

SCORE Miami Volunteers & Workshop Data Stories

(2019 Data)

Question?
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What Are We Trying to Achieve Today?

Inputs

- We've studied 18 reports of
- Last 12 months of 2019 in
- Mentors, Clients, and Workshops

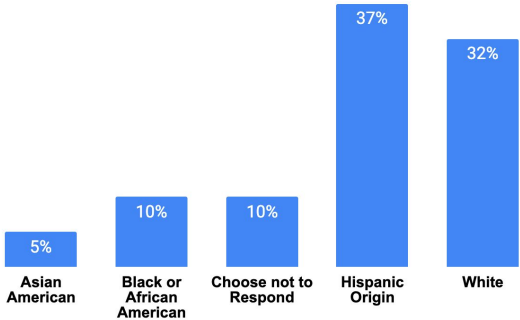
Outputs

- Understand each of you and us (Miami Chapter Volunteers Group)
- Recognize what we've achieved last year
- Learn how to make SCORE Miami grow faster and better
- Celebrate the achievements together
- What topics are popular from clients' views in workshop

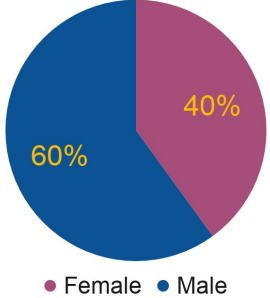
Our Diverse Volunteers Population

Demographic Info | Our volunteers are diverse.

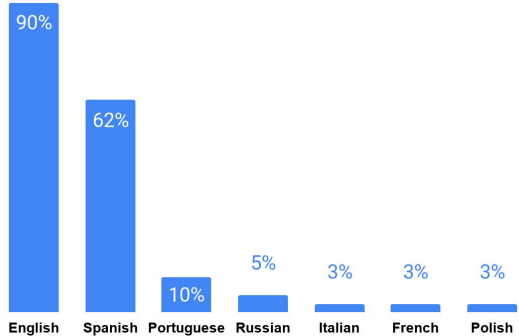
Race



Gender

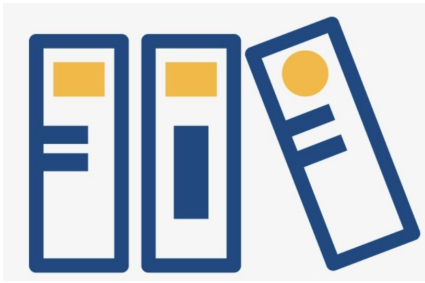
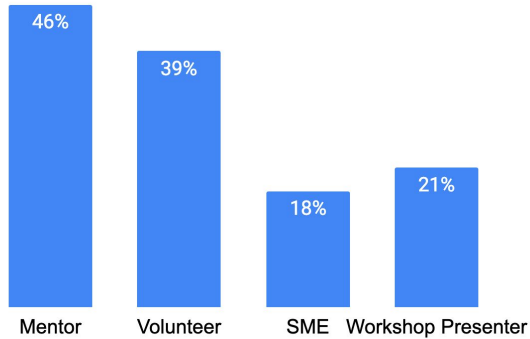


Language

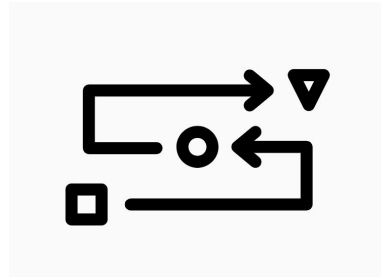
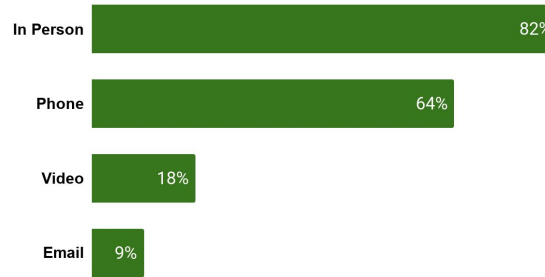


Preferences | We all have our own preferences.

