DSSD - GWU
Fall 2024 Report

Client Name : Shrimad Rajchandra Love and Care USA


Our project aimed to highlight the SRLC-USA's Education Care initiative using an interactive ArcGIS Story Map to improve how donors, visitors, and volunteers perceive the organization's efforts. This nonprofit supports low-income students by providing essential school supplies, such as backpacks and learning materials. Through this initiative, SRLC has already helped over 75,000 schoolchildren, equipping them with the resources they need to thrive in a challenging educational environment.
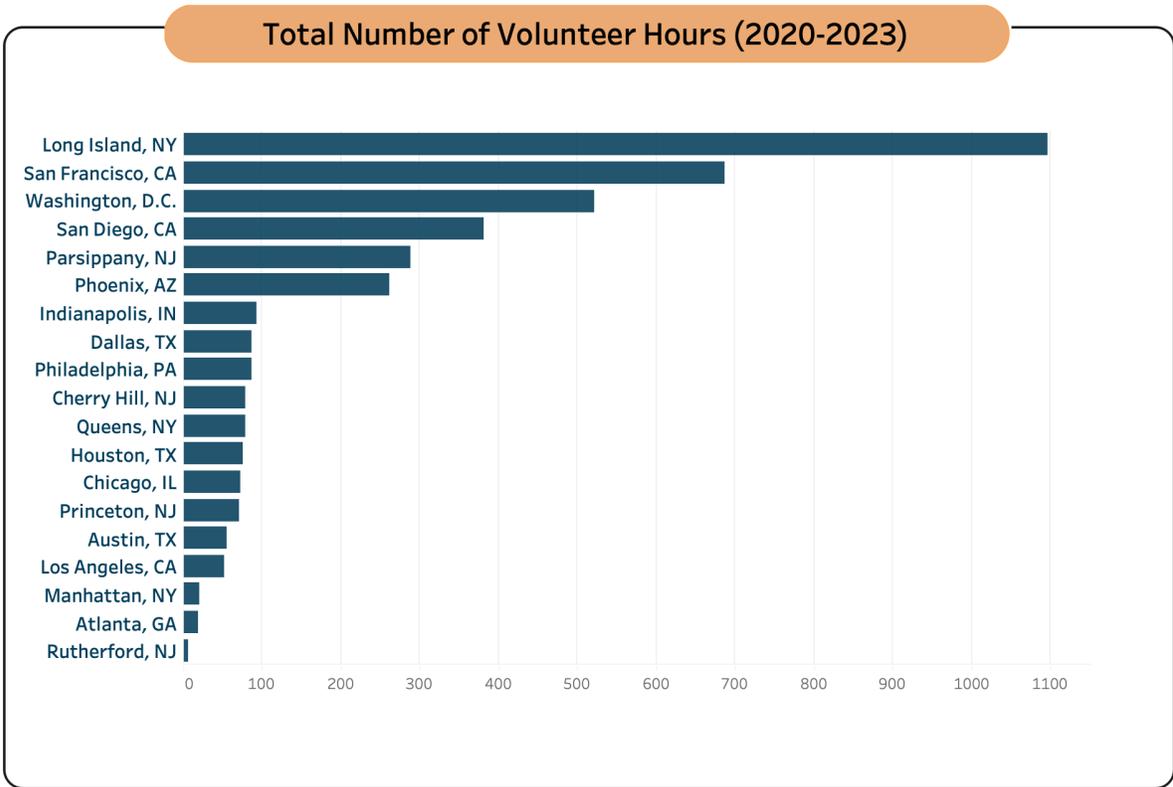
The project showcased SRLC's community impact using data compiled in Excel. This dataset included key metrics such as the effect of each event on students, stories from volunteers and participants about the positive impact of SRLC's work, and the geographic locations of these events across the United States. Our first step was to clean and analyze the data, focusing on which visual elements and stories would resonate most with viewers, inspiring them to contribute through donations and volunteer opportunities. Together with the GIS team, we used ArcGIS Story Map, Excel, Tableau, Python, and Power BI to create an impactful and engaging narrative that effectively conveyed SRLC's mission and achievements.

