

Kingdom Partner Dashboard Guide

GIVING COMPANY

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WELCOME

As a valued partner of Giving Company we want to share your Audience and Engagement data. Monitoring and analyzing the data will guide you and Giving Company to an optimal Content strategy.

PURPOSE

The purpose of this Guide is to provide basic training on how to navigate the dashboard.

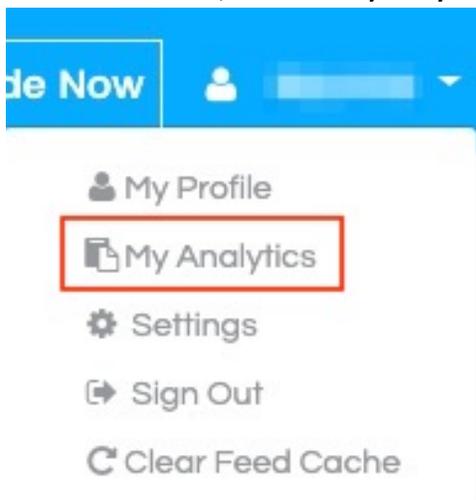
FEEDBACK

Giving Company welcomes your feedback on how we can improve the Dashboard, and our intent is that it will evolve over-time. Please work with your Account Management representative to request enhancements.

ACCESS

The Kingdom Partner dashboard is web-based and accessed via the iDisciple website at <https://idisciple.org>.

1. You will need to login to iDisciple as the Kingdom Partner features are linked to your iDisciple email address.
2. Once authenticated, select the **My Analytics** menu option under your account profile.



3. The webpage that launches displays:
 - 3.1. Partner Features**
 - 3.1.1. View Analytics
 - 3.1.2. Download Subscriber Emails
 - 3.2. **A message from Giving Company** – exclusive news that we share with our Kingdom Partners.
4. Click on the [View Analytics] button to display your dashboard.

Kingdom Partner: Administrator

Partners

10,000 Fathers David Walker

[View Analytics](#)



Co-Registration Emails

Subscribers to your iDisciple devotional have agreed to sharing their email address. Emails can be downloaded for a rolling-12 month period starting from January 1, 2019.

Start Date Range

09/23/2019

End Date Range

10/23/2019

[Download Emails](#)



To Our Valued Kingdom Partners:

Welcome to your new and improved analytics dashboard! As always we are so thankful for our partnership and pray that we can make huge kingdom impact together.

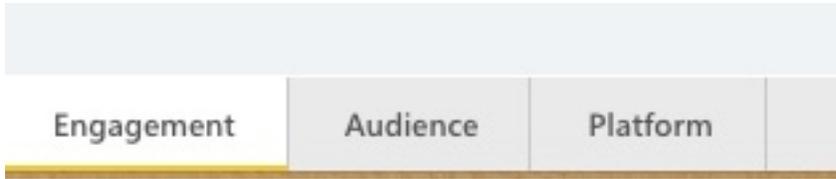
Our Giving Membership helps provide regular donations to World Vision Water, which are matched by the Africa Water Fund. Because of our Giving Members – we have been able to provide one year of clean water for over 63,000 people FOR LIFE.

From Our Users:

"Very helpful in time of needing encouragement, guidance, whatever I feel is empty in my life for the day"

NAVIGATION

Your dashboard data is arranged across three separate pages. You navigate the pages simply by selecting the applicable tab at the bottom of the report.