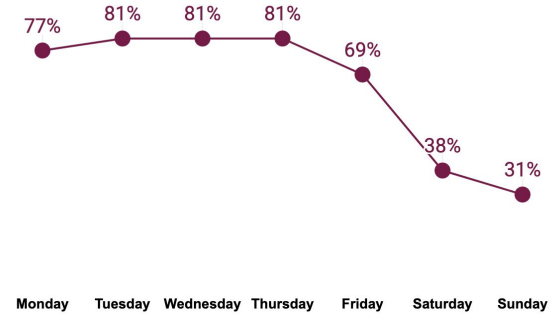
Classification



Mentoring Methods (preferred by mentors)

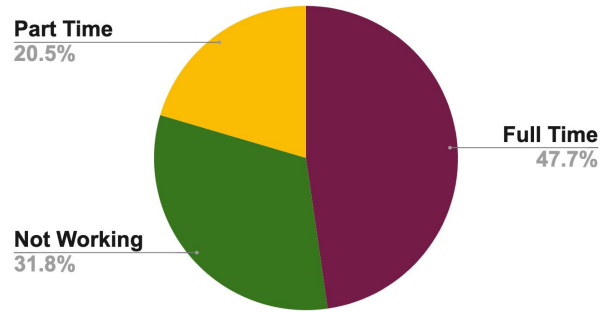


Days Available

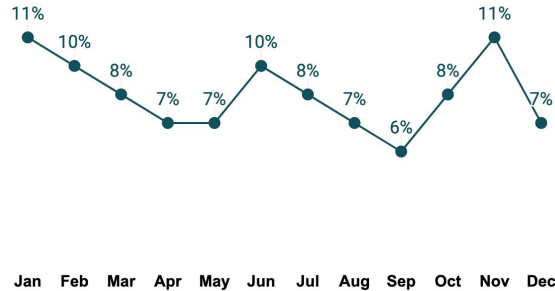


Experiences | We're continually supporting SCORE.

