Achieve Layered Insights With The Data Intelligence Tool

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- This presentation is for registered attendees of North America LIM 2026.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Identify meaningful insights by layering chapter membership and event data to inform decisions and drive enhanced engagement strategies.
- Discuss data-driven chapter insights with chapter leadership to support informed decisions and drive chapter strategy.

Key Takeaways

1. The PMIMSL Data Intelligence Hub, ready to use
2. A first look at your own chapter's layered data
3. The steps to repeat this whenever you want

Before we start...

- Number of Active Members in your chapter?
- Retention Rate over the last 12 months?
- Event Registrations this year?
- Retention Rate of members who have Attended at least 1 event?

Dan Jackson



SENIOR PROJECT MANAGER,
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VP OF MEMBERSHIP,
PMI METRO ST. LOUIS

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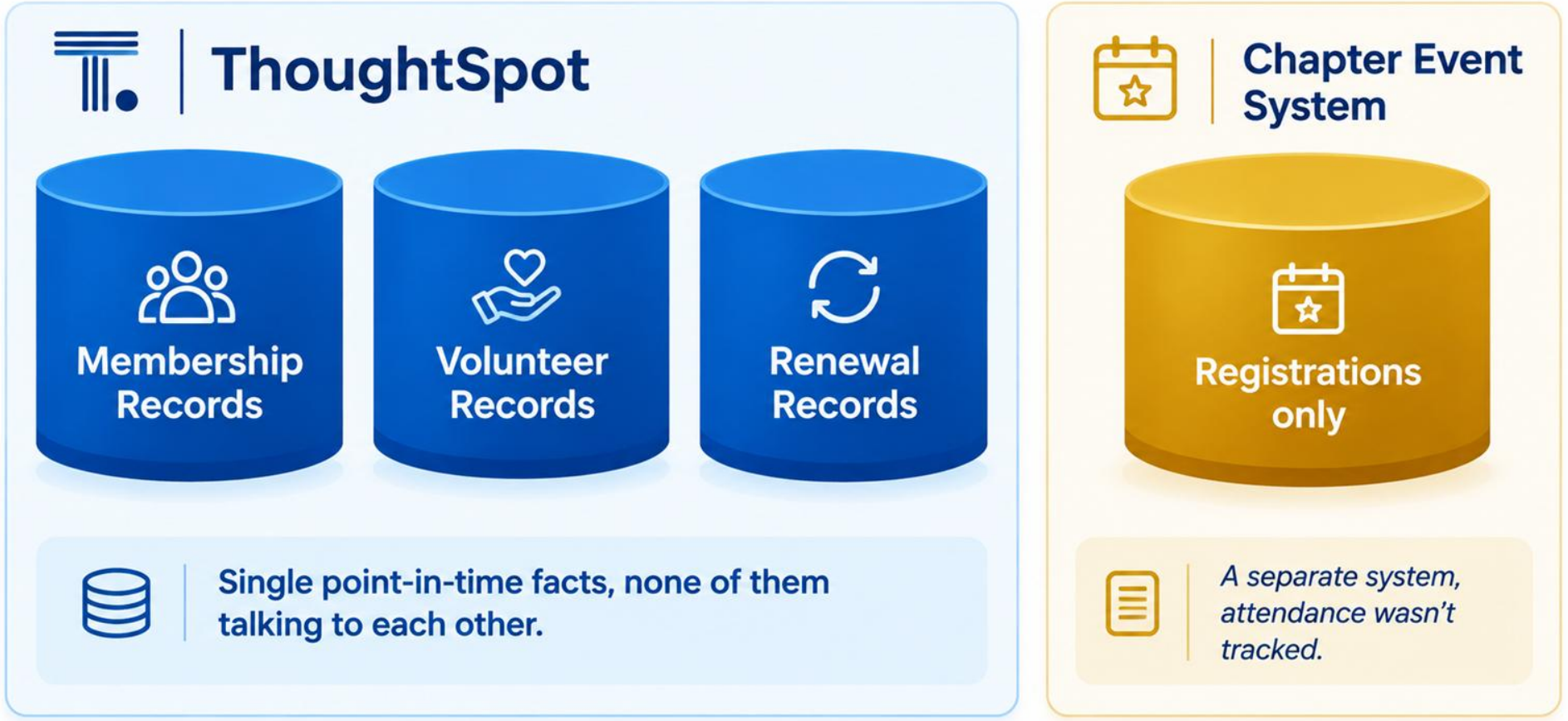
PRESIDENT ELECT, PMI MILWAUKEE/SOUTHEAST WISCONSIN