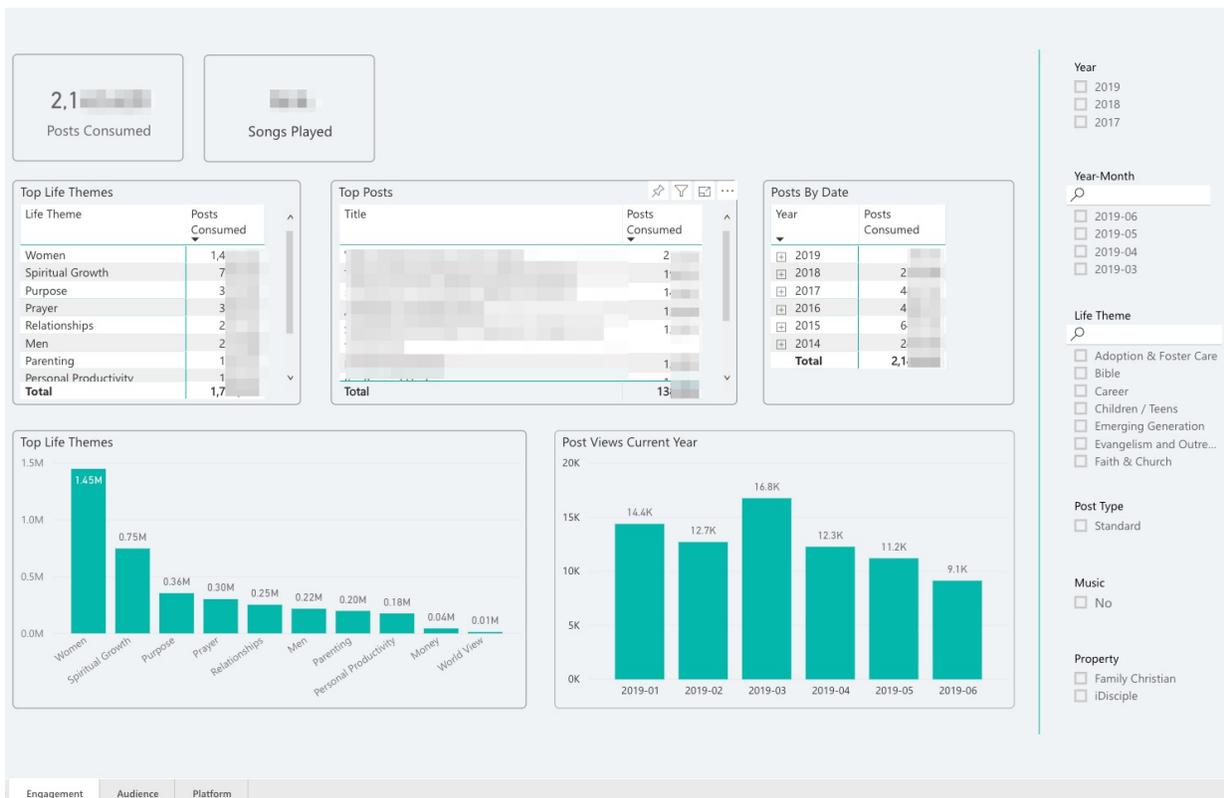


1. **Engagement** – metrics on user engagement with your Content.
2. **Audience** – profile of users that interact with your Content.
3. **Platform** – Giving Company metrics

Some visuals provide static information, while other visuals support you interacting and drilling into the data. Drilling and Filtering are described in detail in Visual Interactions section.

ENGAGEMENT

The engagement page provides you an overview of how your Content is performing over-time, and in context of Life Themes (Topics) and Post Type. You can gain additional insights by modifying the Filters (aka Slicers) on the right-hand pane.



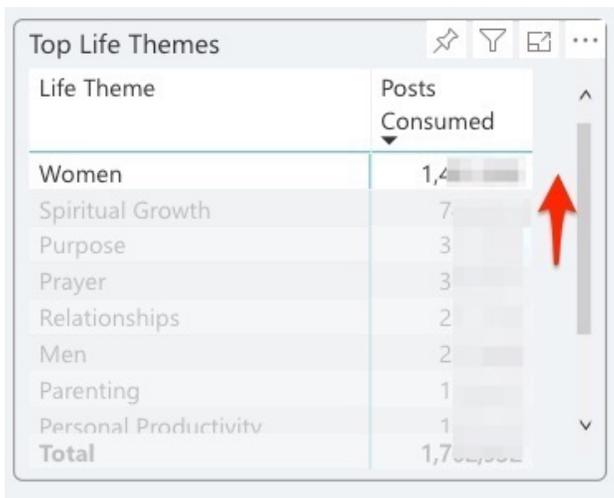
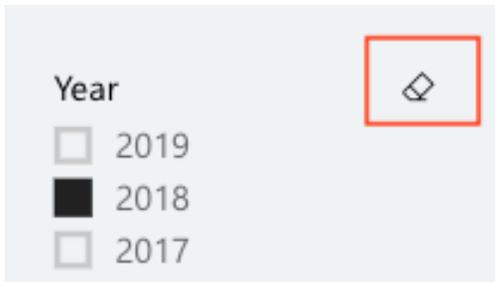
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Experiment with the Slicers

1. Select a single year and see how it modifies the results.
2. In the **Post Views Current Year** visual click on a single month and see how it modifies the other visuals.
3. In the **Top Life Themes** visual click on the top-ranked Life Theme and see how it modifies the other visuals.

