

DEI Goal calculator

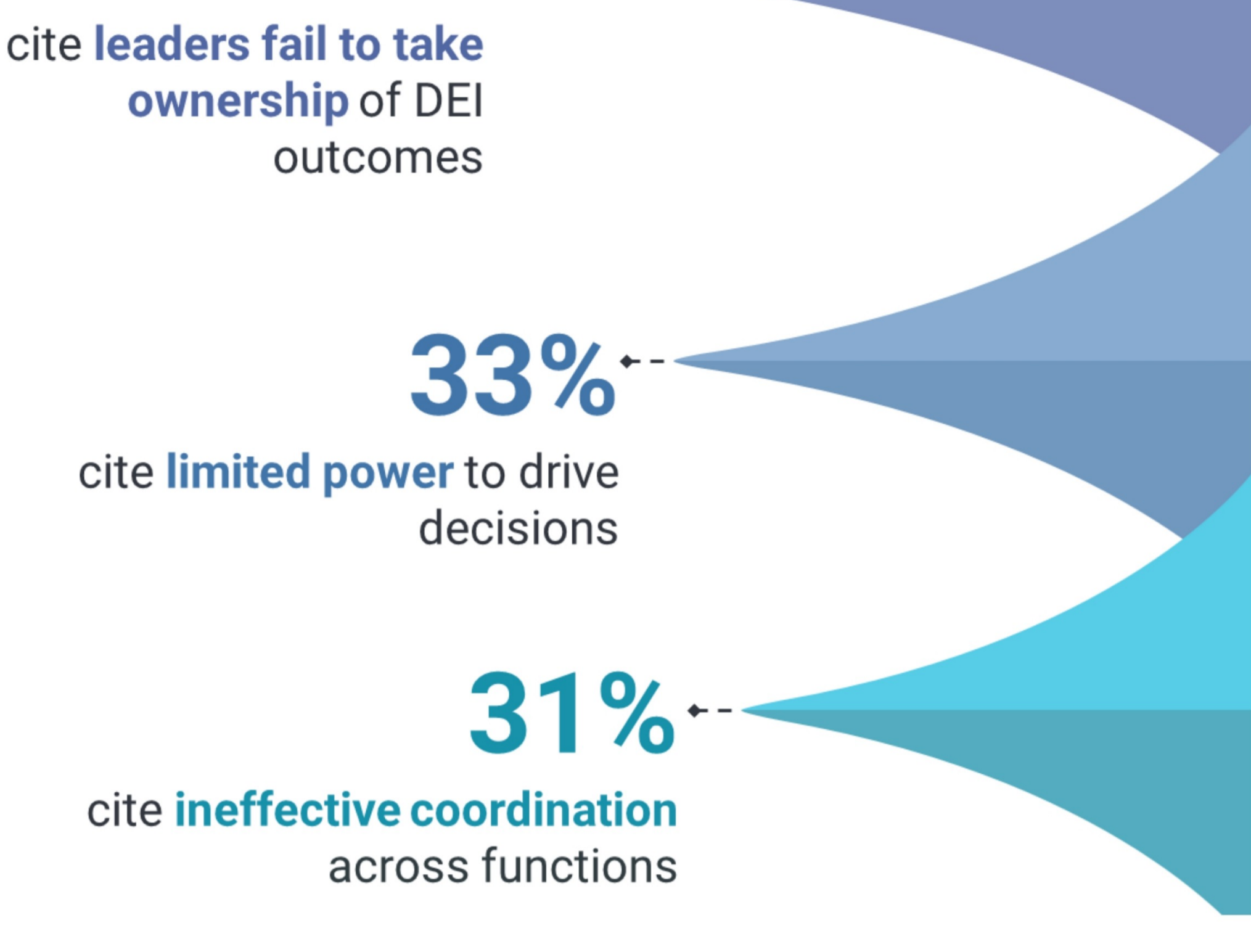
A specialized analytics tool for DEI professionals

DEI professionals face challenges in goal-setting due to organizational barriers, limited data, and technical resources, often resulting in failed initiatives attributed to inadequate leadership buy-in.


Most DEI Initiatives Fail From Insufficient Leadership Buy-In

Out of 181 DEI Leaders...

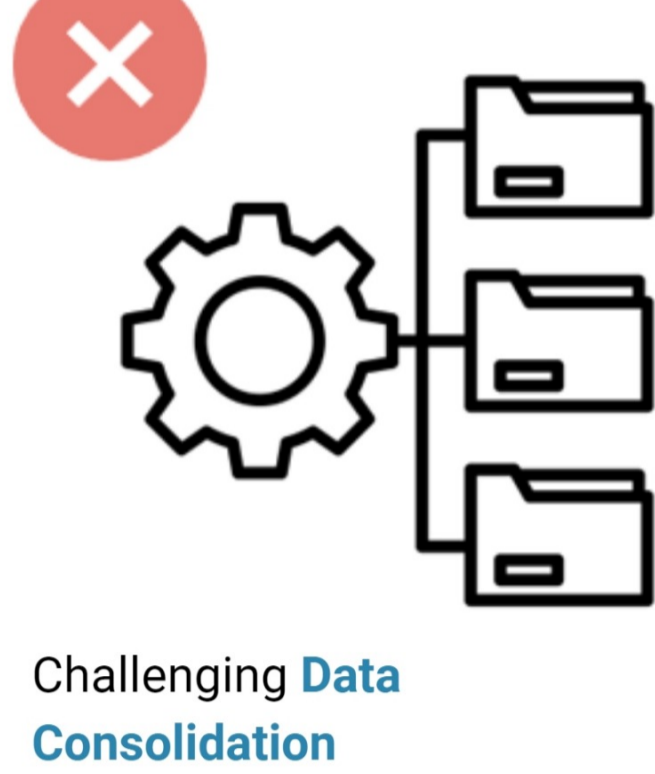
(Gartner, 2022)