Gut feel, not data

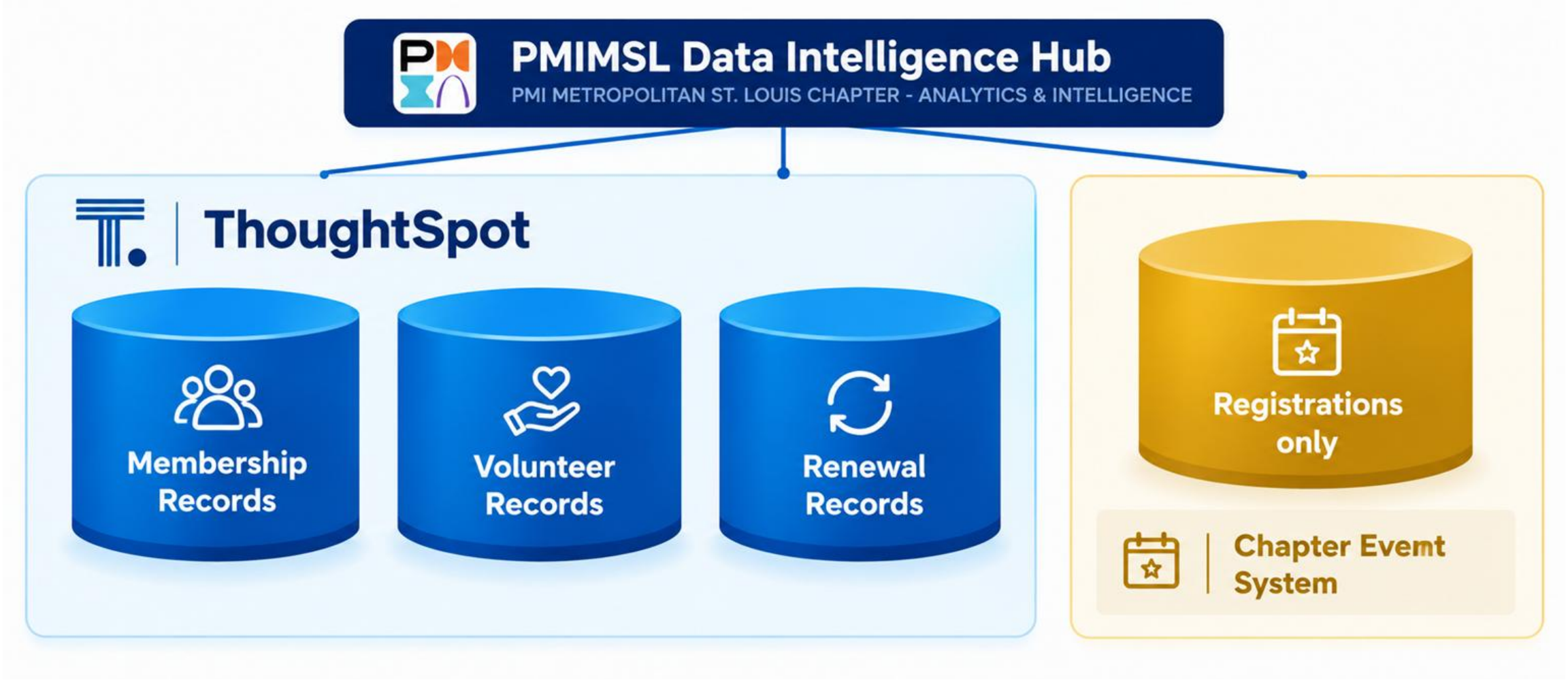
> *“Our geographical region includes Illinois, so we need to run events there.”*