Tips

- To clear a Filter, select the Eraser in the top-right of the slicer or if you're filtering within a visual click in white-space in the visual.



A screenshot of a 'Top Life Themes' table. The table has two columns: 'Life Theme' and 'Posts Consumed'. The data is as follows:

Life Theme	Posts Consumed
Women	1,4
Spiritual Growth	7
Purpose	3
Prayer	3
Relationships	2
Men	2
Parenting	1
Personal Productivity	1
Total	1,7

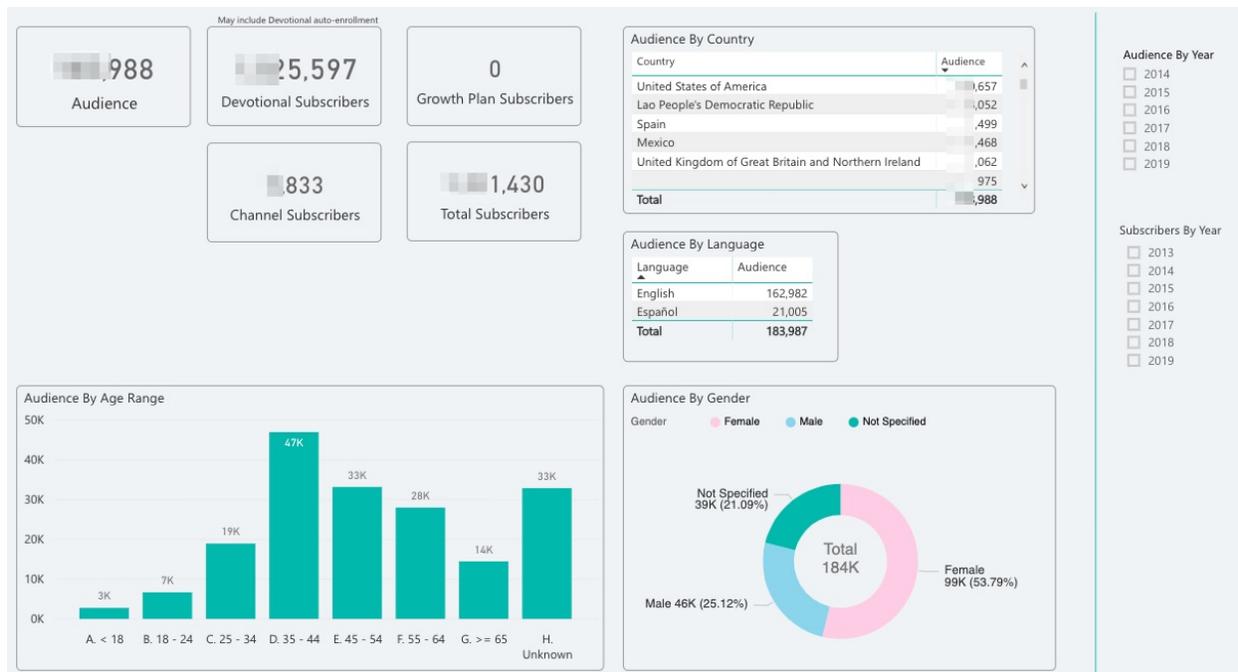
On the right side of the table, there is a vertical scrollbar with a red arrow pointing upwards.

- To multi-select options in a Filter, Ctrl-Click (Windows) or Cmd-Click (MacOS).

AUDIENCE

The Audience page displays metrics for your audience (defined as users who have interacted with your content), and Subscribers (defined as users who have subscribed to your Channel, Devotional, or Growth Plan.)

IMPORTANT: For several Kingdom Partners there was an arrangement to auto-subscribe new users to their Devotional. This is legacy behavior that we removed in early 2019 because engagement is better when users actively opt-in to Devotionals vs. being auto-enrolled. For the impacted Kingdom Partners, it is likely that the Devotional Subscriber count is higher than the Audience count.



