



Call Volume per Helpline 2022/23

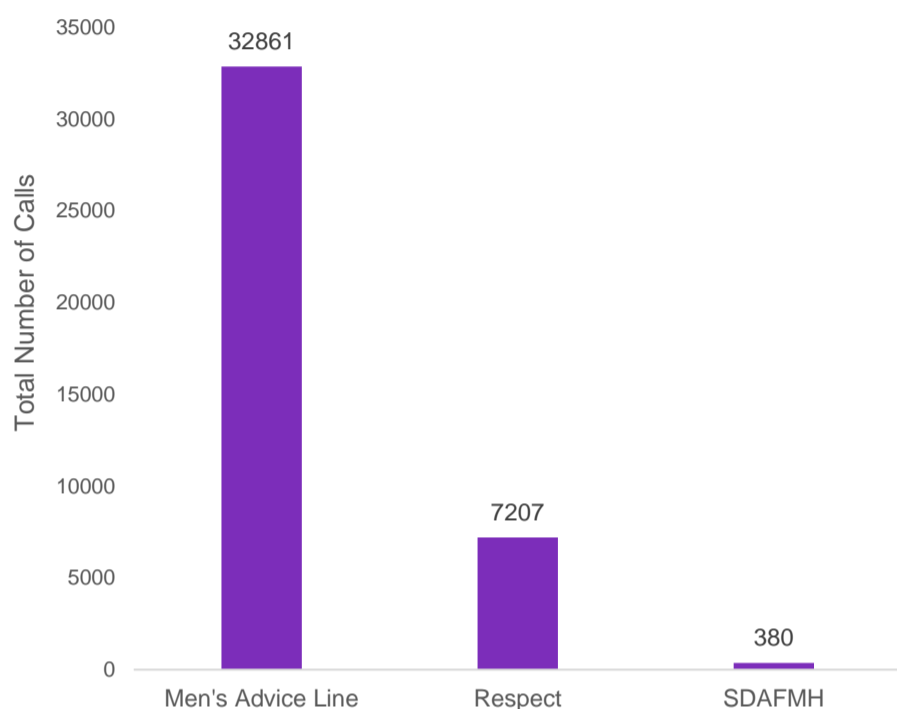


Figure showing overall helpline demand during 2022/23

Overview of the Data Fellowship

The data fellowship at Respect involved the analysis of trends from 3 helplines operated by the organisation: Men's Advice Line (for male victims), Respect Phonenumber (for perpetrators) and the Scottish Domestic Abuse and Forced Marriage Hotline (which redirected male callers to the Men's Advice Line. The trends under analysis were compared to the previous financial year to gauge how Respect should operate going forward, what they could expect regarding resources and what phone calls by victims and perpetrators increasingly "looked" like – their length, the topics under discussion and just what demographics were calling.

Data Analysis

Data analysis was undertaken using a mixture of Excel, for quantitative data, and NVivo for qualitative data. Data sources included records from the Call Handling and Salesforce databases, as well as a Microsoft Forms questionnaire that callers could choose to complete. Whilst a lot of the analysis was scraping data and organising them into tables (see the figures on this poster), an equal amount of analysis was interpreting the data *critically*. As Respect was an organisation of experts, deferring to their knowledge often allowed for the illumination of the *stories behind the data*, allowing for a greater critical insight about what the figures collected truly meant for the people the data spoke of.

Findings

- Demand for the Men's Advice Line was continuing to increase, even after COVID and was likely to continue increasing.
- Satisfaction was decreasing overall with the Men's Advice Line but for the Respect phonenumber, often the feedback was entirely positive.

- Respect, as with many charities, is severely underfunded, with additional funding granted to it if it meets targets that are made impossible by the lack of funding. Accordingly, this self-perpetuating cycle should be struggled against and made known to the government that perpetuates it.

Key Skills Learnt

Critical analysis and its importance. It is not enough to understand the data you work with on a numerical level, you must also ask why the data is that way, why it trends this way or that or why this group may call more often than that group. Always remember to use literature or experts in your organisation to back up or ask about critical claims – they're there for a reason!

Never be afraid to ask for help, especially from your data fellows! Just because you are the data analyst in the room at your organisation doesn't mean you're expected to be all-knowing and infallible about everything, including your analysis programs. I personally reached out to the fellows via a WhatsApp group chat when a problem with Excel arose, and it saved me from missing my self-imposed deadline.

Time management is especially important when you have an internship lasting only 8 weeks. It may seem like a long time, but when you have three reports to produce it can get a bit overwhelming! A formal weekly timetable helped, but also informal daily tasks I set myself in my head. If I deviated from either, making sure that I could set a sensible "back-up" timeframe, even if it was on the fly, was also a way to ensure that I never panicked about getting everything done and reports in on time.

Daily Variation in Average Calls (MAL)

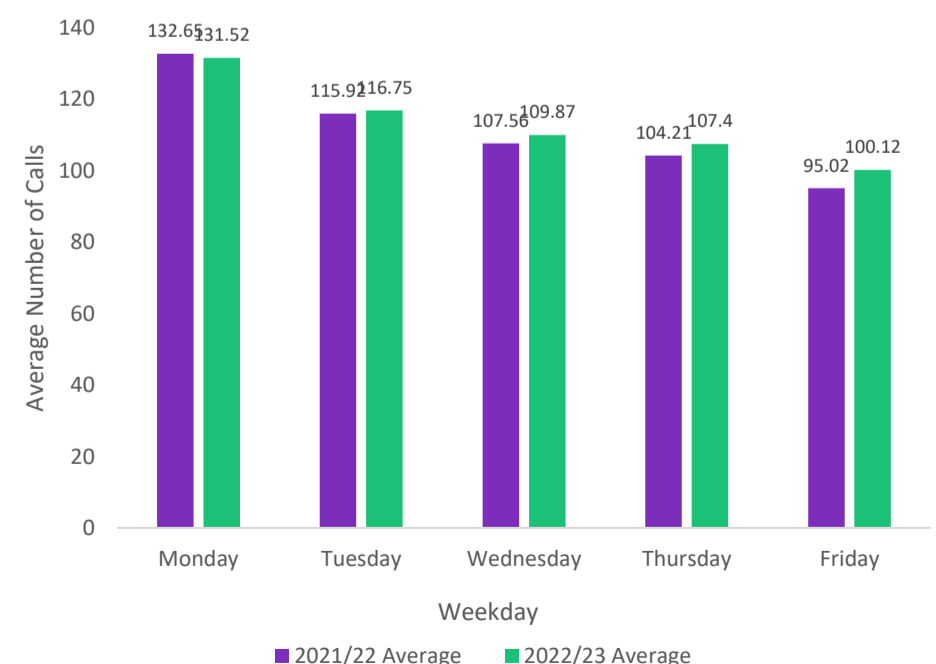


Figure showing variation in average calls/weekday between the two years