FINANCIAL ALLIANCE FOR WOMEN

in brief

BUILDING A NATIONAL GENDER DATA DASHBOARD

Women's Markets represent a multi-trillion-dollar opportunity for financial service providers (FSPs). And yet, women at all income levels—from bottom-of-the-pyramid to high net-worth—remain both unserved and underserved compared to men.

FSPs and financial regulators are data-driven organizations, but here, too, women remain underserved. In fact, the insufficient collection, quality, and use of sex-disaggregated data plays a major role in sustaining the gender gap in financial services.

National gender data dashboards can be a game-changer in women's financial inclusion, enabling policymakers and regulators to aggregate data from the market and track access to financial services in real time. National dashboards also can serve as an an important resource for FSPs, which can use the insights for benchmarking and uncovering new business opportunities.

Increasing the availability and use of high-quality sex-disaggregated data, also called gender data, is essential for:

- Sizing the market
- Building the business case for serving Women's Markets
- Designing effective policies and products that will drive women's financial inclusion
- Tracking and evaluating the impact of targeted policies and products

This InBrief offers an overview of the steps involved in developing a national gender data dashboard—**a low-cost, interactive, online tool that optimizes the utility of sex-disaggregated data by visualizing and analyzing levels of women's financial inclusion, segmented by criteria such as age, product, channel, and region, among others.** The guidance offered is based on the experiences of building national gender data dashboards in Bangladesh and Nigeria. This work was undertaken by the Financial Alliance for Women and the ConsumerCentriX consultancy (CCX) in partnership with national regulators of each country.

Aimed primarily at regulators that act as national-level aggregators of financial services data, this In Brief can also guide FSPs in building their own firm-level dashboards, making use of national data.

5-Step Process for Developing a National Gender Data Dashboard

1 Plan

Set dashboard goals and objectives

Identify target audiences and key measurement areas

2 Map

Map flow of gender data from sources to destinations

Identify locations of desired datasets

Pinpoint data silos

3 Prepare

Gain cross-agency collaboration on sharing data

Formalize legal and data-sharing agreements

Set up centralized database to house dashboard data

4 Build & Pilot

Identify software and requirements

Design draft structure with basic indicators

Beta test for functionality and usability

Refine based on feedback

5 Launch & Refine

Publish dashboard

Convene public launch event to raise awareness

Offer training to promote use

Refine and expand

Regularly update aggregate data

Background

In 2014, leading proponents of women's financial inclusion formed the Women's Financial Inclusion Data partnership (WFID). The partnership's goal was to increase the availability and use of sex-disaggregated financial data, based on the premise that doing so would catalyze action on closing gender gaps in financial inclusion by FSPs and policy makers by building an evidence-based understanding of the business case for serving women.

In 2020-2022, the WFID partnership conducted diagnostic research to understand the state of gender data in six pilot countries. The diagnostic work revealed that while in most of these countries, regulators are encouraging FSPs to report sex-disaggregated data as part of their financial inclusion efforts, traction is spotty and the data is not consistently used to inform business or policy decisions.

There are several reasons for this. Many data aggregators collect data using spreadsheet-based templates, meaning that reporting institutions have to fill in the forms manually. Then, often the collected data is not shared or published. When the data comes in, it can be so highly aggregated that it is of limited use in decision making. It also might published in PDF tables which are by nature difficult and time-consuming to manipulate. These factors create a cumbersome analysis process—one that resource-constrained data users might not want to undertake. The research further found that among FSPs, gender data they report to regulators is not fully mainstreamed into internal reporting, and there is a lack of knowledge on how to deploy the data for decision making.

To address these challenges, the Financial Alliance for Women and ConsumerCentriX collaborated with the national regulators in Bangladesh and Nigeria to help them build national gender data dashboards.

Why build a national gender data dashboard?

National dashboards improve the utility of sex-disaggregated data by providing regulators and financial services providers with real-time insights to inform strategic and operational decision making. They are an effective and low-cost way of presenting insights on Women's Markets, which increases understanding of how well women are being included in the formal financial system. They provide quick, easy, and timely data access, allowing users—including FSPs and policy makers—an instant way to:

- Identify gaps in, and barriers to, women's access to finance.

- Highlight the business case for targeting Women's Markets.

- Build financial products and channel strategies to meet the needs of underserved women's segments.