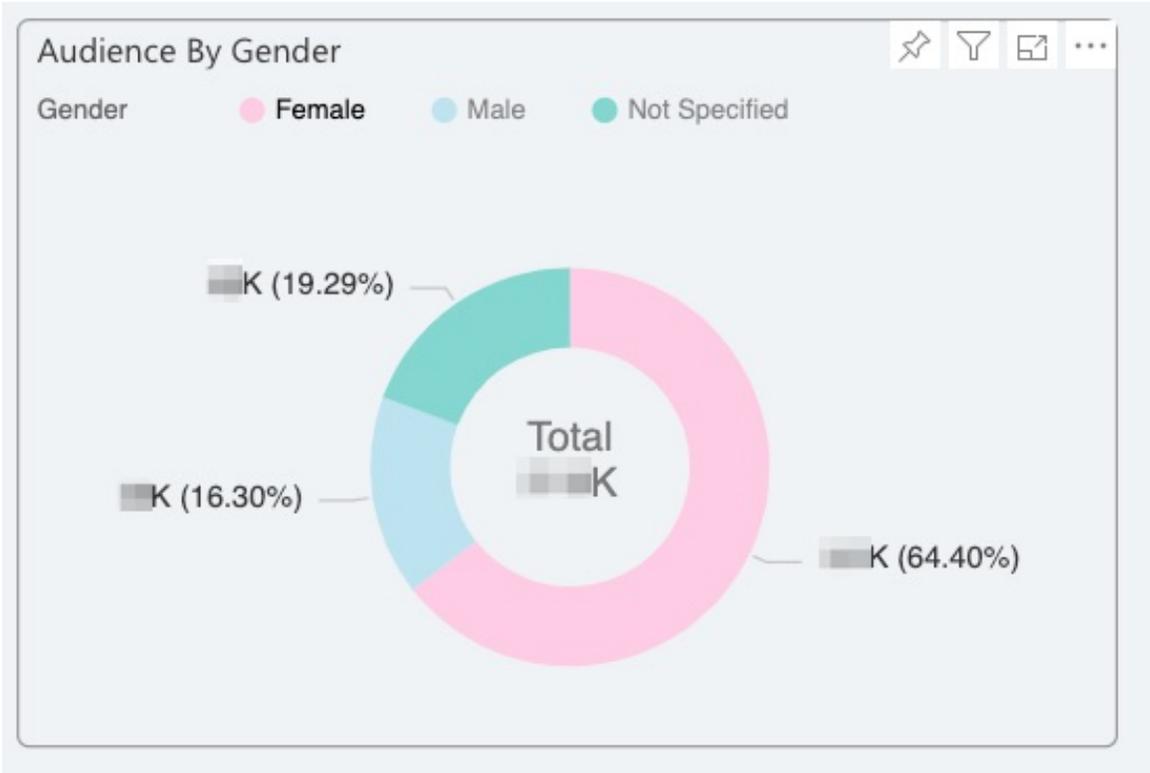
Select one or more checkboxes for Audience By Year or Subscriber by Year to filter the data.

Like the Engagement Page you can interact with the Slicers in the right-hand pane, or the visuals themselves.

For example, select Female on the Audience By Gender visual. You will see that it modified the other visuals. You can either select on the legend, or the pie-slice itself.

Tip

When you filter on one cohort such as Female on the Gender visual, not only does it modify the other visuals, it grays-out the remaining cohorts so that it is clear what you are filtering on. Clicking on white-space removes the filter.



PLATFORM

The Platform page includes several key platform-wide metrics across Giving Company. There is also a quick email link to Alex Kondratev, our Sr. Account Manager. Most visual account for all our brands, but several are brand-specific, such as our iDisciple Audience.





