



PARKS BUSINESS INTELLIGENCE

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Bellevue's Parks & Community Services offers educational recreation programs for people of all ages and abilities.
CITY OF BELLEVUE



THE CHALLENGE

The Parks and Community Services department asked students to create a framework for an interactive business intelligence tool organized around the vast amount of data collected by the department's many programs. In creating a framework for such a tool, students focused on how to make it easier for key decision makers to access and analyze data regarding the use of community centers.

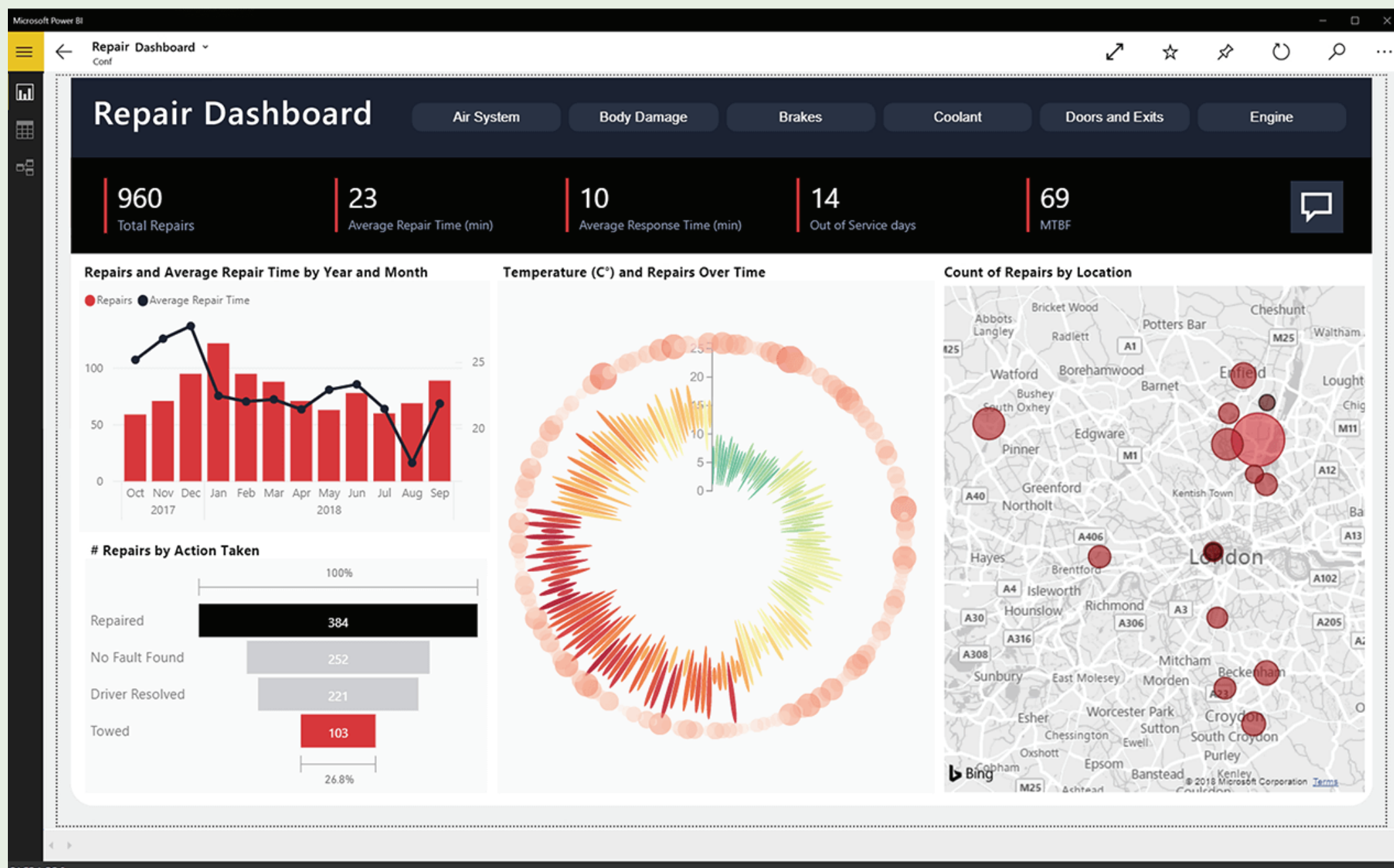


OUR METHODS

We first reviewed data collected by the City's Parks and Community Services department. We assessed which information could be useful for the department, which data did not provide any benefit, and what kind of data collection the department could focus on in the future. We then began an interview process, meeting with representatives of the City's Parks and Community Services department. We intended to unearth specific issues staff experience with their current platform, as this would enable us to consider potential solutions and to create a set of recommendations. We determined to focus on ways an interactive business intelligence tool could enhance usage efficiency for each community center.

OUR PRELIMINARY FINDINGS

After an initial meeting with the department, we identified key issues related to how data is collected. The department primarily gathers data about people who register for services and programs offered at Bellevue community centers, as well as programs run by the City of Bellevue (e.g., day camps). This information sits in a database and the department team lacks resources and time to review the data and learn more about program participants. Some of the data is unavailable because an outside organization or club has collected it. Accurate data analysis could help the department improve programming and operations of its community centers. An established business intelligence tool, like Microsoft's Power BI, could serve as an accessible framework that enables the department to revamp its data analysis approach.



An established business intelligence tool, such as Microsoft's Power BI, could enhance the City's approach to data analysis. MICROSOFT