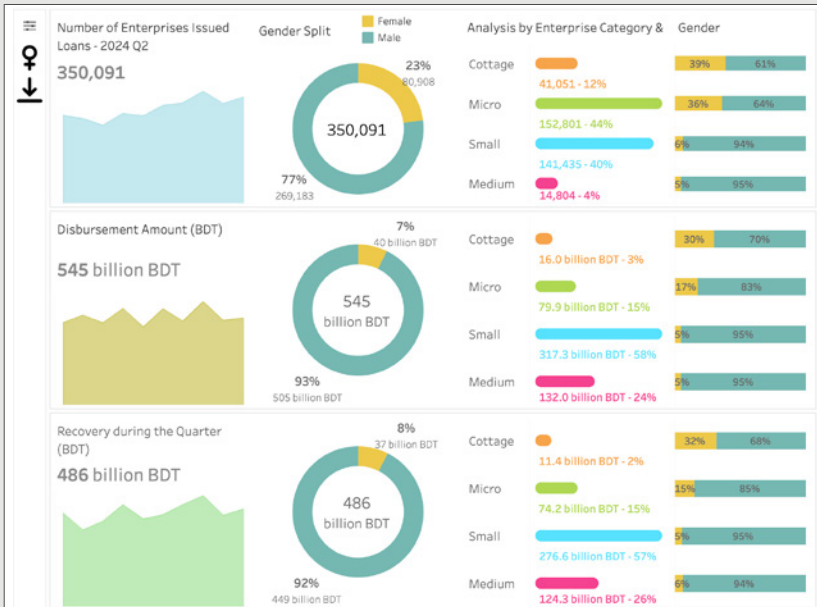- Measure WFI progress and provide an evidence base to support policy design.

> " Data from the dashboards allows us to know what is happening. When we talk about financial inclusion, we're talking about more than account access. We're talking about access to insurance. We're talking loans for very-small and microenterprises. As regulators, the dashboard gives us more visibility across the entire ecosystem."
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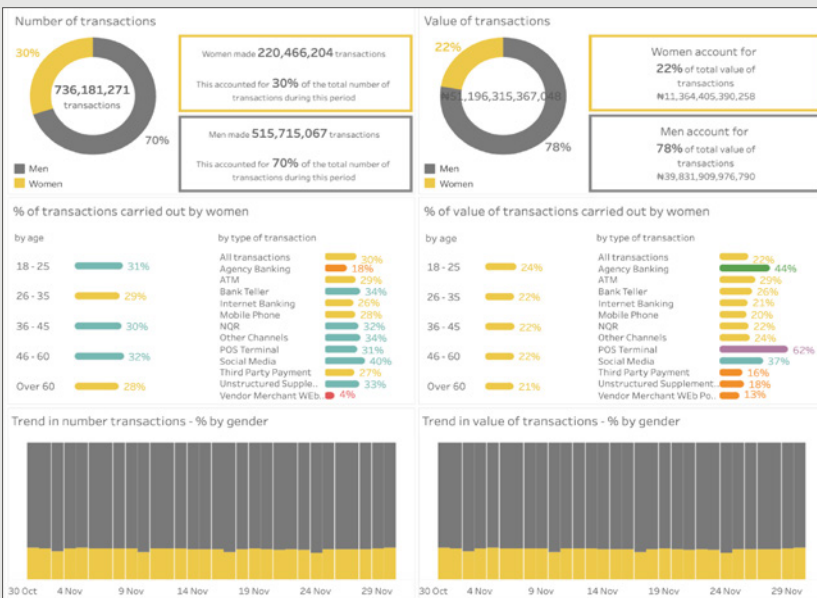> **Dr. Md. Habibur Rahman**, Deputy Governor, Bangladesh Bank

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Bangladesh Bank's Women's Financial Inclusion (WFI) dashboard shows small enterprise loans by gender and business size.