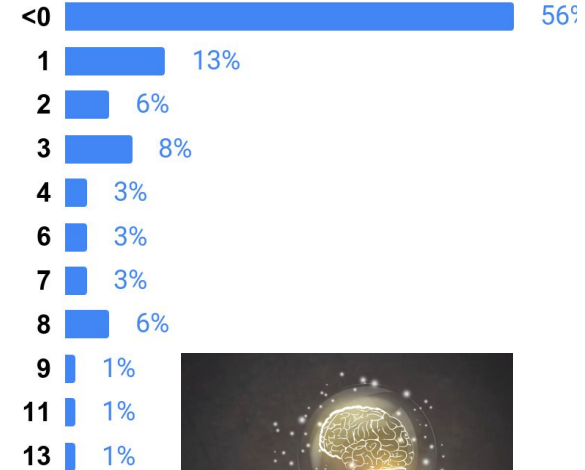
Currently Status



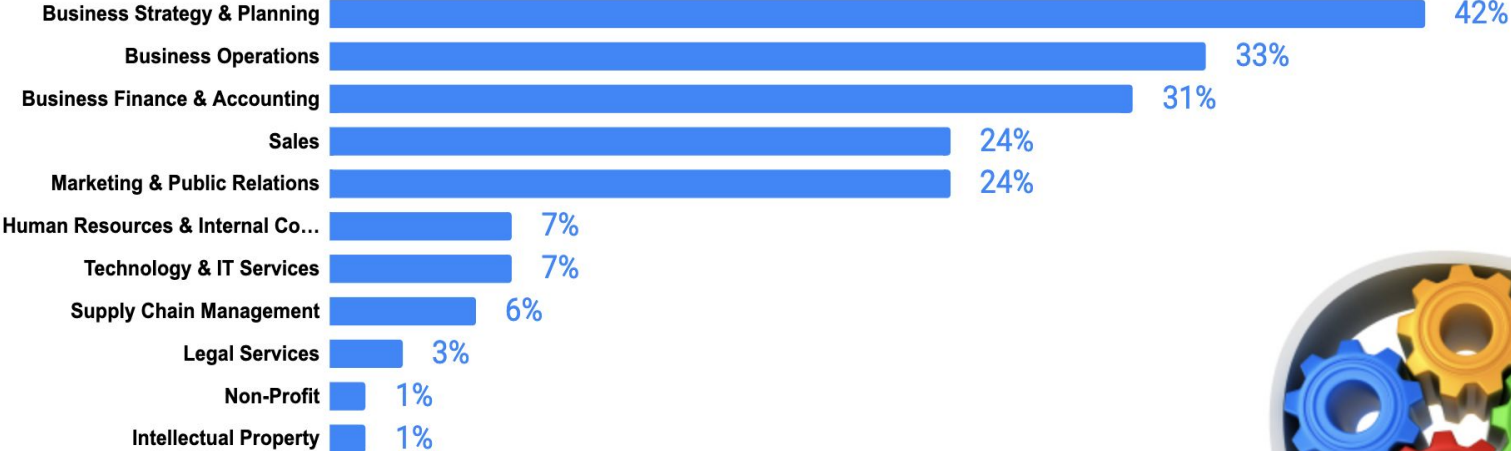
Joined Month



Tenure (Years)



Expertise Distribution | We're covering various expertises.



Industries | These are the industries we have experience in.

Industries	Counts	% of total
Professional & Business Services	22	31%
Retail & Wholesale Trade	19	26%
Real Estate	9	13%
Finance & Insurance	9	13%
Rental & Leasing	8	11%
Health Care & Social Assistance	8	11%
Manufacturing & Industrial	7	10%
Advertising and Creative Services	6	8%
Marketing	6	8%
Public and Professional Organizations	5	7%
Nonprofit	5	7%
Accommodation & Food Services	5	7%
Arts	3	4%
Entertainment & Recreation	3	4%
Transportation & Warehousing	3	4%
Technical & Scientific Services	3	4%

Industries | These are the industries we have experience in.

Industries	Counts	% of total
Industrials and Utilities	2	3%
Fishing & Hunting	2	3%
Home or Personal Maintenance Services	2	3%
Technology and Web-Based Services	2	3%
Manufacturing & Mining	2	3%
Farming	1	1%
Car Repair and Maintenance	1	1%
Rental Services and Leasing	1	1%
Educational Services	1	1%
Transportation and Warehousing	1	1%
Personal Services and Wellness	1	1%
Forestry	1	1%
Restaurants and Hospitality	1	1%