Contact [Alex Kondratev](#)
Sr. Account Manager

1,322,937

iDisciple Audience

36,026,453

Platform Posts

355,321

Growth Plan Subscriptions

108,233

Platform Songs

Property

- Family Christian
- iDisciple

Audience By Gender

Gender: ● Female ● Male ● Not Specified

Gender	Count	Percentage
Female	575K	43.46%
Male	265K	20.03%
Not Specified	483K	36.51%
Total	1,323K	

Audience By Age Range

Age Range	Count
<18	38K
18-24	54K
25-34	112K
35-44	286K
45-54	159K
55-64	133K
>=65	86K
Unknown	456K

Top Ministries: English

Ministry	Articles Consumed	%GT
Proverbs 31 Ministries	2,143,948	14.51%
Zondervan	1,749,994	11.85%
In Touch Ministries	1,284,806	8.70%
Daily Hope	1,252,210	8.48%
Revive Our Hearts	922,423	6.24%
Harvest Christian Fellowship	848,356	5.74%
Blueprint for Life	649,425	4.40%
Life Today	609,842	4.13%
Your Move with Andy Stanley	579,235	3.92%
Joyce Meyer Ministries	566,685	3.84%
AnGeL Ministries	504,087	3.41%
The Urban Alternative	451,096	3.05%
Total	14,772,445	100.00%

Top Ministries: Spanish

Ministry	Articles Consumed	%GT
Ministerios En Contacto	74,378	16.80%
Daily Hope	64,005	14.46%
Biblica, Inc.	50,027	11.30%
Maestras del Bien	31,425	7.10%
El Lugar de Su Presencia	23,769	5.37%
Conceptos Financieros Crown	23,207	5.24%
Aviva Nuestros Corazones	17,259	3.90%
Su Presencia Producciones	17,046	3.85%
Asociación Luis Palau	16,339	3.69%
Vidaln	16,312	3.69%
Iglesia Más Vida	16,148	3.65%
Wendy Bello	15,275	3.45%
Total	442,601	100.00%

VISUAL INTERACTIONS

Some of the visuals in the report support interactions to achieve different views of your data. The most common are **Filters** (aka Slicers because you can “slice” your data) and **Drills** (drill down to reveal additional details).

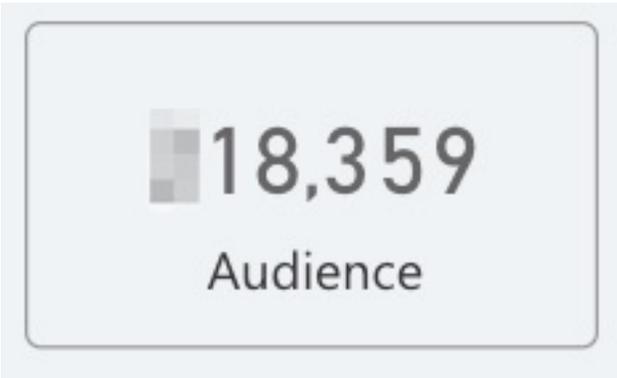
Within the library of Power BI Visuals, many of the interactions are intuitive. However, several may be confusing, especially to those new to Power BI, and so this section will describe how to use the interactions available.

FILTERS (SLICERS)

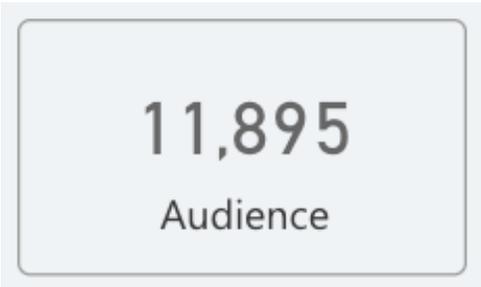
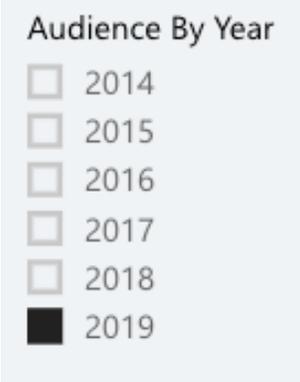
Filters allow you to narrow a portion of the dataset displayed in a visual. By default, filters on a page affect all visualizations on that page. As you choose values in the filter, it modifies all the other visualizations. Filters can also be setup to sync across pages, but this is not implemented in this report. So, if you filter on the year 2018 on one page, you can filter on year 2019 on another page.

Let’s look at an example on the **Audience** page. Try to follow along in your own report using the Audience By Year Slicer.