> *“Our renewal rate is right where it should be.”*

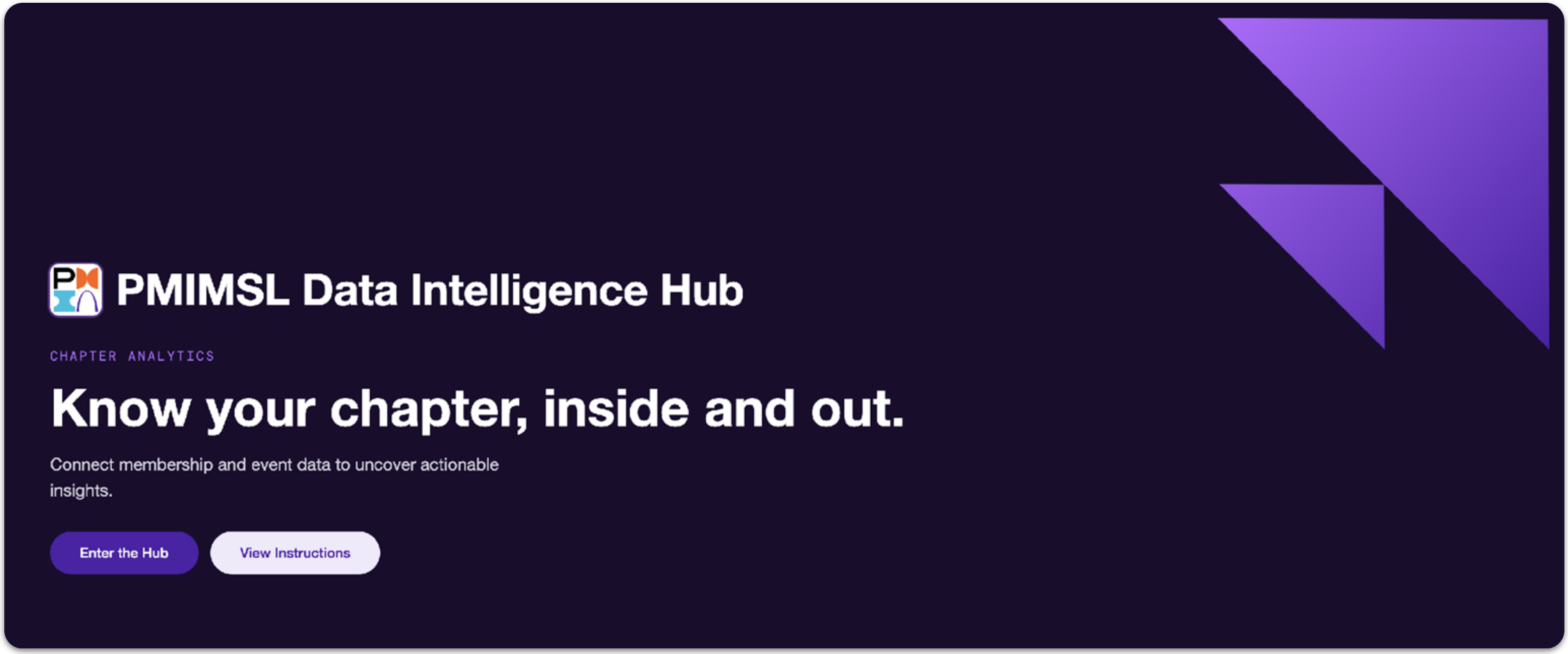
One-dimensional data



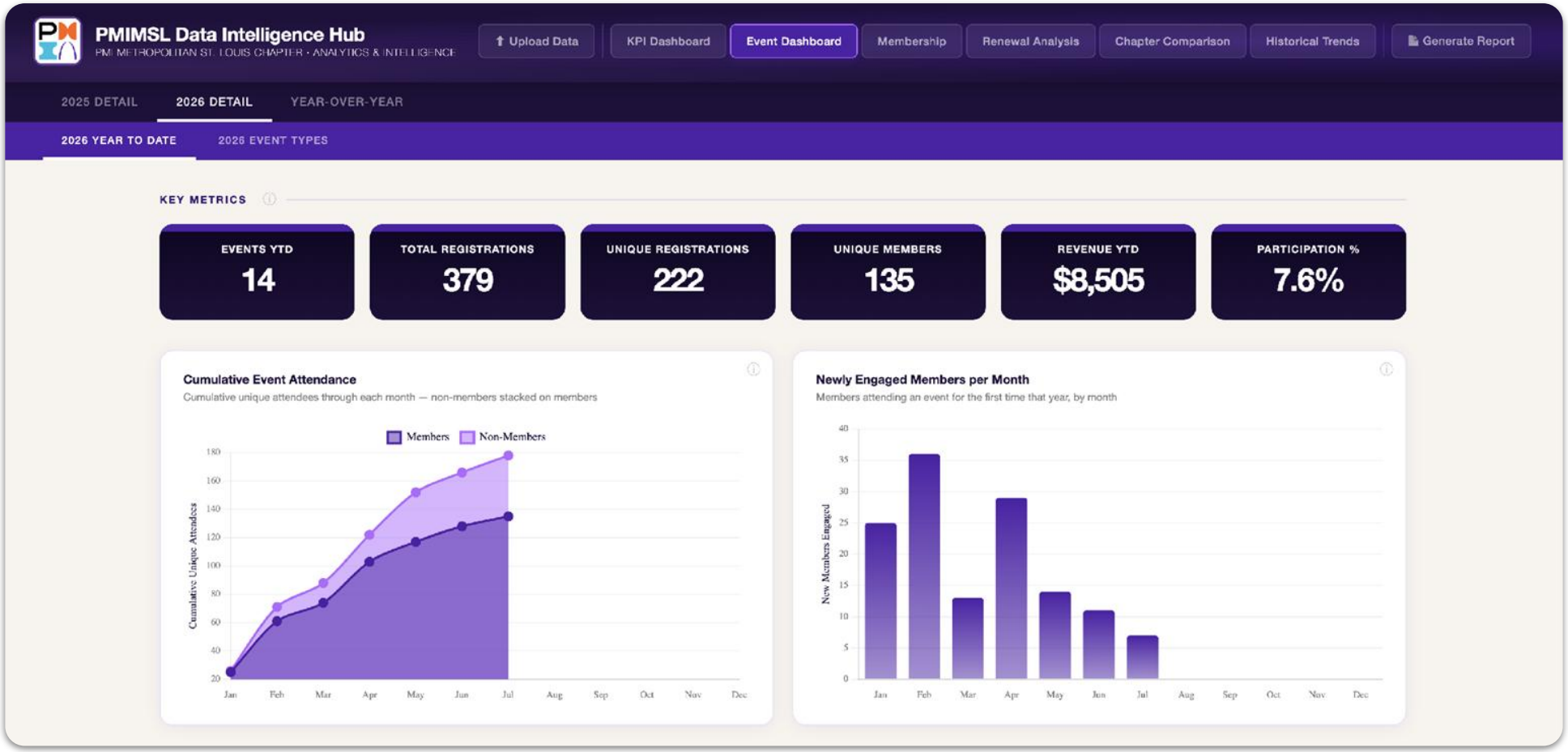
From one-dimensional to three



Meet the Hub

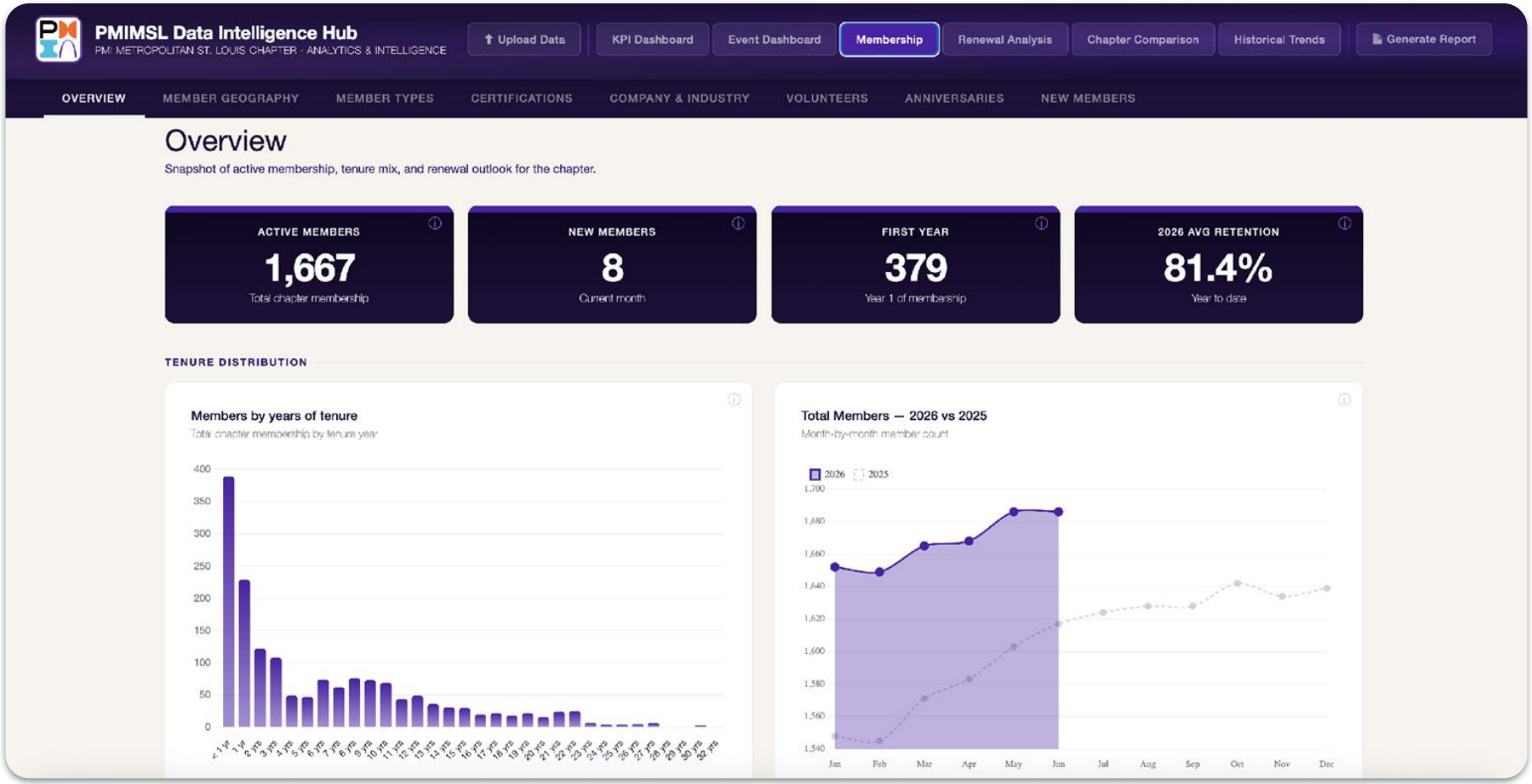

PMIMSL Data Intelligence Hub
CHAPTER ANALYTICS
