



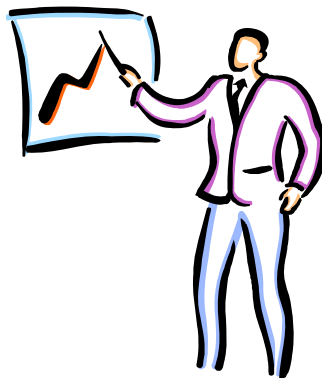
Using Microsoft Excel to Analyze your Data

In this Section you will find:

- ❖ Information concerning the purpose of using Microsoft Excel to analyze your data;
- ❖ Why Microsoft Excel is a useful way to analyze your data; and
- ❖ A visual guide of how to transfer your data from a spreadsheet format to charts and graphs.

How can you use Microsoft Excel to analyze your data?

- Several KIDS COUNT tools such as the Request Tracking Spreadsheet, the User Feedback Spreadsheet, and the Media Tracking Spreadsheet have already been created in Microsoft Excel. Taking advantage of the analytical capabilities of Microsoft Excel allows you to learn from and display your data, rather than only storing it.
- Microsoft Excel allows you to organize and code quantitative data which can be automatically tabulated through various commands.
- Microsoft Excel can create various charts, graphs, and tables from direct spreadsheet data, and convert large amounts of information into sophisticated diagrams.
- Microsoft Excel is a great tool for storing qualitative data, and perfect way to organize and manage open ended survey responses, evaluation feedback, or interview data.
- The main purpose of Microsoft Excel is to display common trends of your data and highlight key points.



You will soon learn that Microsoft Excel has numerous capabilities for analyzing information. Let's take information from the Request Tracking Spreadsheet, a form you may already be familiar with, and explore how basic functions of Microsoft Excel can directly analyze the data needs of constituents.

Below is a modified version of the KIDS COUNT Request Tracking Spreadsheet containing sample data. Let's isolate two questions and analyze the responses.

KIDS COUNT Request Tracking Form																	
Request Information																	
Request #		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Basic info.	Date of Request																
	Request taken by:																
	Name																
	Organization																
Service Area	Advocacy	1										1					1
	Funder																
	Faith-based ministry																
	Legislator																
	Legislative staff			1					1	1							
	Media																
Education	Other elected official																
	Private business												1				
	Early childhood education		1								1						
Human Services	K-12 education																
	University faculty or staff																
	Health care provider					1		1									
	Children's & youth services				1		1							1	1		
Data product requested?	Social service provider																
	Other																1
INFORMATION REQUESTED?	Data book																
	Legislative alert or newsletter																
	Fact sheet or pocket guide																
	Special report or policy brief																
	Other materials:																
How they heard about KIDS COUNT?	Received materials																
	Website																
	Ad or brochure																
	Other																
Intended use of KIDS COUNT information?	Policy development		1											1			
	Testimonials				1												1
	Media campaign		1														
	Budget & resource allocation			1	1									1	1		
	Written materials			1												1	1
	Advocacy efforts	1									1			1	1	1	
	Grant writing/fundraising	1	1					1	1		1				1		1
Other													1			1	

Perhaps you want to visually display these two components of information: the service area of your users & how they intended on using the information they receive. Isolate and create tallies for these two categories of information.

Marking boxes with a "1" instead of an "X" will allow you to use the AUTOSUM feature of Microsoft Excel, explained on the next page.



Helpful Hint: We recommend that you use the “AUTOSUM” function when working in Microsoft Excel, a feature that automatically sums numerical data in rows and columns. This is a very useful function that will save you from having to manually tally up responses for a question. Simply drag your cursor over the boxes that you want to sum up, and the total sum will appear at bottom right of the screen.

Obtaining the totals for each row or column will produce a quick summary of the constituent’s responses for each question that was asked. You should label your response totals in a separate column called “TOTALS” for example. Below are the total responses from all constituents, for the two questions we decided to isolate from the Request Tracking Form.

For example, in response to the question, “What is your service area?”, 3 out of 16 constituents identified their organization as “Advocacy”, while 4 constituents identified their organization as “Children and youth services.”

In response to the question, “What is your intended use of KIDS COUNT information?” 7 out of 16 constituents answered “Grant writing/fundraising”, while 5 constituents answered “Advocacy Efforts”.