The Central Bank of Nigeria's WFI dashboard breaks down the number and value of banking transactions by gender, age, and channel.
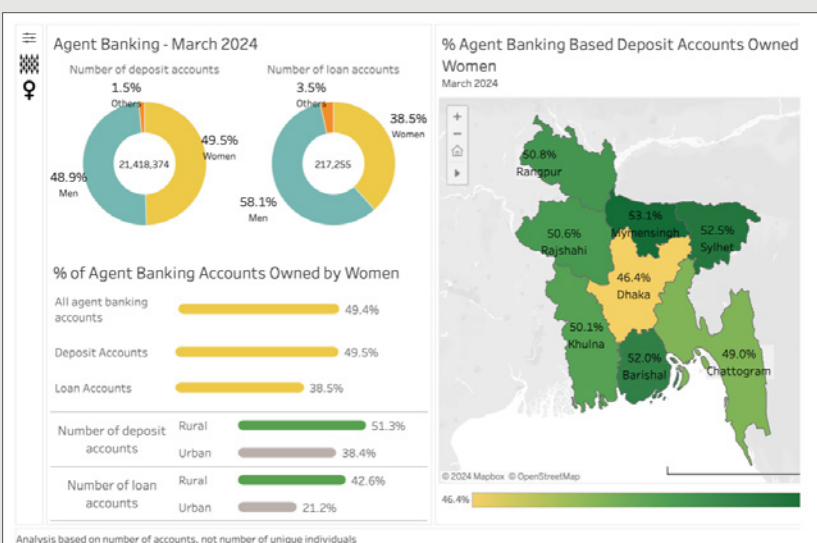
Bangladesh Bank's WFI dashboard tracks agent banking accounts by gender as an important aspect of the national financial inclusion strategy.

Step-by-step guide to building a national gender data dashboard

This easy-to-follow, five-step process is based on the experiences of the Alliance and ConsumerCentriX, in partnership with the national financial regulators in Bangladesh and Nigeria.

Step 1: Plan
Set objectives; identify target audience and key metrics

Set goals and objectives

The first step in developing a national gender data dashboard involves understanding the rationale for doing so—and what you are hoping to achieve. **Objective-setting is critical because it informs the design and functionality of the dashboard**—including the types of data to import, the kinds of analysis to embed, and the visualization solutions to use. National dashboards can serve several different purposes, such as:

- Consolidating data collected from different local aggregators
- Tracking progress towards meeting national financial inclusion goals
- Encouraging FSPs to focus on Women's Markets
- Measuring the policy impact on women's financial inclusion

These are some high-level objectives; more specific goals can be established by defining the target audience.

STEP 1 OUTCOMES

✓ Consensus reached on:
- Dashboard objectives
- Target audience(s)

✓ Contributors identified:
- Internal champions
- First adopters/reviewers

Identify target audience(s) and key metrics

Another Step 1 decision point involves determining the target audience of the dashboard. Is the dashboard intended for the entire financial sector? Should it showcase the complete catalogue of collected data or zoom in on specific areas only? Of course, the answers to such questions could change over time, as the project evolves—speaking to the importance of regular reviews for effectiveness once the dashboard is up and running.

The audience for a women's financial inclusion data dashboard might include:

- Regulators
- Financial service providers
- Development institutions
- Academics
- Government policymakers

It is also important to think about the audience within each of these institution types. For example, a bank might need a high-level summary view for a CEO, while a highly interactive, granular-level tool is required for a data analyst.

Identifying the stakeholders you want to reach— and gaining a clear view of the various audiences within the stakeholder groups—are important foundational activities because they will inform design decisions for the dashboard, such as the structure, presentation, and key indicators tracked.

When designing a national-level dashboard, it is important to do a deep dive with the private sector to gain a better understanding of the indicators that would be most helpful to them in creating solutions that effectively target women customer segments. FSPs surveyed in all six pilot countries commonly reported that they do not have an evidence-based understanding of the business case for serving women, which poses a barrier to expanding women's offerings. They also routinely requested information on how to use data in designing and scaling women's customer value propositions.[3] These types of insights are valuable to help shape the types of information shared in a national dashboard.

[3] "Gender Data for Financial Inclusion: A Synthesis Brief of Diagnostics in Six Countries," Financial Alliance for Women and Data2X, 2022.

> " Data allows us to establish the business case and be a pioneer in Women's Markets. This kind of dashboard helps us focus and deploy resources in the right direction. It goes beyond reports—these are insights to help us build new things."
>
> **Abiodun Olubitan**, Head, W Initiative, Access Bank

Dashboard Use Cases by Target Audience

Regulators and policymakers:

- Track progress against national financial inclusion targets.
- Measure success of existing WFI policy and refine/design new policy.
- Provide a single, accurate data source for the regulator and the market.
- Consolidate data collected by multiple departments.
- Raise ambition for more robust WFI data collection, reporting, and usage.
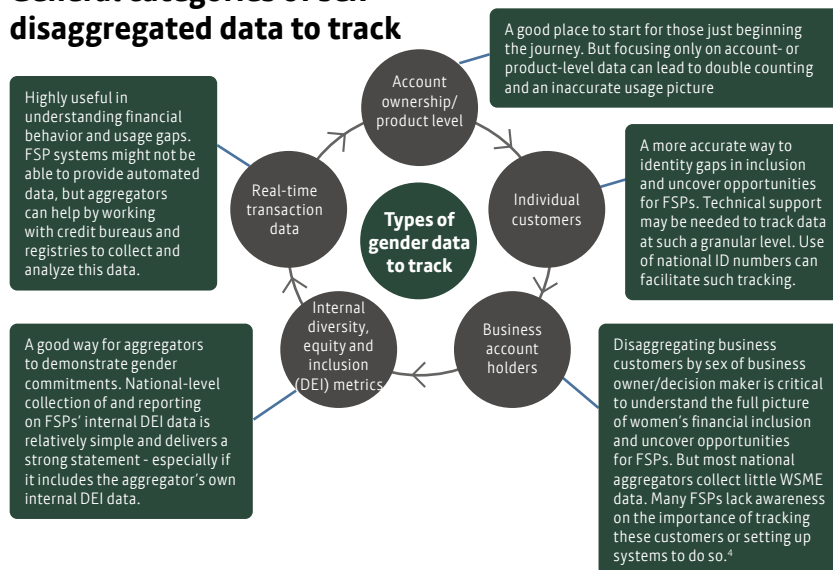
Financial service providers:

- Understand the market, including identifying underserved segments.
- Understand women's representation at each stage of the sales funnel and identify solutions to overcome the barriers.
- Benchmark operations.
- Download data, analyze, and combine with other datasets for additional use.

Identifying gender data KPIs for FSP audiences

In building a national dashboard to encourage the market to focus on Women's Markets, it's important to integrate an understanding of the types of gender data that FSPs would find useful. The Financial Alliance for Women has identified five types of data that can help FSPs to build the business case and create solutions that effectively target women customers. Engaging with private sector stakeholders is critical to highlight the most desirable metrics, as well as those that can be tracked given the availability of sex-disaggregated data in your market.

General categories of sex-disaggregated data to track

A good place to start for those just beginning the journey. But focusing only on account- or product-level data can lead to double counting and an inaccurate usage picture

Highly useful in understanding financial behavior and usage gaps. FSP systems might not be able to provide automated data, but aggregators can help by working with credit bureaus and registries to collect and analyze this data.

A more accurate way to identity gaps in inclusion and uncover opportunities for FSPs. Technical support may be needed to track data at such a granular level. Use of national ID numbers can facilitate such tracking.

Types of gender data to track

- Account ownership/ product level
- Real-time transaction data
- Individual customers
- Internal diversity, equity and inclusion (DEI) metrics
- Business account holders

A good way for aggregators to demonstrate gender commitments. National-level collection of and reporting on FSPs' internal DEI data is relatively simple and delivers a strong statement - especially if it includes the aggregator's own internal DEI data.

Disaggregating business customers by sex of business owner/decision maker is critical to understand the full picture of women's financial inclusion and uncover opportunities for FSPs. But most national aggregators collect little WSME data. Many FSPs lack awareness on the importance of tracking these customers or setting up systems to do so.[4]

[4] The Alliance has a range of services to support MSME disaggregation including the WMSME Gender Data Learning Series, offered in partnership with We-Fi in 2025.

For the new national dashboard, Bangladesh Bank sets goal of centralizing analysis all gender data

Bangladesh Bank—the nation's central bank—has mandated sex-disaggregated data reporting from regulated institutions since 2016. As of 2019, the regulator has required an even greater degree of detail on the types of data reported. As part of their open data initiative, the bank has also ensured public access by routinely publishing the data collected.

But there was a problem: With the data published as individual PDF tables, it was a time-consuming and complicated process to use the information. Users would have to manually extract desired data and run their own analysis. The more data there was, the bigger problem this became.

The bank determined that they needed a tool that could consolidate all the data, conduct real-time analysis, and visualize the results in a user-friendly format. With guidance from the Alliance and ConsumerCentrix, they decided that the best way to do so was to develop a dashboard, with a back-end structure that would automatically pull in and aggregate the data to allow for a comprehensive, easily accessible dataset and more thorough analysis. Removing barriers to usage would enhance the central bank's ability to track progress on their policy goals. It also would enable them to provide data-based support and motivation for FSPs as they looked to serve Women's Markets. Ultimately, the team developed a dashboard that integrates all publically reported data and enables slicing and dicing of information by gender, age, channel, and other factors for maximum utility.