Know your chapter, inside and out.
Connect membership and event data to uncover actionable insights.
Enter the Hub
View Instructions

Turn Event Data into Actionable Insights



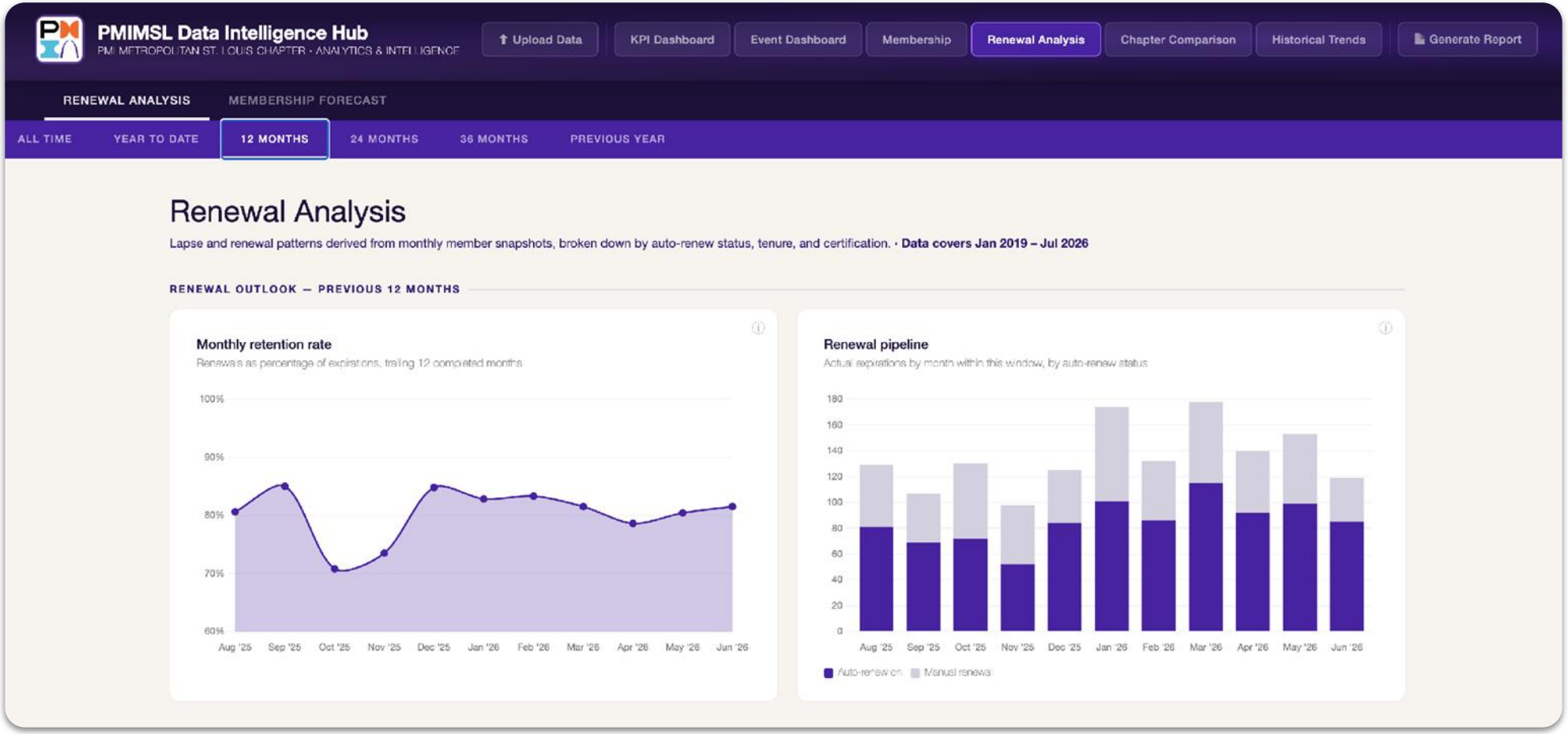
Bring event activity together in one place to understand reach, registrations, and revenue.