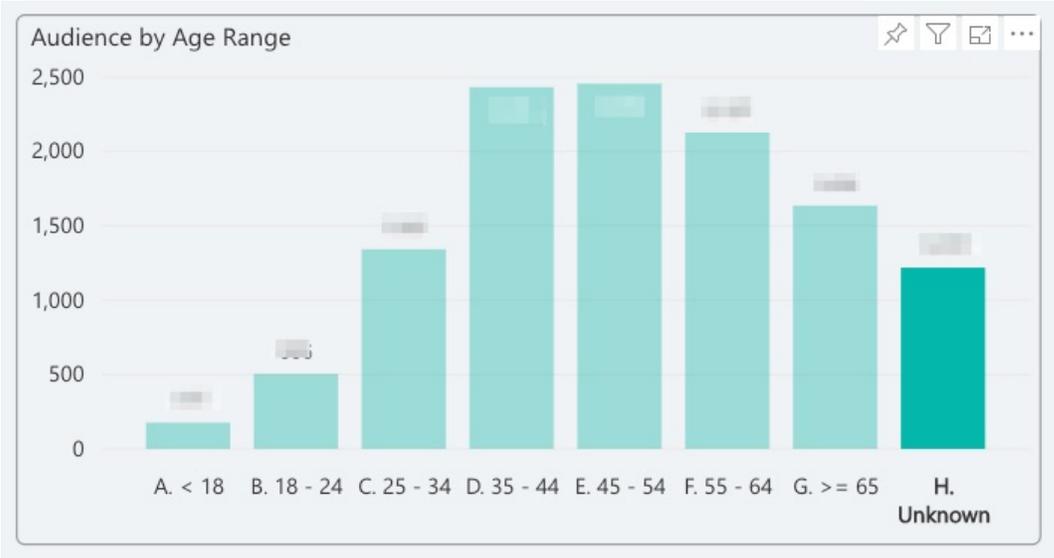
1. Unfiltered Table



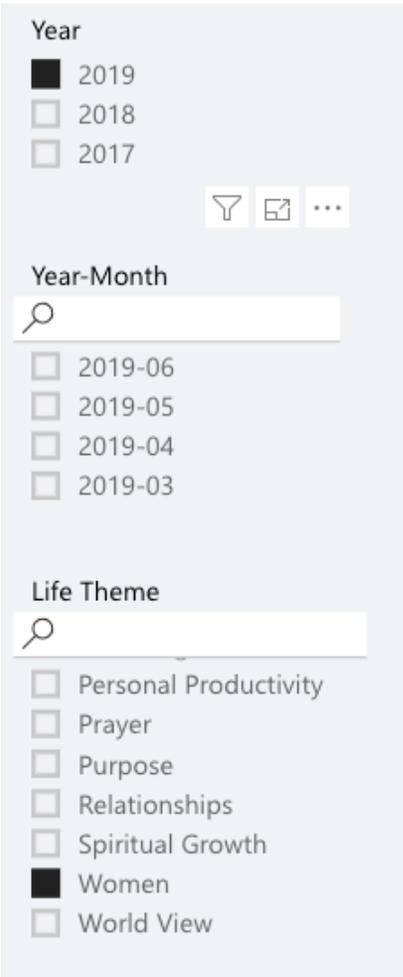
2. Filtered on 2019



3. As with the earlier Gender example, you can filter using a visual vs. a Slicer. For example, select on a bar representing an Age Range in the Audience By Age Range to so how it filters the other visuals.



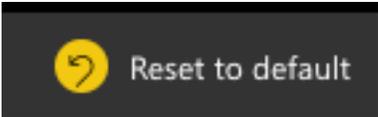
- 4. You can mix-and-match as many filters as you like. For example, on the Engagement page, select a Year and Life Theme.



- 5. To remove a specific filter, you can either uncheck the boxes or click on the eraser on the top-right corner of the visual.



- 5.1. To reset all filters and drills for a page, select Reset to default in the top menu bar and confirm to Reset. If you want to save specific filters for when you revisit the report, don't Reset.



Reset to default ✕

Do you want to reset filters, slicers, and other data view changes you've made?

- 5.2. **Tip:** Since the filters work across the visuals, you can also select on a section of a Pie chart for example, and it will filter the visuals on that selected pie slice. To clear the filter, click in any white space of the visual.

OTHER

FOCUS MODE

Focus mode lets you expand (pop out) a visual to see more detail. Maybe the information is a little crowded and you want to zoom in on only one visual. While in focus mode you can interact with any filters available to the visual.