Step 2: Map

Map out the flow of sex-disaggregated financial data from sources to destinations

The mapping process involves understanding how the data flows from its various origins, such as FSPs—the primary data sources— as well as government databases, surveys, and third-party organizations to its various destinations, such as different departments or institutions.

Data-mapping exercises help to:

- Set a baseline for what data is already available from data sources such as FSPs, regulators, credit bureaus, and trade associations.
- Identify the overall data aggregator that will collect all the gender datasets and manage the data dashboard. Most often, this aggregator is the main financial services regulator. But it could be another stakeholder, such as an industry trade association.

In the process, the mapping will uncover the locations of data silos so that these barriers to comprehensive data collection can be addressed.

The mapping also shows where to source secondary data, such as demographic statistics, to supplement the primary data reported by FSPs. Aggregating this secondary data and integrating it into the analytical capabilities of the dashboard can yield an even more robust picture of women's financial inclusion in your country.

STEP 2 OUTCOMES

✓ Full gender data ecosystem mapped:
- Flow chart identifying all data providers and aggregators
- Overview of reported data:
  » Depth: number of indicators, degree of disaggregation
  » Frequency
✓ Data silos and barriers identified
✓ Consensus reached on:
- Overall data aggregator and dashboard host
- Selection of pilot institutions/ first adopters

Mapping gender data flows to assess what is already being collected and what needs to be added

The ConsumerCentriX team partnered with Nigeria's central bank to map out the flow of sex-disaggregated financial data, as a key step in the development of their dashboard:
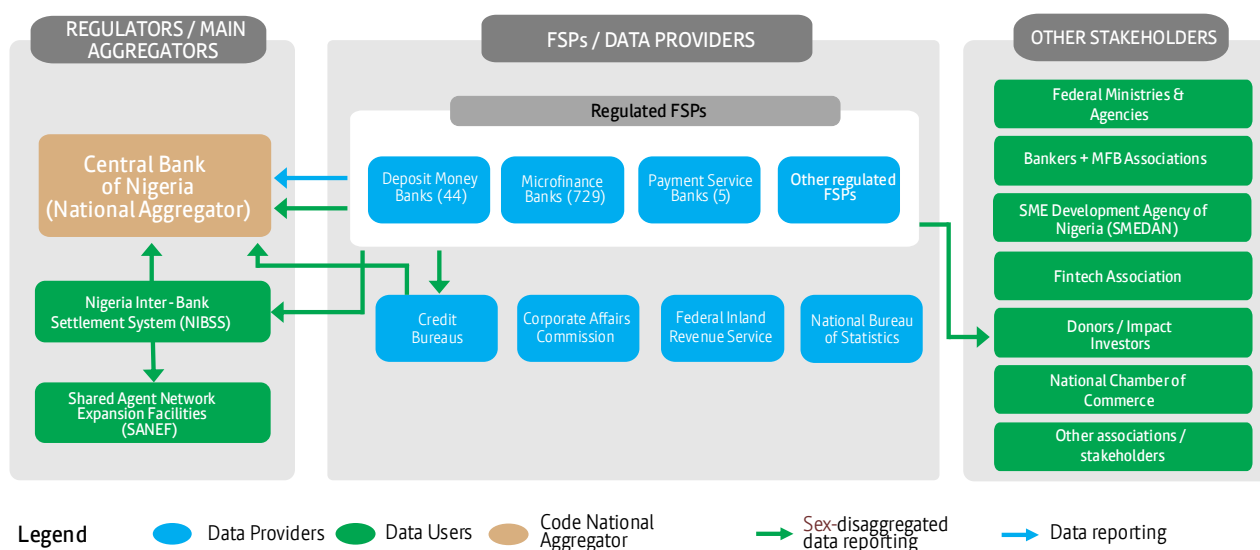
In preparing to build a national dashboard, Nigeria's regulator gains access to key datasets

After determining that a gender data dashboard would support national efforts to measure progress on closing the gaps in women's access to finance, the Central Bank of Nigeria (CBN) – Nigeria's financial regulator–worked with the Alliance and CCX to make the dashboard a reality. An ecosystem mapping exercise helped to chart the flow of gender data from sources to destinations. It revealed that CBN was not the only aggregator of the data they wanted to use. In fact, two of the three datasets were managed by Nigeria's Interbank Settlement System.