**Thanks again for everything you've
done for SCORE in 2019**

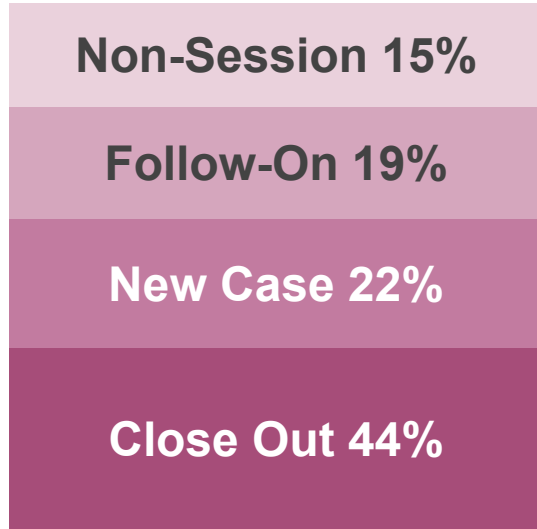
What You've Achieved in 2019

1,109
Active
Sessions

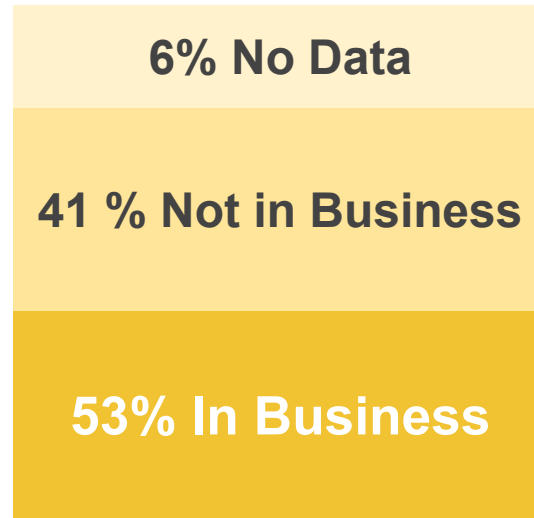
42
Mentors

1,564
Hours

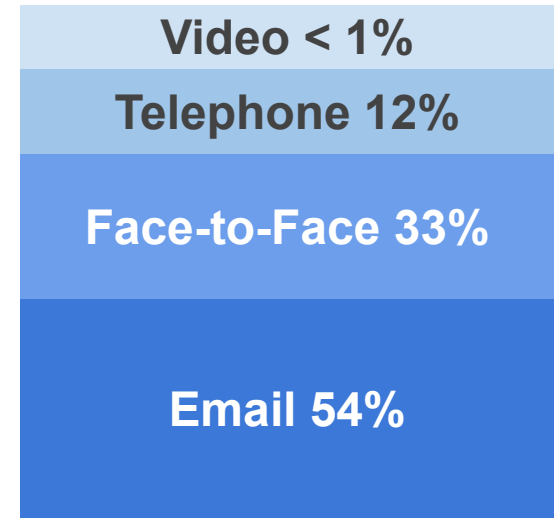
What Are These 1,109 Sessions?



Case Type

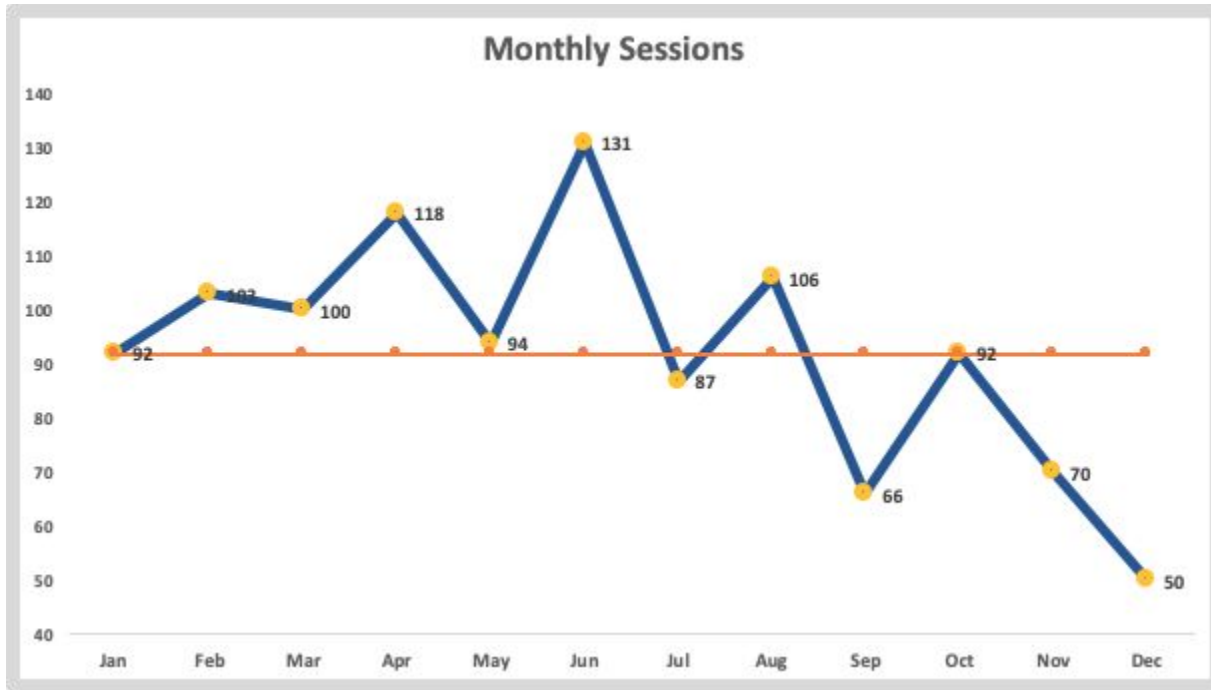


In Business Y/N



Counseling Type

When did These 1,109 Sessions Happened?