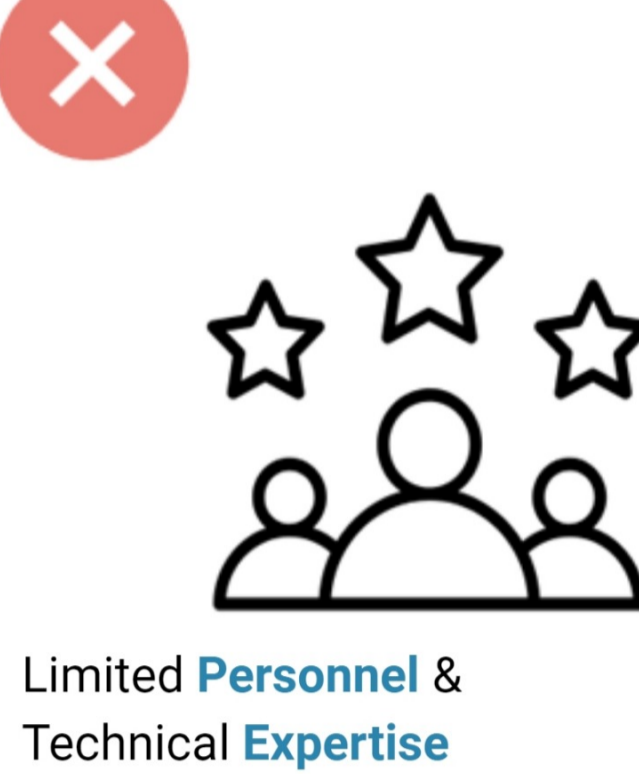
Data & Technical Challenges Impede Strategic Narratives



Lack of **Specialized** Analytical Tools



Challenging **Data Consolidation**



Limited **Personnel & Technical Expertise**

DEI Professionals Struggle To Set Goals Amidst Organizational Barriers



Our Methods

Discovery

Goal Setting, Trend Analysis, Scenario Planning Among Top Use Cases



5 Interviews

- ✓ CDO
- ✓ VP of DEI
- ✓ Global VP
- ✓ Director
- ✓ Researcher




3 Requirements

- ✓ Data Anonymity
- ✓ Flexible Customizations
- ✓ Minimal User Inputs


Design

Curated Features Serves As Foundation For MVP Development



4 Features

- ✓ Data Input Interface
- ✓ Linear Projection Algorithm
- ✓ 4-year Trend Visualization
- ✓ Exportable CSV



1 MVP

- ✓ Fast-tracked development

MVP Development

Fail Fast, Learn Fast. Lessons From The MVP Ensures User Value

Allow users to select multiple focus segments using checkboxes.

Provide additional information about selections with verbose explanations.

Use natural language statements and leverage language models for user guidance and suggestions.

Improve UI layout & User Flow





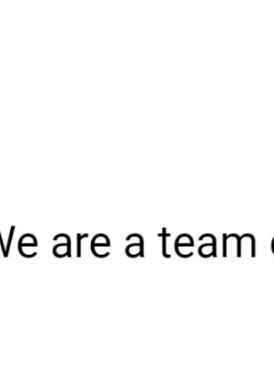
Iteration v1.0 Release

- Enhanced UI/UX**
- User-friendly instructions & simplified interface
 - Visuals change dynamically with inputs
 - Editable output table & export functionality
 - LLM content generation

Iteration v2.0 Release

- Advanced Features**
- Personalized LLM descriptions
 - BLS benchmarking data
 - Production packaging

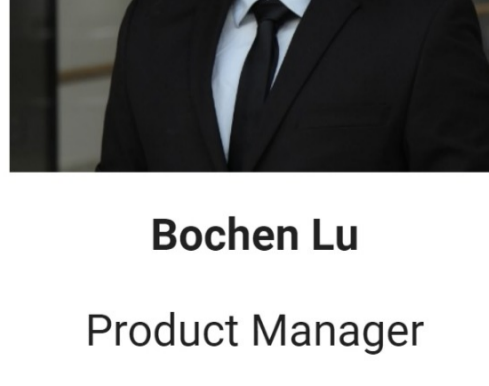
Benefits of Our Solution

-  Enables **on-the-fly scenario planning**
-  Supports creating **strategic narratives**
-  **0% technical barrier, 100% anonymized entries**
-  Leverages **commonly accessible metrics**
-  **First-of-its-kind specialized DEI product**


About Us


DataDream Team

We are a team of University of Washington's MSIM program, united in unlocking data's value for impactful solutions




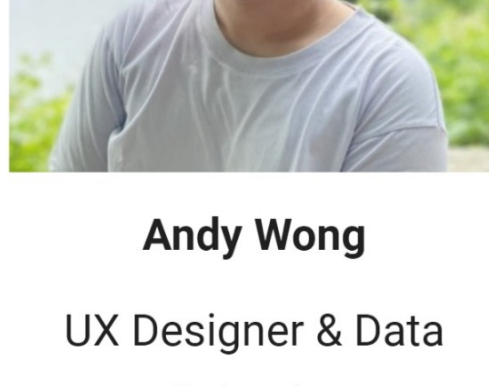
Bochen Lu
Product Manager







Chris Olson
BI Engineer & Data Scientist






Andy Wong
UX Designer & Data Scientist





Marquis Bullock
Developer & Content Writer



Our Sponsor

At the core, included strives to provide technology that integrates diversity, equity, and inclusion metrics into a comprehensive people analytics platform, helping companies build inclusive workplace cultures for better organizational performance.