The **Audience By Country** is a good example. Select Focus mode, the icon on the far-right of the visual.



Country	Audience	
United States of America	214,605	■
United Kingdom of Great Britain and Northern Ireland	1,026	
	788	
South Africa	779	
Philippines	247	
Total	218,359	

Focus Mode – allowing you to see more detail around the data.

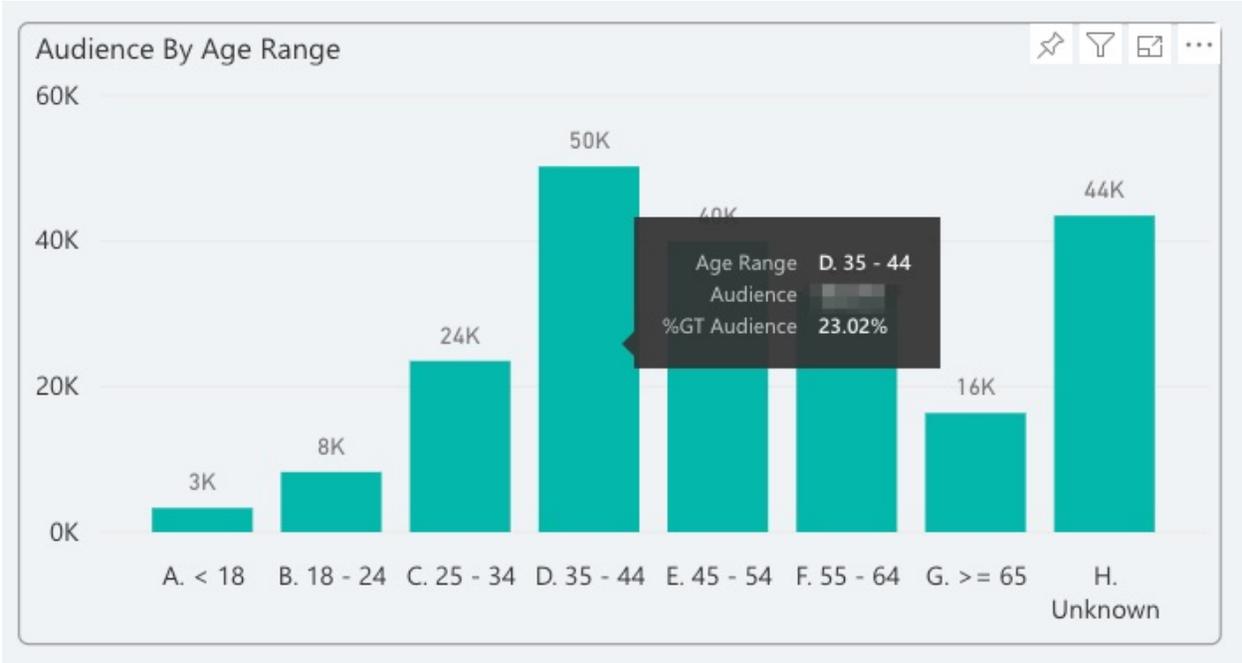
[< Back to report](#) | **AUDIENCE BY COUNTRY**

Country	Audience
United States of America	214,605
United Kingdom of Great Britain and Northern Ireland	1,026
	788
South Africa	779
Philippines	247
Australia	217
Canada	205
India	64
Lao People's Democratic Republic	42
Singapore	23
Nigeria	19
Brazil	17
Germany	16
Mexico	16
Spain	15
Colombia	10
Costa Rica	10
Netherlands	10
Norway	10
Indonesia	9
Kenya	9
Sweden	9
New Zealand	8
Puerto Rico	8
China	6
France	6

You can exit Focus mode by selecting Back to report in the top-left of the screen. Also, on the far-right of the screen, the last refresh date/time is displayed. Refreshes are discussed in a later section.

MOUSE-OVERS

Many of the visuals provide additional information when you mouse-over the data. For example, in addition to the absolute numbers, the same information may be represented as a % of Grand Total. See **Audience By Age Range** and hover over one or more of the age range bars to see the %GT.