		TOTALS
Service Area	Advocacy	3
	Funder	
	Faith-based ministry	
	Legislator	
	Legislative staff	3
	Media	
	Other elected official	
	Private business	1
Education	Early childhood education	2
	K-12 education	
	University faculty or staff	
Human Services	Health care provider	2
	Children’s & youth services	4
	Social service provider	
	Other	1

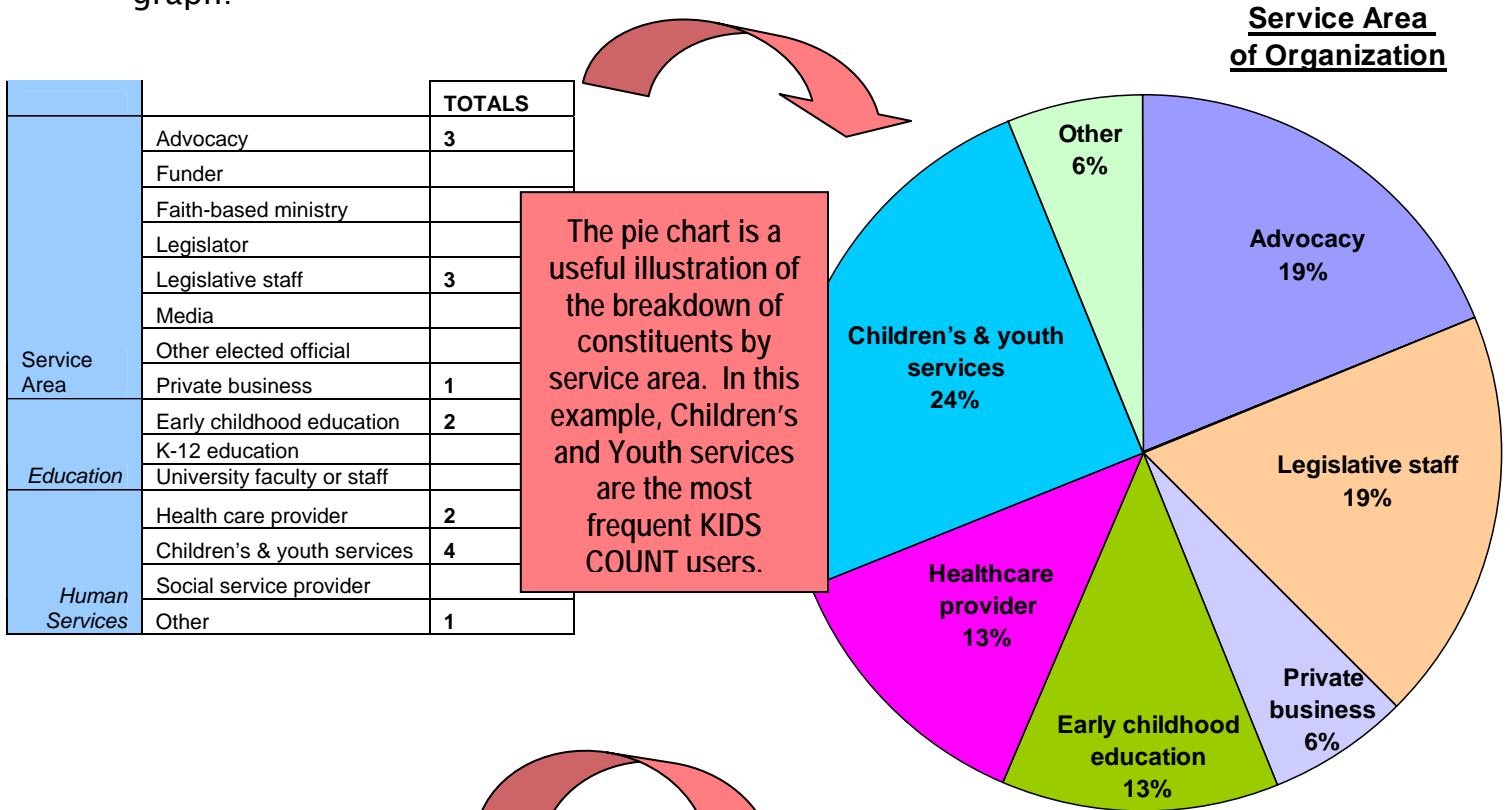
		TOTALS
Intended use of KIDS COUNT information?	Policy development	6
	Testimonials	3
	Media campaign	3
	Budget & resource allocation	6
	Written materials	5
	Advocacy efforts	5
	Grant writing/fundraising	7
	Other	2

Now that you have the sums of responses for each question, it is easy to make a visual picture that displays your data. To produce a chart that displays your response follow these easy steps:

- 1) Simply highlight the cells you wish to illustrate. Then, go up to the toolbar and click on the Chart Wizard icon.
- 2) Select which type of chart you would like (bar graph, pie chart, line chart, etc.).
- 3) Continue to follow the Chart Wizard steps: decide whether you want the categories in columns or rows, how you will label the title of the chart, the x axis, the y axis, etc.