Understand your Membership at a glance



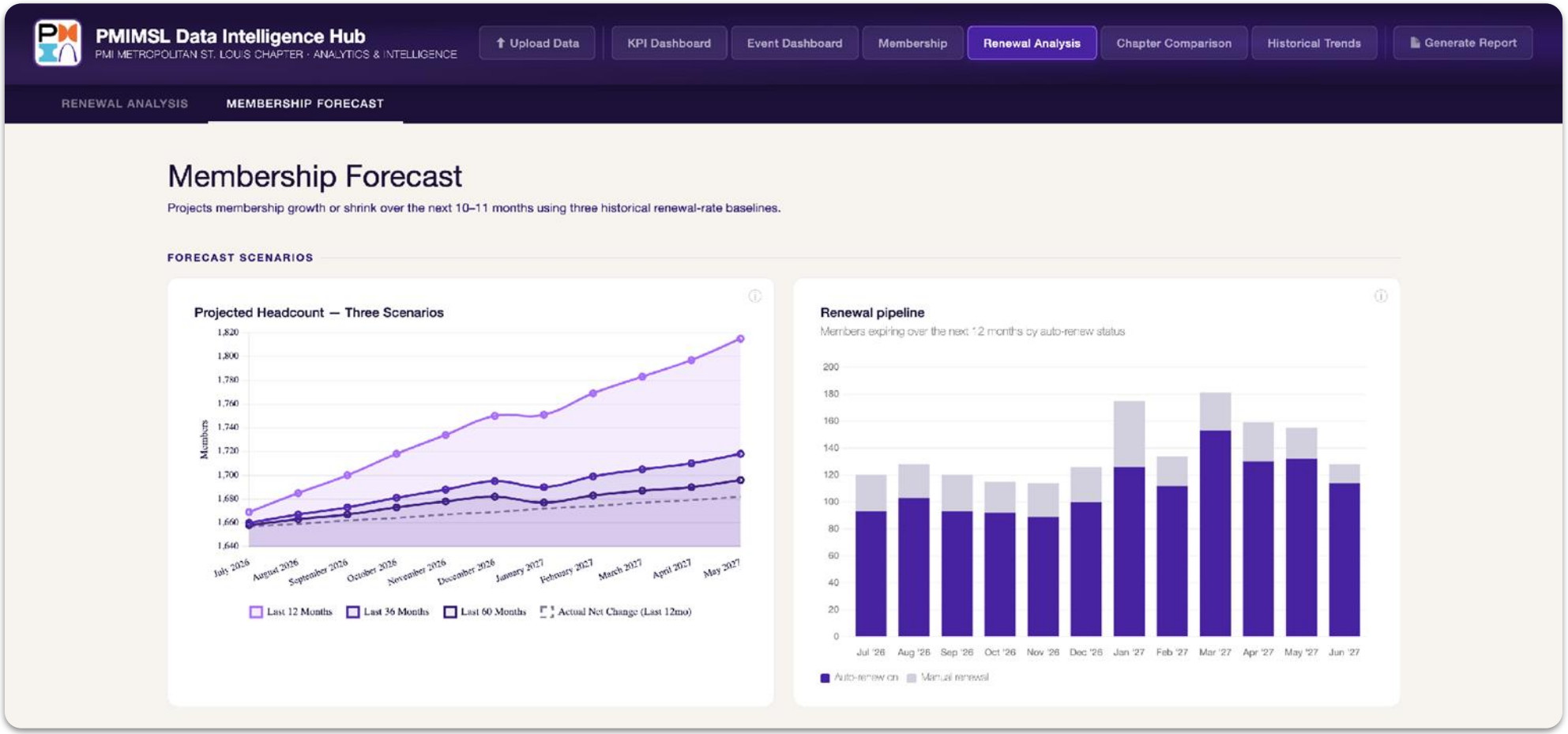
Membership growth, tenure, and retention, to understand the health of your chapter.

See Retention before it’s too late



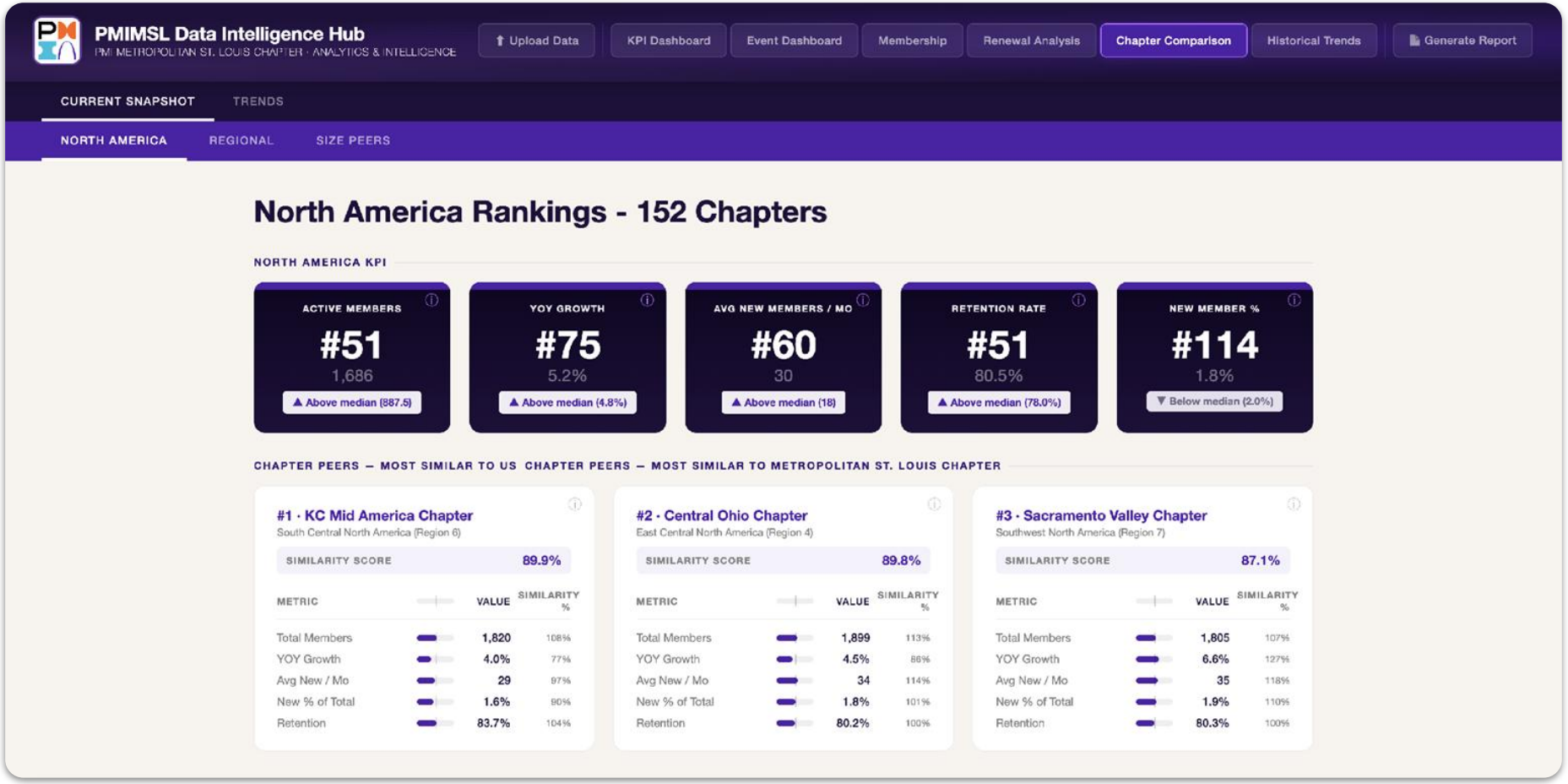
See when members are renewing, and when you need to act.