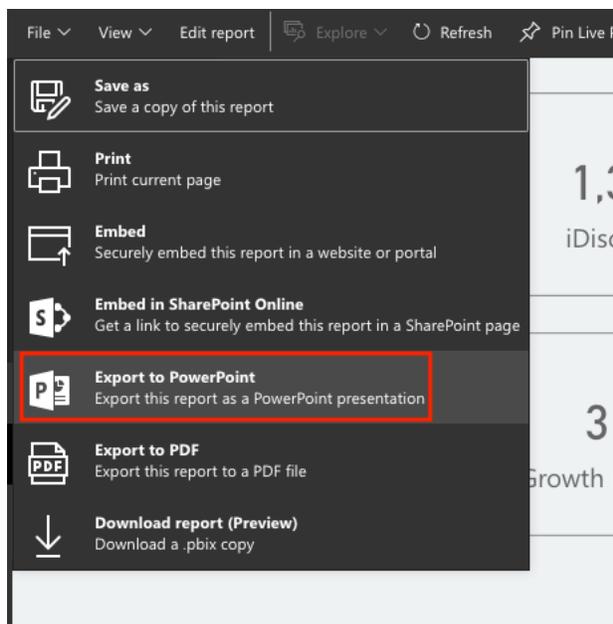
PRINTING AND EXPORTING DATA

There are a number of options for printing your reports or exporting the report data.

PRINTING

Under the File menu you'll see the available output methods. You will typically output to a printer, PDF, or PowerPoint file. If you have questions on the less familiar options, please reach-out. When you output the report ALL pages will print, not just the current page. If you've applied filters or modified the default filters, you'll be given the option to print the report with Current Values or Default Values.

Navigate to the Platform page. Under the file menu request to Export to PowerPoint.



If you have a filter set, the confirmation dialog will give you the option to export with Current Values (default) or you can switch to export with Default Values (the default visual context). Keep Current Values and hit Export. You'll be prompted to name and save your PowerPoint file.

EXPORTING DATA

If you'd like to see the data that is used to create a visual, you can export that data to Excel as an .xlsx or .csv file. Using the same Platform page, Top Ministries: English visual, click on 3 ellipses and then Export data on the far-right of the visual.

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If the visual is filtered, then the downloaded data will also be filtered. You will be prompted if you want to export the summarized data (as represented in the visual) or the underlying data. In this case the SQL query is aggregating the data so it won't make any difference. Sometimes the visual itself is performing the aggregation from more detailed underlying data.

The screenshot shows the Microsoft Excel interface with the following elements:

- Top Bar:** AutoSave OFF, Home, Advertising, Insert, Draw.
- Home Tab Ribbon:** Paste, Calibri (Body) font, Bold (B), Italic (I), Underline (U), and a grid icon.
- Formula Bar:** G12, with a dropdown arrow, a clear button (X), a checkmark, and a function button (fx).
- Worksheet Grid:**

	A	B	C
1	No filters applied		
2			
3	Ministry	Articles	Articles
4	AnGeL Ministries	504,087	504,087
5	Back to the Bible	446,845	446,845
6	Blueprint for Life	649,425	649,425
7	Crazy Love	365,163	365,163
8	Daily Hope	1,252,210	1,252,210
9	FamilyLife	447,766	447,766
10	Guideposts	405,154	405,154
11	Harvest Christian Fellowsh	848,356	848,356
12	In Touch Ministries	1,284,806	1,284,806
13	Josh McDowell Ministry	407,270	407,270
14	Joyce Meyer Ministries	566,685	566,685
15	Life Today	609,842	609,842
16	Proverbs 31 Ministries	2,143,948	2,143,948
17	Revive Our Hearts	922,423	922,423
18	RZIM	403,035	403,035
19	Smalley Institute	367,443	367,443
20	The Urban Alternative	451,096	451,096
21	Wisdom Hunters	367,662	367,662
22	Your Move with Andy Star	579,235	579,235
23	Zondervan	1,749,994	1,749,994
24			

Export data



Which data would you like to export?

- Summarized data
- Underlying data

File format:

- i* Data exports with all applied filters.
- i* For large data models, only a limited number of rows can be exported. [Learn more](#)
- i* Currently, underlying data can only be exported into an Excel doc (.xlsx).

Export Cancel

REFRESHING THE DASHBOARD AND REPORTS

Power BI provides the options to refresh the data one or more times daily. Initially, we'll schedule data refreshes one or two time a day. If you have a business need to have the data refreshed more often, please contact your Account Management representative.