

Databox

Databox is an open source, cloud-based business analytics platform for marketers, CEOs, analysts and decision makers that provides a single interface to view various key performance indicators (KPIs) and generate reports.

It is suitable for small to large businesses and offers mobile apps for iOS and Android devices.

Features of the tool:

- Account-Based Marketing
- Content Marketing
- Conversion Rate Optimization Tools
- Customer Data Platform (CDP)
- Demand Generation
- Digital Analytics
- Email Marketing
- Event Management

Benefits for Nonprofits (NPO's):

- Databox is a comprehensive data management platform that makes it easy to visualise and analyse data from multiple sources.
- It has a user friendly interface and provides great insights into how your business is performing.
- It is also very affordable, making it a great choice for NPOs of all sizes.
- Client PerformanceView: every client's top KPIs and goals in one screen. Eliminate the work required for internal review of client performance and goal achievement.
- Create, delete and update client accounts all by yourself.
- Add, remove and manage permissions for internal users and client accounts.

Why NPOs can use Databox:

Needs to be changed:

Databox is a cloud-based data analytics platform that allows businesses to collect, analyze, and visualize data from multiple sources in one place. It has a user-friendly interface and offers features such as client performance views, account management, and data sharing. It supports a range of databases, including MySQL, Oracle, and PostgreSQL.

Graphical Representation:

Fig. 1. Home Page



Fig. 2. Audience review dashboard



Fig. 3. Leads, sessions and pipelines of work



Npos often have to manage large amounts of data in order to effectively operate and meet their goals. Databox provides a comprehensive platform to help NPOs track and manage their data. The Leads, Sessions and Pipelines interface helps NPSs to easily organise incoming leads and track their progress through the entire sales pipeline.

Conclusion:

The Databox platform is an open-source personal networked device, augmented by cloud-hosted services. It is suitable for small to large businesses and offers mobile apps for iOS and Android devices. NPOs can use Databox to track their fundraising progress, monitor website traffic and engagement, measure social media impact, and manage donor relationships. Databox allows NPOs to easily create customizable dashboards to monitor these metrics and make data-driven decisions. With Databox, NPOs can save time and resources by automating their data collection and visualisation processes. This helps them to stay on top of their KPIs and identify areas for improvement in their operations and strategies.

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