Forecast the future of your Membership



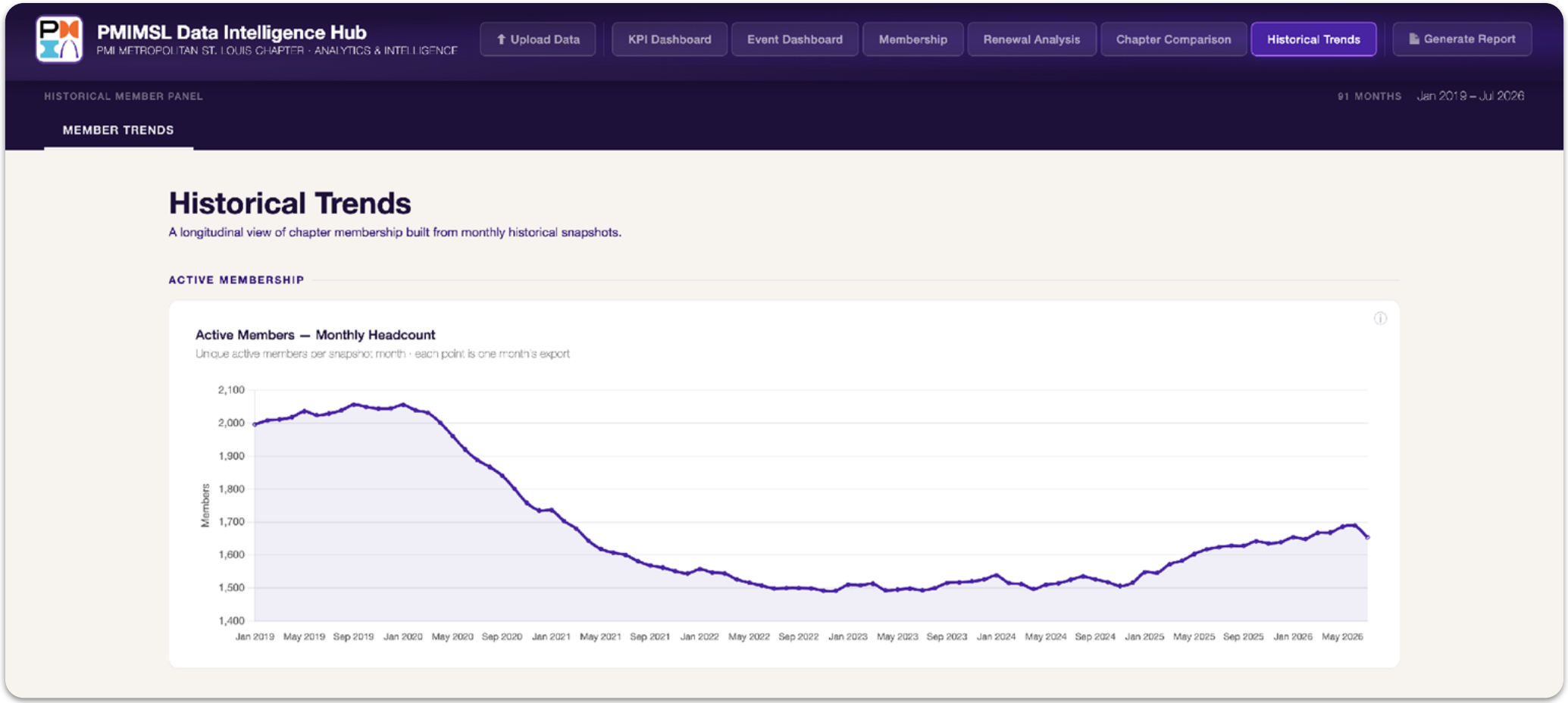
Membership trends and scenario planning, anticipate future chapter membership.

See how your chapter compares



Put your chapter’s membership performance in context with all North American chapters.

See the membership story over time



Look across years of membership data to uncover trends, turning points, and patterns.

How the Hub Works



Coded by Claude

No AI in the code



Runs offline in an HTML file

No internet connection needed. It opens in your browser.