To gain access to this data, the team reached out to the settlement system's leadership, who agreed to share the data. The leadership had determined that there would not be a data security issue, since CBN was driving the initiative, and it did not involve sharing any personally identifiable information.

This agreement was formalized as a legal document, signed by both institutions. Now, with the dashboard up and running, a WFI dashboard committee oversees operations. The committee, which includes representatives of key departments from both institutions, meets quarterly to align on processes, evaluate future dashboard enhancements, resolve issues or technical glitches, and ensure on-going collaboration and accountability.
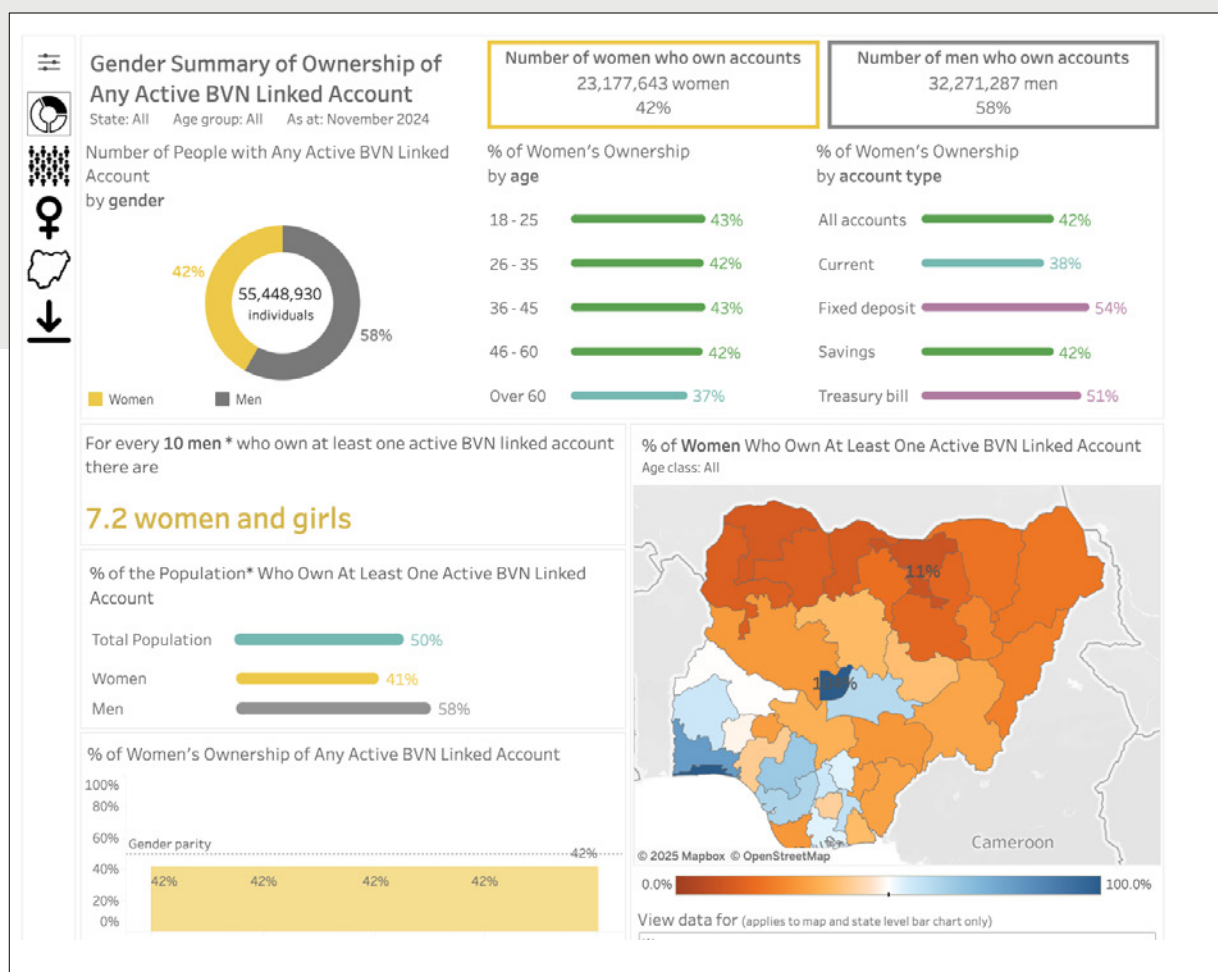
A snapshot from Nigeria's WFI dashboard showing the number and percent of total population with BVN* linked accounts, broken down by gender and age, account type, and region.

