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EVALUATION WEEK
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Technology and Innovation in Building Transformational M&E Culture

Use of data science tools to turn complex MEL findings
to compelling visual narratives

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June 4, 2024



Importance of Data Visualization



- **Provides Clarity:** Visualization can help present complex data from multiple sources. By translating numbers, percentages into visual stories, it bridges the gap between complex data sets and our understanding of the results.
- **Provides Insights:** Results, trends, causes that might take long time to detect though traditional methods of analysis can be easily detected with effective visuals.
- **Provides Engagement:** Visual data is more engaging. Using interactive technology tools to add visualizations can capture and hold our audience's interest and engagement with it.
- **Provides Storytelling:** allows for data and results to be more relatable and understandable. The narrative aspect helps in presenting information in an engaging and memorable and impactful way.

Challenges and Opportunities: Challenges



- **Inadequate Visuals:** Using visuals that are not adequate for our audience can make the data hard to interpret, defeating the purpose of visualization and even leading to wrong conclusions.
- **Lack of Context:** Without the proper context, visualization can be misleading. Providing background, explanatory information and engaging with subject matter experts to ensure that our audience understands and can interpret the data correctly.
- **Lack of Accessibility:** Ensuring that our audience has access to the same technology that we are using and has the proper understanding on how to make use of it, is of essence.
- **Ever-Changing Technology:** The fast evolution of technology, tools and methods can be a challenge for MEL practitioners to keep up with and it requires continuous learning and adaptation.

Challenges and Opportunities: Opportunities



- **Interactive Tools:** Interactive data analysis tools offer great opportunities for users to explore data hands-on, allowing for a deeper understanding of the results.
- **Accessibility:** Innovations in tech tools and its design are enabling more accessible data visualizations, providing insights and results available to a broader audience.
- **Storytelling with Data:** Visualizing data is a great opportunity for storytelling, making our findings and results more understandable and applicable.
- **Democratization of Data:** With the interactive, accessible and available data analysis tools, more users can create and understand data visualizations. This contributes to wider data-literacy in our society.

Technology and Innovation in MEL



- **Communicating Results:** Visual tools can effectively communicate results and impacts of development projects and programs.
- **Reporting:** Long, narrative reports filled with complex data can be overwhelming and challenging. Using interactive dashboards and other visual tools as reports or addition to narrative reports makes them more impactful to a broader audience, including decision-makers, donors and our stakeholders.
- **Participatory MEL:** Partners, beneficiaries, local stakeholders can actively participate in the MEL process by contributing data and insights, leading to a more inclusive and comprehensive evaluation process.
- **Elevating MEL Culture:** Inviting and engaging all key stakeholders to take active part in the MEL processes, to learn and turn to evidence-based decision-making processes.

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Q & A

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