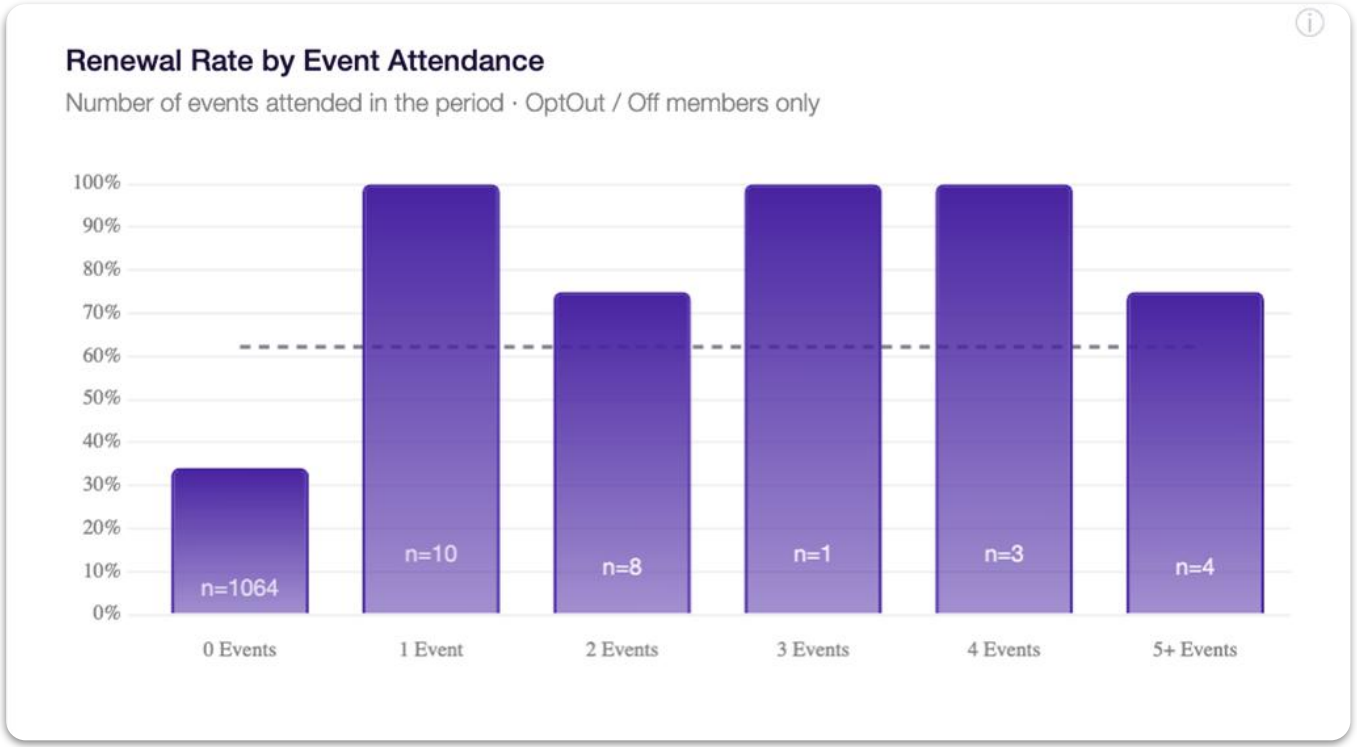


PII stays on your computer

Member data is protected and never leaves your computer.

The same question from the beginning

> Retention Rate of members who have Attended at least 1 event?



> Retention Rate: layered, in a few clicks, not a multi-week project

Now, your chapter's data

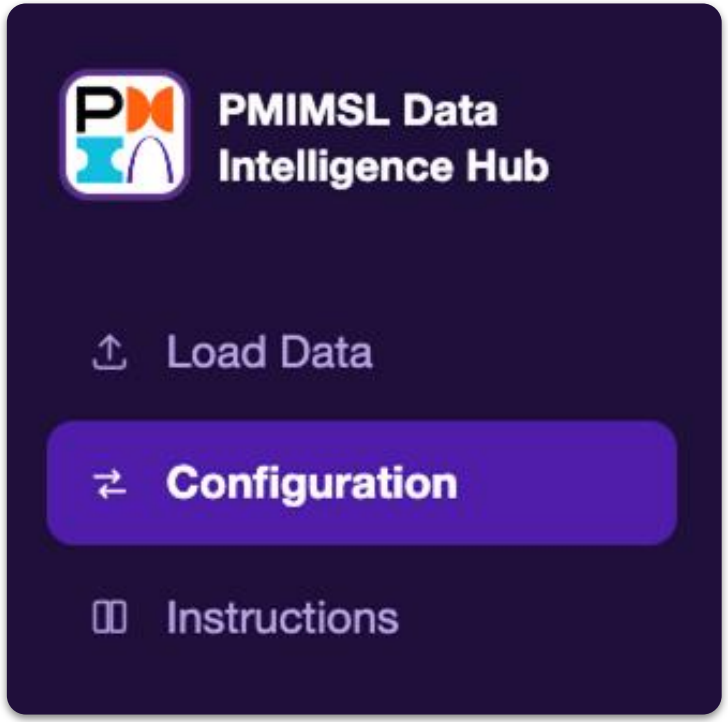
1. Download Data Intelligence Hub
2. Create Configuration File
3. Export ThoughtSpot Data
4. Export Event Data (optional)
5. Quick Upload Into The Hub and Explore Your Chapter.

Get the Hub

www.tinyurl.com/PMIMSLData



Create Config File



Chapter settings

These apply across the whole Hub (member distance calculations, Chapter Comparison, KPI goal lines) and don't require an event file. Save them any time — no upload needed.

Your Chapter (optional)

PMI Metropolitan St. Louis Chapter

Used to identify your chapter in the Chapter Comparison report.

Chapter Country

United States

Controls whether the Hub expects zip codes or Canadian postal codes, and hides charts that require data not available for Canadian chapters (e.g. county-level breakdowns). Saved into the mapping file so it's set once, not re-selected every session.

Center Zip Code (optional)

e.g. 63105

Zip code used as reference point for distance calculations. Leave blank to disable distance-based charts rather than defaulting to another chapter's location.