During the initial phase, data provided by the client was cleaned and formatted according to the convenience for the further process, that included deleting the missing value columns, numerical formatting, retrieving geographical coordinates, Additionally created simple graphs for understanding the data.

Once the basis of the ArcGIS Story map was created, The GIS team developed interactive maps projecting states which was majorly contributed by our client, showcasing the number of lives touched, educational kits distributed, and total volunteer hours for each state that has hosted events.
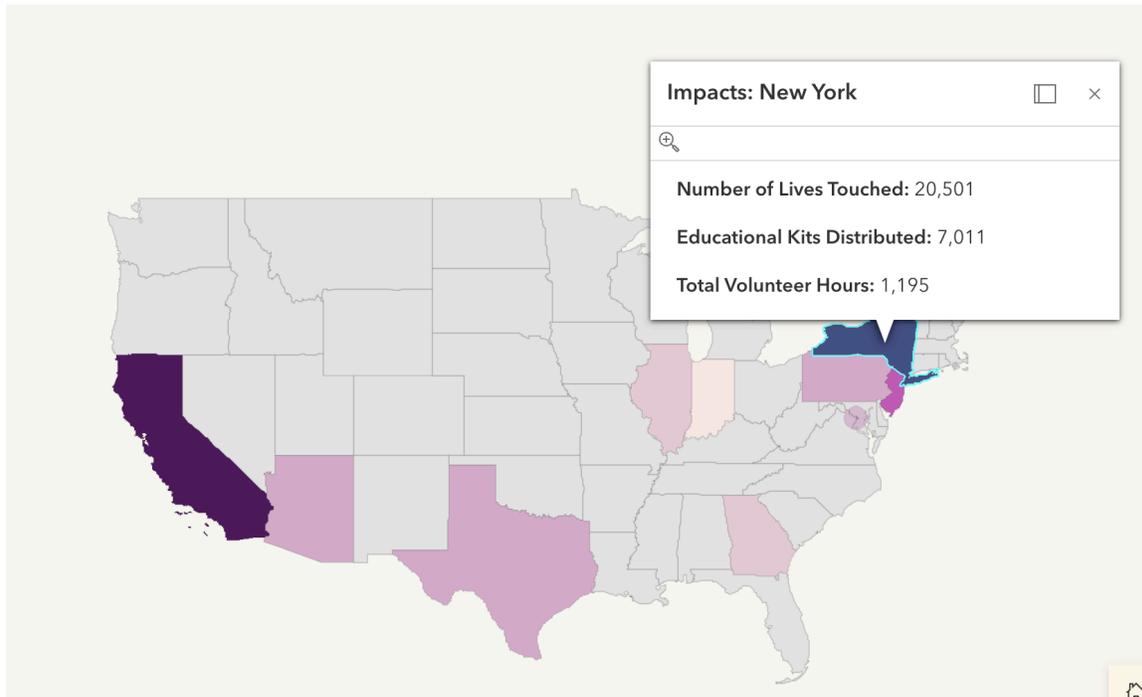
The Data Science team implemented various graphs about the total number of lives touched pre and post covid, the total number of kits donated, and the average number of volunteers across different US cities to allow visualizations to have a greater understanding on the hard work SRLC does for its members and community.

Total Number of Volunteer Hours (2020-2023)

City	Hours
Long Island, NY	~1100
San Francisco, CA	~690
Washington, D.C.	~520
San Diego, CA	~390
Parsippany, NJ	~290
Phoenix, AZ	~260
Indianapolis, IN	~90
Dallas, TX	~90
Philadelphia, PA	~90
Cherry Hill, NJ	~80
Queens, NY	~80
Houston, TX	~75
Chicago, IL	~70
Princeton, NJ	~70
Austin, TX	~55
Los Angeles, CA	~50
Manhattan, NY	~15
Atlanta, GA	~15
Rutherford, NJ	~5