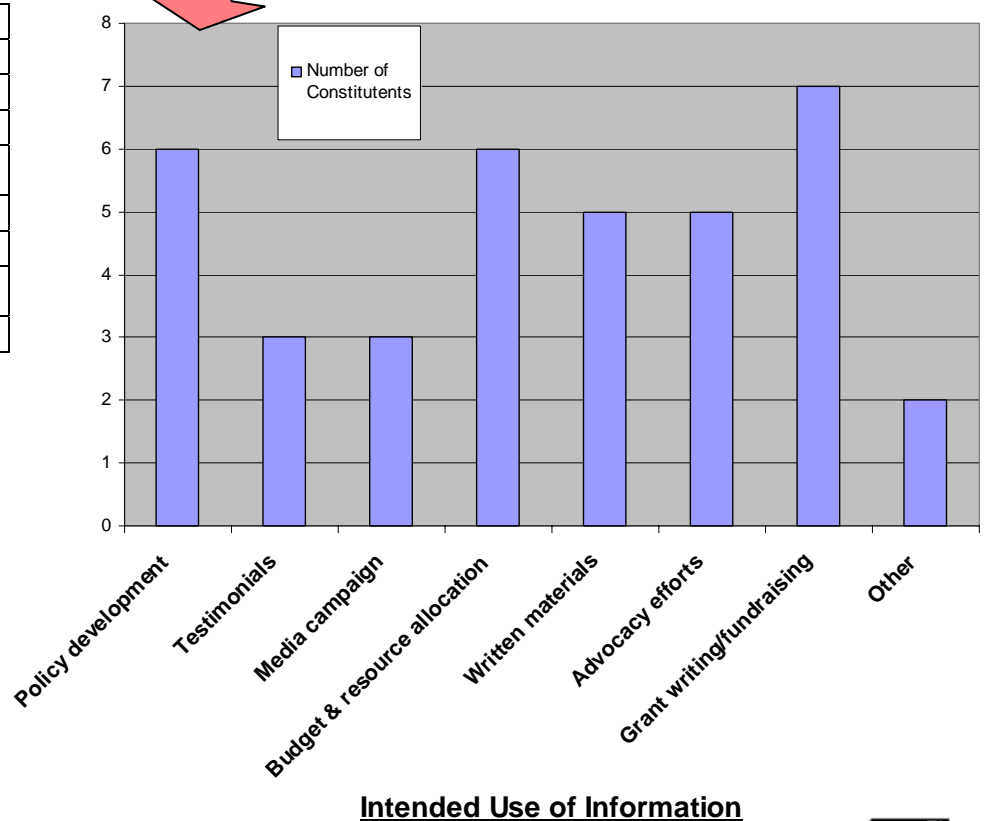


Let's observe how data from the previous page can be displayed in a chart or graph:



	TOTALS
Policy development	6
Testimonials	3
Media campaign	3
Budget & resource allocation	6
Written materials	5
Advocacy efforts	5
Grant writing/fundraising	7
Other	2

The bar chart is a great way to see what the most popular uses of KIDS COUNT data are. In this example, grant writing/ fundraising and policy development are the three most frequent uses.



Why is it important to answer these questions using Microsoft Excel?

One of the most useful aspects of Microsoft Excel is the ability to quickly organize and summarize various responses from a large population. In the previous examples, we chose to look at two questions from the KIDS COUNT Request Tracking Form (which asked about general user information and intended use of KIDS COUNT materials). Although we have only analyzed two questions, we have begun to learn about the information in ways that are not apparent by looking at the data alone. Use the analytical features of Microsoft Excel to:

- **Learn more about who is using KIDS COUNT services.**

It is important to know who you are serving. What types of service organizations or individuals most greatly depend on KIDS COUNT services for their work?

- **Learn constituents' greatest uses of KIDS COUNT publications.**

What are the recurring uses of KIDS COUNT information? Determine if there are any potential uses of KIDS COUNT information that are under-utilized. For example, do most constituents rely on data for budget or resource allocation, but fail to take advantage of data for media campaigns?

- **Improve usefulness of publications.**

You can use Microsoft Excel to compile information related to users' experience with KIDS COUNT publications and presentations. Generalizing user's experience with various data products, while paying attention to what data products are requested most frequently, displays the usefulness of certain publications and identifies new types of requests.

- **Report information at a presentation, panel discussion, conference, or to the board of your organization.**

Use charts and graphs you have created to display various components of useful KIDS COUNT information to your audience. For example a pie chart, reflecting constituents' most frequent data needs for a certain year, could highlight some interesting trends for your board members.