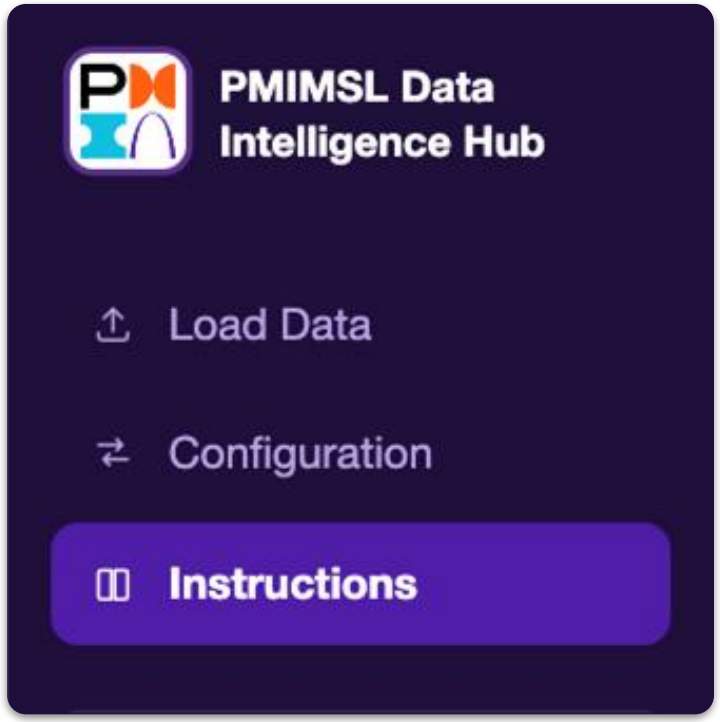
Chapter Goals (optional)

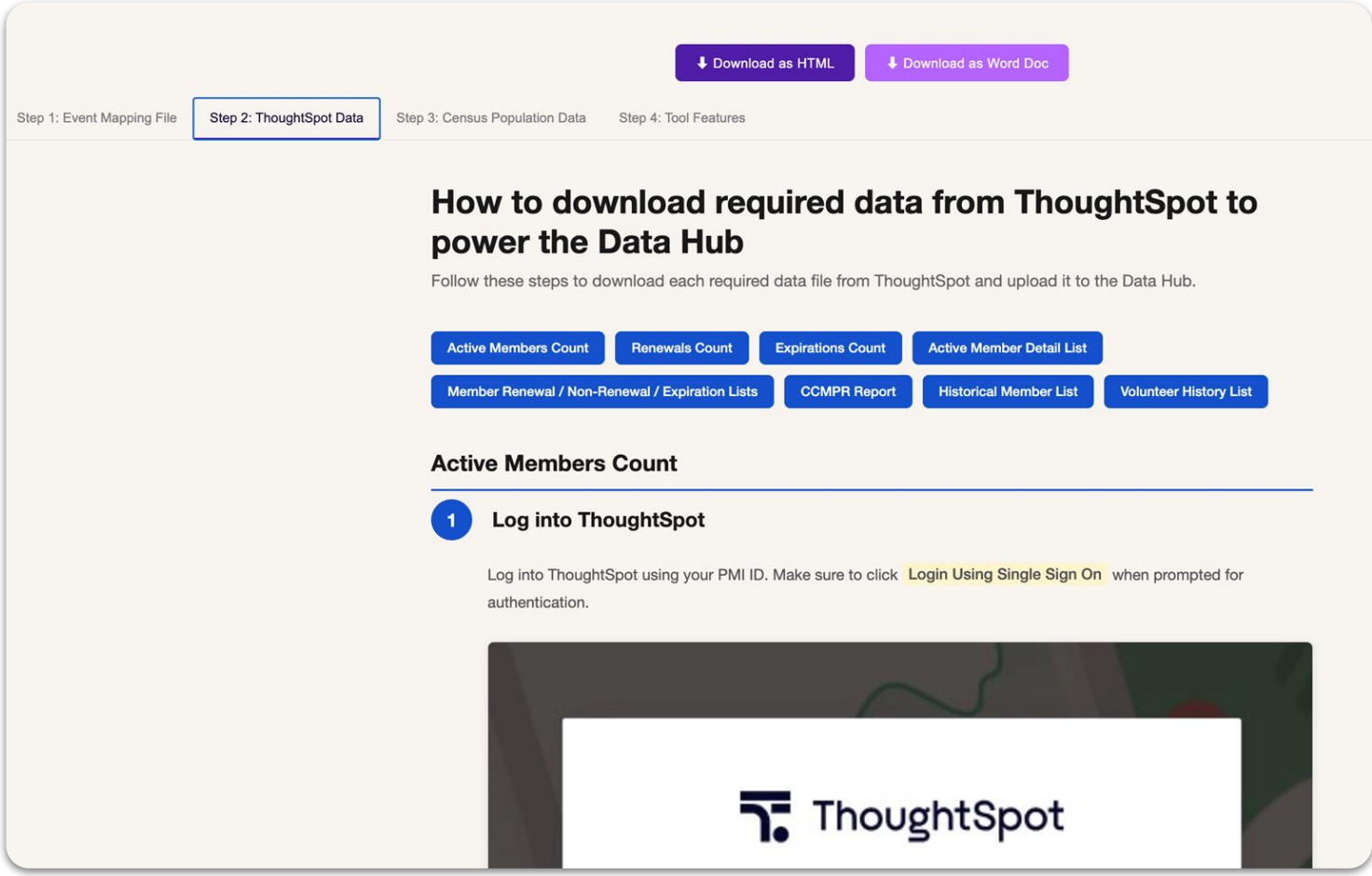
Goals appear as target lines on KPI charts. Leave blank to omit goal lines. The mapping file can be edited directly to update values later.

Member Count Goal	Renewal Rate Goal (%)	Engaged Members Goal
e.g. 1700	e.g. 85	e.g. 188
Total active members target	Enter as a whole number (85 = 85%)	Members attending at least one event

Save chapter settings

Export ThoughtSpot Data





What You're Leaving With

1. The PMIMSL Data Intelligence Hub, ready to use
2. A first look at your own chapter's layered data
3. The steps to repeat this whenever you need

Thank you!
Let’s continue the conversation!