Demand Seasonality

Avg 92 sessions per month

Top 3 Demand Months:

- April
- June
- Aug

Bottom 3 Demand Months:

- Dec
- Sep
- Nov

If you can only remember one thing,
please remember **June** was a peak demand
month.

What We've Seen from Data (Sessions)

No.1

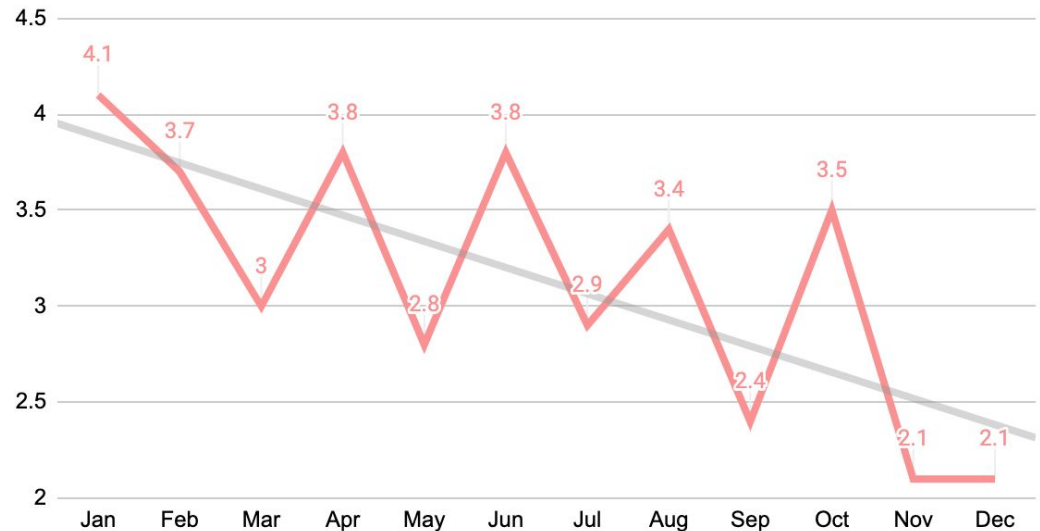
Monthly Clients per Mentor = Clients/Mentor

(E.g. Jan we have 100 clients and 20 mentors, on average, 1 mentor provided session to 5 clients:

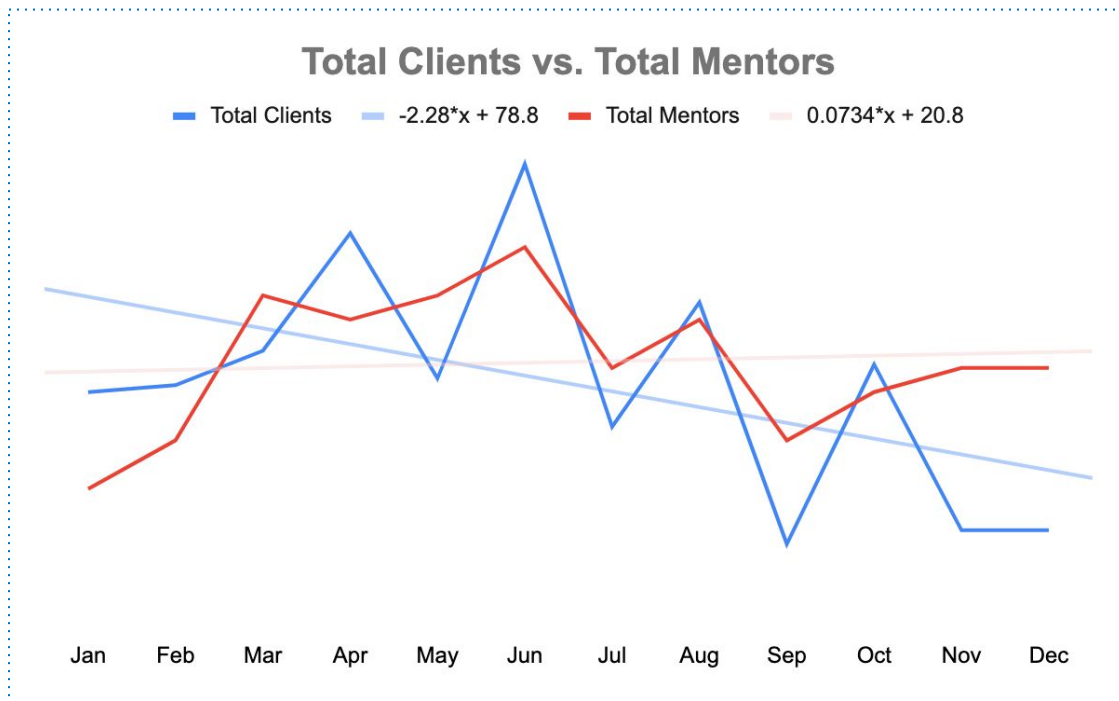
Monthly Client per Mentor = $100/20 = 5$)

