CASE STUDY

Sagacity
Part of **Accenture** Song

Insights Modelling and Reporting for Impact Planning

Client
Leading Charity

Insights

Client Problem & Impact

Like many charities, end of life charity Marie Curie has been involved in supporting the NHS during the Covid crisis. Covid-19 not only affects the hospice and community nursing services that Marie Curie provides but also the staff who could be providing those services.

As such, they were keen to understand the likely impact of the coronavirus on all aspects of their organisation – from provision of services and staff returning to work, to shop openings and fundraising campaigns.

Data Modelling

Implementation

Reporting

How Did Sagacity Help?

Using open source, publicly available data, Our partner More Metrics has created a set of data models that explore the impact of Covid-19 on the UK population.

We have added this valuable data into our data estate and can advise marketers on how to apply it to make sensible, sensitive decisions and inform their marketing strategy, supporting data-driven decisions and responsible marketing.

Marie Curie were given free access to the data for all of the UK, at various geographic levels including ward and Clinical Commissioning Groups (CCG).

Marie Curie then produced a set of interactive maps, using PowerBI, that are updated on a weekly basis and can be used across all of the organisation to help support decision-making.

Outcome & Business Benefits

The unique insight provided by the models is helping Marie Curie to assess risk as part of their planning for future activities including fundraising and caring services.

The reports and maps have also been deployed for use within caring services and also used by the Marie Curie Covid Response Team (CRT)

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