



**METRICS FOR MANAGEMENT**

## **CASE STUDY:** Data Management with DKT International

**Location:** Global | **Funding:** DKT International

### **THE CHALLENGE**

DKT International is the world's largest social marketing organization for sexual and reproductive health. Managing data, streamlining operations, assessing impact, and reporting in a timely manner with a small team based in the Washington, DC headquarters was challenging. DKT wanted a centralized system to consolidate and analyze data from diverse sources.

### **THE SOLUTION**

DKT engaged Metrics for Management (M4M) to help select and implement a new database solution. M4M undertook a comprehensive review of potential database solutions and presented three recommendations. DKT chose Power BI, a Microsoft product that would allow the DKT team to maintain continuity with current practices while improving efficiency and data reliability at the global level. M4M leveraged its team's data expertise to

establish data entry processes and templates aligned with existing collection methods.

M4M created dashboards and initial reporting structure, as

well as a systems for tracking multiple products across numerous countries and for calculating health impact metrics, both including guidance manuals.

DKT has since improved data management, operational efficiencies, and decentralized organizational structure.

- ✓ **Marketing Analyses**
- ✓ **Product Distribution**
- ✓ **Impact Measurement**
- ✓ **Cost-Effectiveness**
- ✓ **Behavior Change Communication**

*Banner photo repurposed from DKT International project photos*

**WORK WITH US**

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