Month	Total Clients	Total Mentors	Monthly Client/Mentor
Jan	65	16	4.1
Feb	66	18	3.7
Mar	71	24	3
Apr	88	23	3.8
May	67	24	2.8
Jun	98	26	3.8
Jul	60	21	2.9
Aug	78	23	3.4
Sep	43	18	2.4
Oct	69	20	3.5
Nov	45	21	2.1
Dec	45	21	2.1

Monthly Client/Mentor vs. Month



What We've Seen from Data (Sessions)



- Interesting trend, one month up and one month down.
- Mentor trend is less volatile than the client trend.
- In general, mentor trend increases, client trend decreases.

Sep drop: If the volunteers didn't complete the **recertification**, the number dropped for the next fiscal year

Now, we understand...

- Request might have up and down trend.
- Hiring at the **beginning of the year** would support clients' needs.

What We've Seen from Data (Hours)

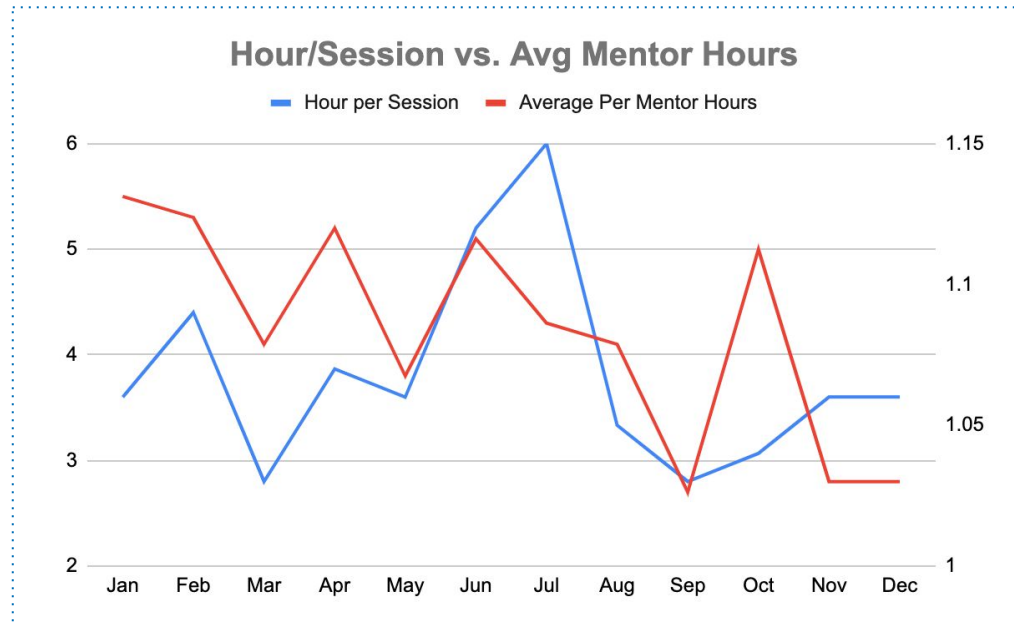
No.2

Month	Hour per Session	Average Per Mentor Hours
Jan	1.06	5.5
Feb	1.09	5.3
Mar	1.03	4.1
Apr	1.07	5.2
May	1.06	3.8
Jun	1.12	5.1
Jul	1.15	4.3
Aug	1.05	4.1
Sep	1.03	2.7
Oct	1.04	5
Nov	1.06	2.8
Dec	1.06	2.8