After finalizing the visualizations, our team used the data and testimonials to develop a story path that would further illustrate SRLC's impact. We focused on different cities to demonstrate how their local initiatives contribute to the organization's overall efforts. For example, Long Island, which had the highest number of volunteer hours from 2020 to 2023, recorded over 1,100 combined hours for all events. To emphasize SRLC's impact, we included storylines detailing how the events empower underserved communities, provided more in-depth information about the distribution of educational kits, and highlighted a youth-led book drive that collected over 700 storybooks for the local community. Similar narratives were developed for San Francisco, California, Phoenix, Arizona, and Washington, D.C., focusing on the direct impact of SRLC's initiatives in these cities.
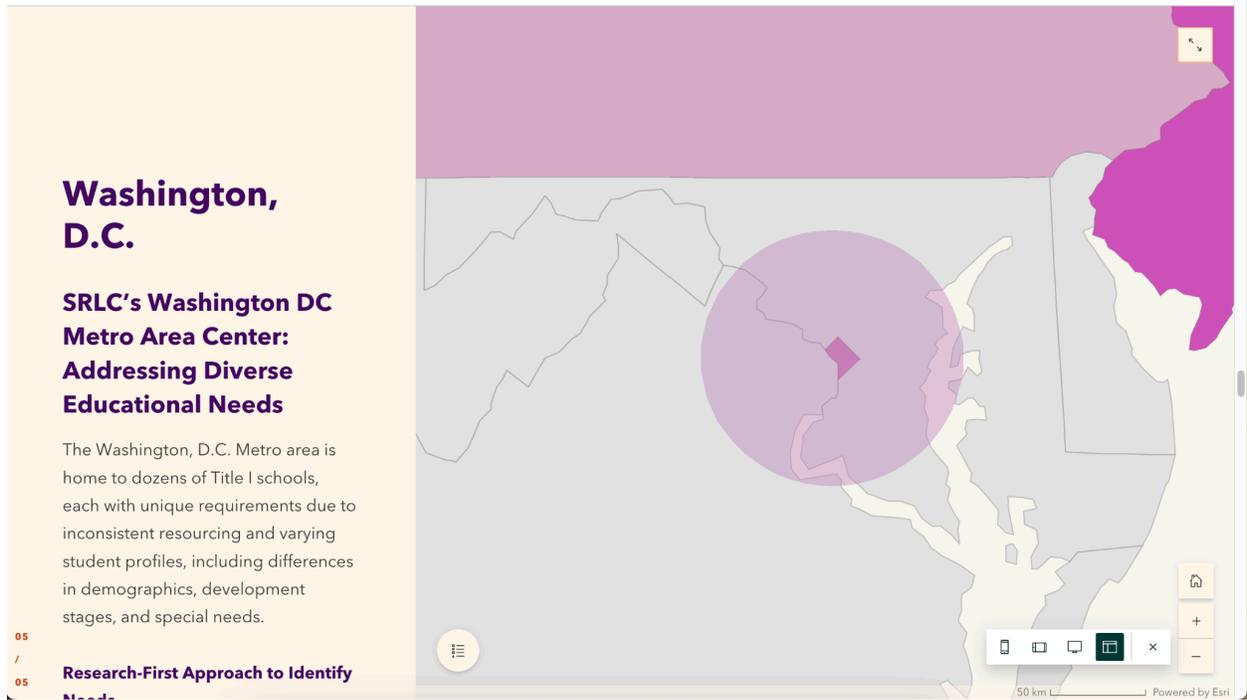
Throughout the whole development process our team has been getting feedback from SRLC and implementing the changes and stories they want to highlight from changing color schemes, developing specific graphs, and formatting according to the mobile version.

Both the teams faced challenges while working on Story Map due to a lot of limitations and non-flexibility to customize the Story Map, some of the client's requirements weren't met and had to be compromised which caused delay in updating the client.

Finally, we are about to wrap this project by the end of the year after making a few formatting changes suggested by the client.