*A BVN (Banking Verification Number) is a unique identification number for each customer, used across the Nigerian banking industry.

Step 3: Prepare

Gain agreement to share data from relevant agencies; formalize legal and data sharing agreements; set up central database to house dashboard data.

STEP 3 OUTCOMES

✓ Cross-agency collaboration confirmed
✓ Data-sharing agreements signed
✓ Data-sharing protocols set:
  • Data reporting and aggregator roles
  • Data reporting structure
✓ Data security and IT issues resolved
✓ Central database to house dashboard data inputs constructed

Gain agreement from relevant agencies

Now that you have a map of the gender data ecosystem, you will need to engage with the various stakeholders and gain their agreement to share their data. Doing so facilitates cooperation. It also serves to break down data silos so that the dashboard can make use of the most comprehensive data sets available.

Senior decision makers from the main data aggregator/financial regulator should drive the effort. This sends a signal that dashboard development is a national priority and represents an effective strategy to gain buy-in from other agencies, particularly if the plans involve including data from multiple stakeholders, such as the microfinance regulator and the banking sector regulator. Other actions that can encourage data sharing include:

• Showcasing international best practices and the utility of other national WFI dashboards.
• Detailing the business case for serving Women Markets and how data supports evidence-based decisions.
• Starting with a limited scope of data to be shared and focusing on quick wins that can build enthusiasm and understanding the value of the dashboard.

Formalize legal and data-sharing agreements

This involves requesting a legal review and getting clearance from your internal counsel. It is a critical step because it gives the collaborating institutions assurance that their participation in data sharing complies with all data privacy and security requirements and regulations.

While every market has its own regulations—and various stakeholders within these markets will have different concerns— as a rule, there are several basic data security and privacy protections to embed in the dashboard architecture:

• No use of personally identifiable customer information.
• No use of FSP names.
• High-level geographic disaggregation only, to avoid identification of high-worth individuals/ businesses.

Once the legal department has provided clearance, you can move forward with formalizing the data-sharing agreements and codifying data-sharing protocols—including identifying the stakeholders that will report data and the overall data aggregator. Having clear agreements in place not only helps to mitigate risks, it also fosters continuing collaboration.

Note that the internal legal review and sign-off on agreements can take some time. This does not have to delay progress on the overall dashboard development initiative, however. Other work on dashboard construction can move forward even as the legal agreements are being finalized. For instance, setting up the central database that will house all the reported data is not contingent on legal clearances or signed agreements. Completing this task during the preparation stage also will expedite the dashboard building— the next step in the process.

Set up data transfer mechanism

Making the move from aggregated data to microdata is a critical step.

Most financial regulators are used to receiving aggregated data through file sharing systems or through email. Aggregated data has the advantages of creating small file sizes and being easy to share, however, it has several limitations in terms of analysis and providing an informative market view.

We know that a sizable number of commercial and retail clients will use more than one FSP. The first limitation is that any data aggregated at the level of financial services provider will lead to double counting when aggregated. Aggregate data can measure and analyze the number of accounts but not the number of individuals accessing finance.

In order to measure and analyze the number of unique individuals, FSPs must report microdata. This means that there must be a single record for each account or financial product and that this record must contain a unique ID to allow the data to be deduplicated. This not only provides an accurate count of individual customers but also allows financial service reporters to provide a host of other information, such as gender, age, location, type of product use, the purpose of credit, and business ownership.

Data transfer

The move from aggregated data to microdata may require data aggregators to upgrade their data reporting systems. Collecting microdata means increased file sizes and it is important to implement validation rules to ensure the quality of the data. Validation can, for example, involve ensuring that all data submitted for credit value is numerical and that the sector of operation conforms to the national standards and definitions. This kind of data will also contain individually identifiable information, in the form of the unique IDs, and will need to be treated in compliance with local data protection and privacy laws.