Average Per Mentor Hours = Total Hours/No. Of Mentor

How many hours on average each mentor spent per month

(E.g. Jan we have 100 hours and 20 mentors, on average, 1 mentor donated 5 hours:
Avg Per Mentor Hour = $100/20 = 5$)



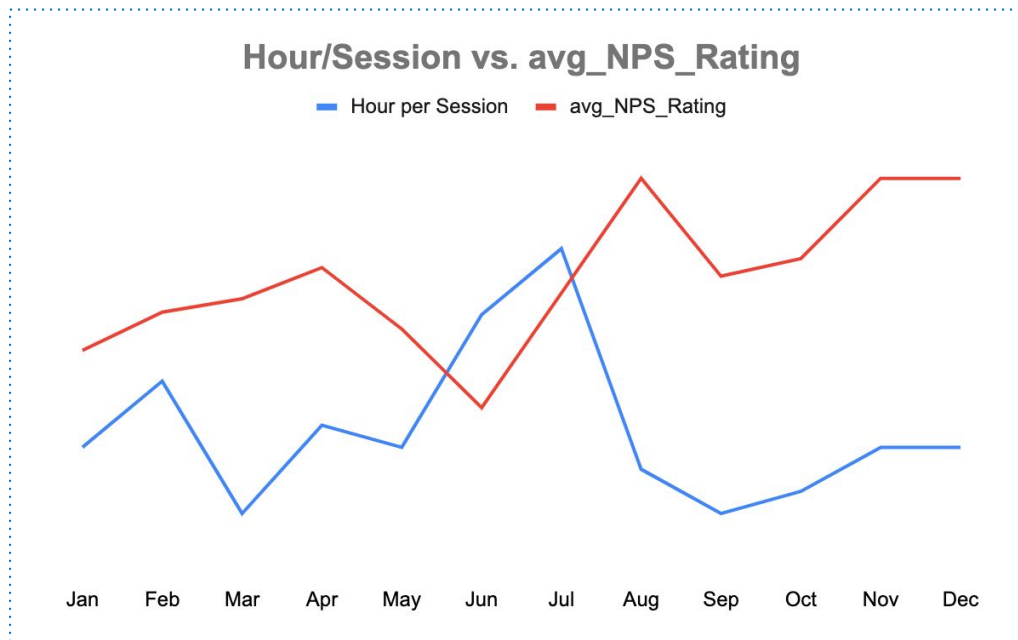
Now, we understand...

- When we had **more** sessions, our average hour per session was also **longer**.
- Avg Per Mentor Hour followed the same trend of total clients.

What We've Seen from Data (Satisfaction)

No.3

Month	Hour per Session	avg_NPS_Rating
Jan	1.06	57.1
Feb	1.09	66.7
Mar	1.03	70.0
Apr	1.07	77.8
May	1.06	62.5
Jun	1.12	42.9
Jul	1.15	71.4
Aug	1.05	100.0
Sep	1.03	75.6
Oct	1.04	80.0
Nov	1.06	100.0
Dec	1.06	100.0



