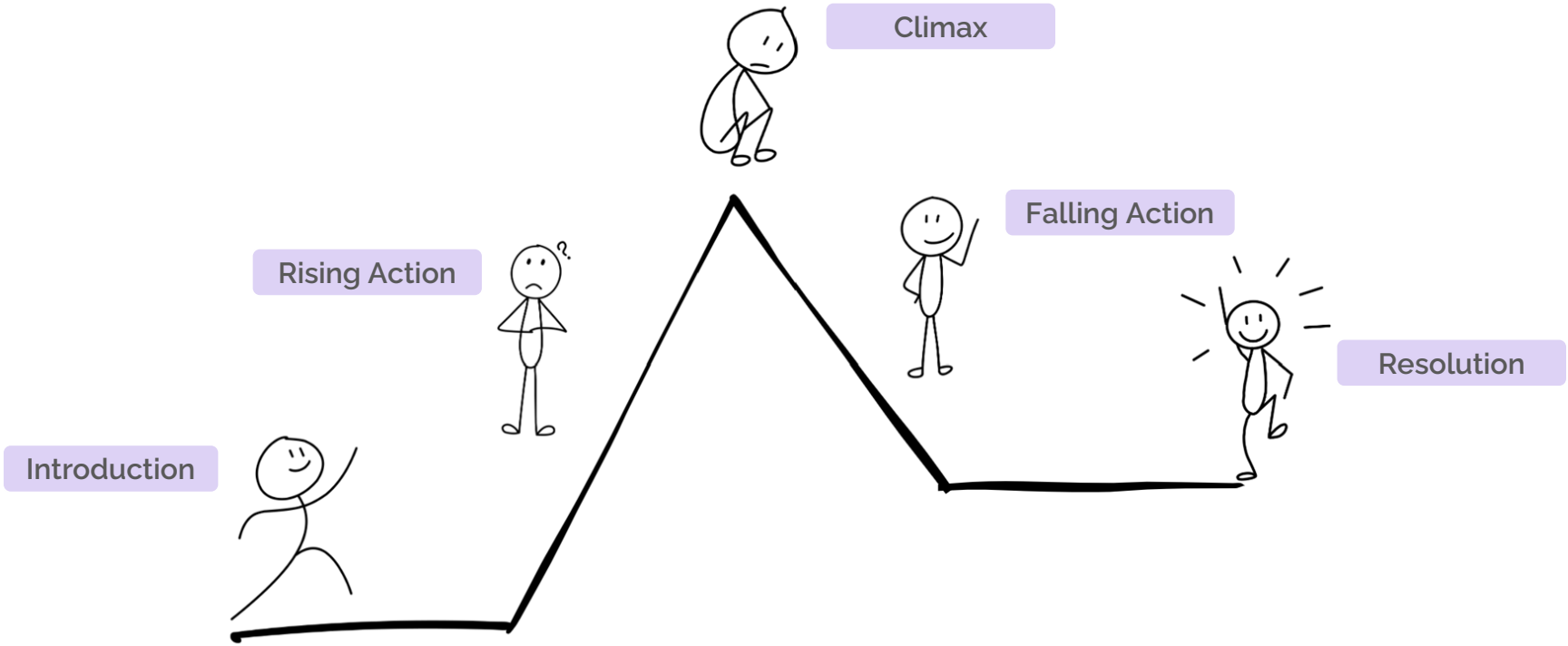


Tell A Story



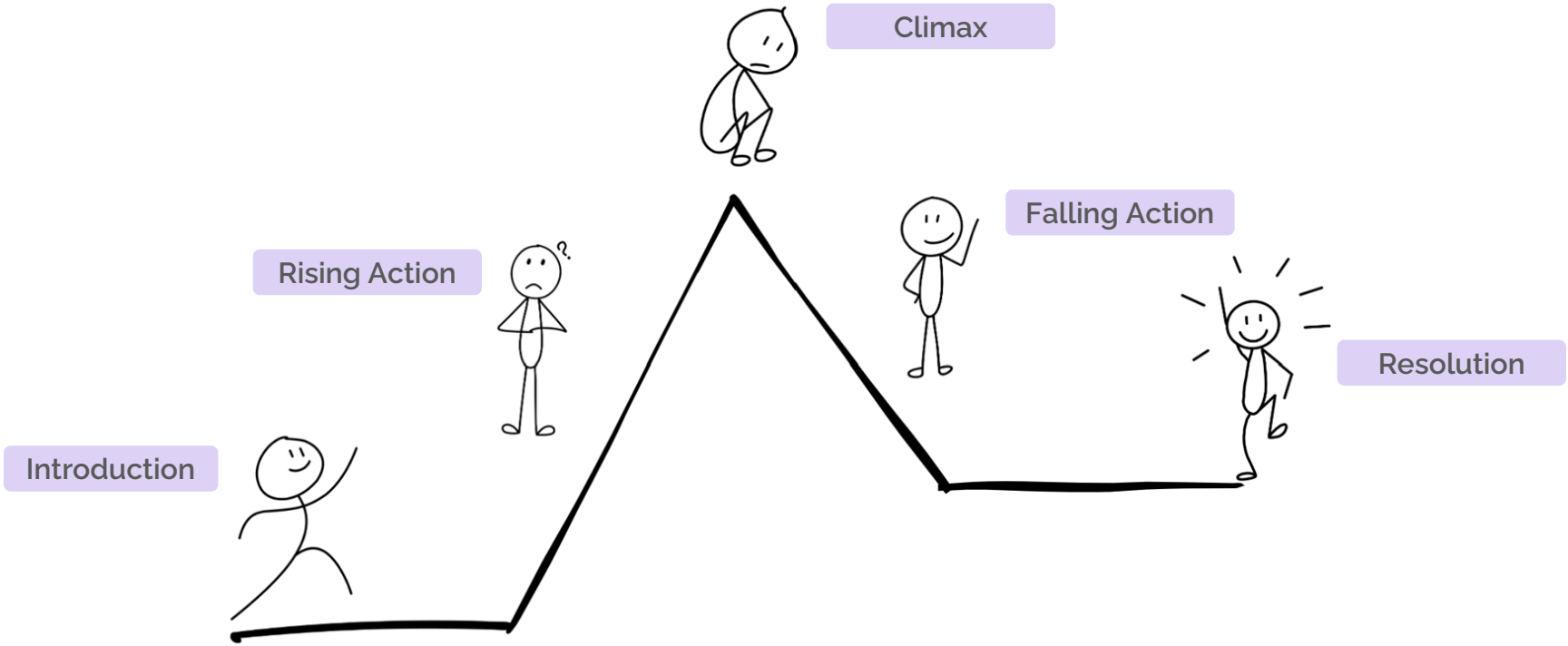
Some options are **not popular** and we **lose money** selling them

Tell A Story


Climax
Falling Action
Rising Action
Resolution
Introduction

We can **remove** these 10 options from our offering and **reduce cost**

Tell A Story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Falling Action
Rising Action
Resolution
Introduction

Some Practical Tips to Storytelling with Data

- Start with the end
- Focus Attention
- Choose visuals that are easy to read
- Tell a story
- End with a call to action

- Excel, Google Sheets
- Microsoft Forms, Google Forms, Typeform, survey monkey, doodle polls etc
- Powerpoint, Google Slides, Canva

Let’s try it!

www.concisedata.co.uk

katie@concisedata.co.uk

Thank You