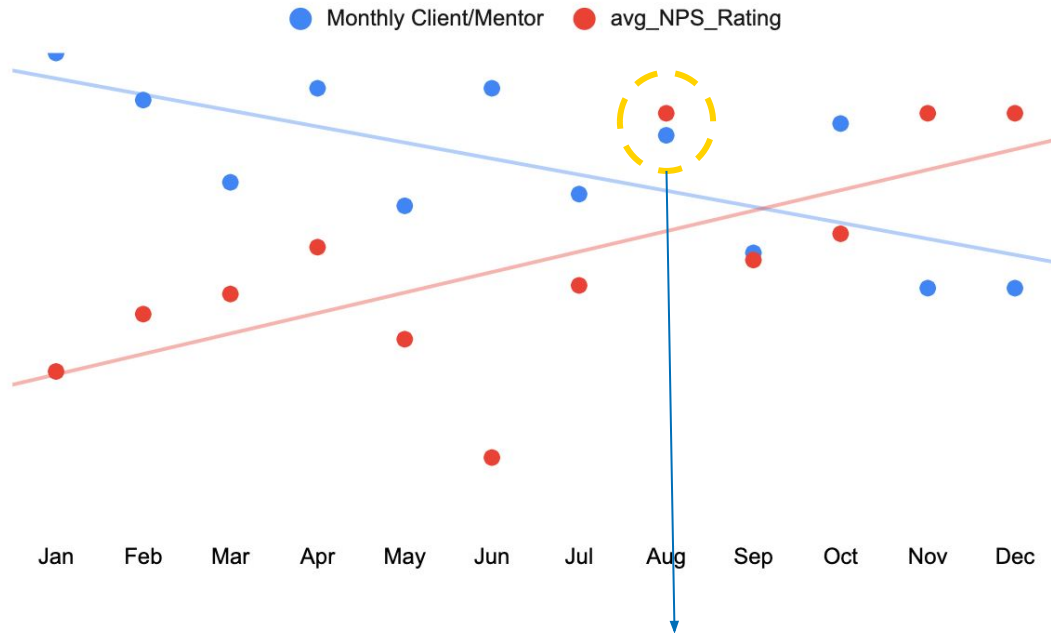
- In a regular month, Hr/Session are positively correlated. Busy month is the opposite.

*Sep avg_NPS_Rating data was an estimate because data insignificancy.

What We've Seen from Data (Satisfaction)

No.4

Monthly Client/Mentor vs avg_NPS_Rating



Great achievement!

- Remember **June**?
- Clients/Mentor is negatively correlated with customer rating
- Great achievement in **August** - relatively high clients/mentor and we maintained high NPS

Now, we understand...

- In a regular demand month, the **longer** hour we provided, the **higher** satisfaction we got. In peak season, it's the **opposite**.
- When we had **too many** clients, NPS score went **down**.

What We've Learned from Data (Survey)

Counselling Type	Avg. Score (1-10)	Case Type	Avg. Score (1-10)	In Business? Y/N	Avg. Score (1-10)
Email	7 10 surveys	Follow-On	9 15 surveys	Yes	9 50 surveys
Face-to-Face	9 45 surveys	New Case	9 51 surveys	No	8 15 surveys
Telephone	9 13 surveys	Close Out	2 2 surveys	No Record	7 3 surveys

Now, we understand...

- Most of clients were satisfied with either **phone** or in **person**.
- Clients who are **in business** were more engaged and satisfied with our supports.

Let's Celebrate What We've Done Great (Survey Details from 84 surveys) - Recommend SCORE



KEY WORDS	Frequency
business	13
help	11
great	10
advice	9
mentors	8
helpful	8
good	8
knowledge	7
will	6
knowledgeable	6

Online Workshop Client Leads Report

Quick Stats FY 20 to Date

Unique Clients

Who are viewing them?

New	65 58%
Existing	48 42%

Highest Viewed Workshop

What are they viewing?

File and Pay Florida Taxes with Confidence	11 views
One Page Business Plans: Simple and Highly Effective	11 views

Top Zipcodes of Views

Where are they viewing?

33130	12 views
33178	12 views

Data from Oct 2019 - Jan 2020

Popular Online Workshops by Views

online_workshop_name	count
File and Pay Florida Taxes with Confidence	11
One Page Business Plans: Simple and Highly Effective	11
Next Level Branding Hacks to Promote Your Business Online	7
Angel Investing 101- What is an Angel Investor and Does My Business Need One?	5
Become a Better Business Using 3 Top Marketing Trends	5
Does Google Love My Business? How to Rule in Local Search	5
Florida Reemployment Tax Basics: Foundation for Your Success	5
Florida Sales Tax Tales: Fact vs. Fiction	5
Use Tax and You: What Businesses Should Know About Florida's Most Misunderstood Tax	5
Year-End Tax Planning for Your Business	5
An Easier Way to Prepare Your Business Plan -The Business Model Canvas	4

Keywords of Workshops Names



KEY WORDS	Frequency
tax	28
marketing	17
simple	17
small	15
online	13
effective	12
plans	12
confidence	12
file	11
pay	11
taxes	11
media	11
social	11

Data from Oct 2019 - Jan 2020