This microdata should be transferred between the data provider and the data aggregator either through a secure file upload system or through a secure API (Application Programming Interface).
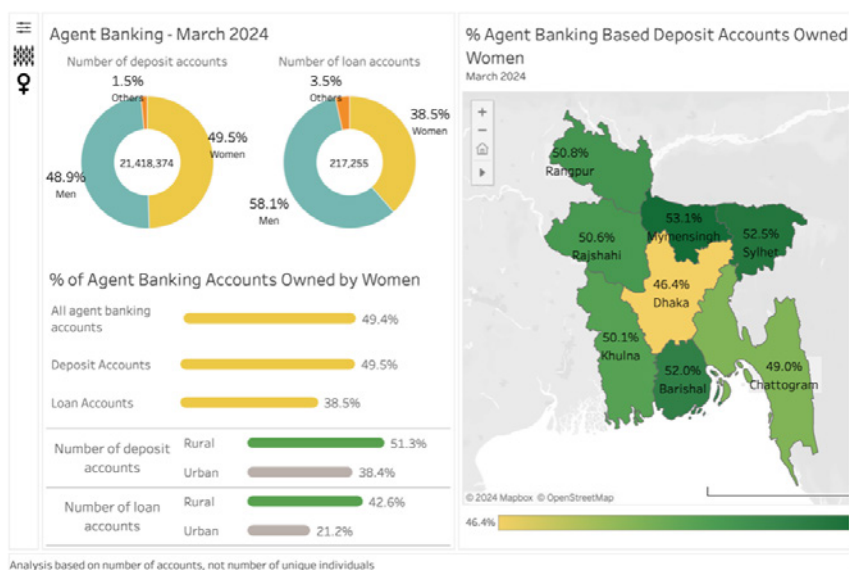
A snapshot from Bangladesh's WFI dashboard showing the number and share of agent banking* deposit and loan accounts by gender, region, and area type (urban vs. rural).

*Agent banking accounts are accounts that allow customers to transact through an agent rather than at a bank branch.

Set up central database to house dashboard data

Another aspect of the preparation stage involves setting up the central data store. There are several aspects to consider here, including:

- Does the aggregator already have the data infrastructure to host?
- Do reporting mechanisms already exist and which one is best?
- Can the data be cloud-hosted while remaining compliant with the country's legal framework?

This is the time to ensure there are no technical issues with hosting the dashboard or accessing the financial data. Even seemingly obvious functions, such as interoperability, should be checked out and any glitches should be addressed: you don't want to find out after the database has been built and the dashboard architecture has been constructed that the various software systems reporting data from different sources cannot share or communicate with the dashboard's central data store.

To ensure continuous oversight, troubleshooting, and problem-solving throughout the dashboard development initiative, plan to appoint a cross-departmental working group/committee that will meet on an on-going, regular basis. Each member of this group—representing all departments that have a stake in the process—should have clearly defined roles and responsibilities to ensure the group's maximum effectiveness and functionality.

For example, in Bangladesh, the task force overseeing development and management of the dashboard includes representatives from the central bank's administrative unit, the information and communications technology (ICT) unit, the statistics department, the financial inclusion department and the SME and special programs department. The administrative unit serves as the coordinator, the ICT team provides technical support, and the various units and departments are responsible for the data they collect.

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brief

Step 4: Build and Pilot
Build the dashboard and beta test with small-scale pilot

There is a common misperception that setting up an online data dashboard of any kind is an expensive proposition. **But the fact is that dashboard building does not require a massive financial investment or lead to a significant drain on resources. Many free or moderately priced data visualization tools are available.** For example, dashboards in Bangladesh and Nigeria were developed using Tableau, a data visualization software that is available for free if data is shared publicly. And, regulators can build their own dashboards, with limited, structured assistance from expert consultants.

After determining which software to use, decide on the types of metrics you want to explore in this first dashboard iteration. Start small, with a group of basic indicators such as:

- Financial inclusion: Access to finance, active/inactive accounts
- Deposits: Number of accounts, value
- Credit: Number of accounts, value, type of credit
- Transactions: Total, average number per customer, value

At a minimum, the disaggregation should break down each of these categories by gender, as well as by age group, region, account type—personal/retail or business—and business size—micro, small, medium, large— if available.

Don't let unsigned data-sharing agreements slow down progress

Even if your data-sharing agreements are not yet in place, meaning that the desired data has not been cleared for sharing, designing this early version of the dashboard can still move forward. It simply means making use of "dummy" data—data that is not real but can simulate the actual data needed—as a placeholder to test out functionality.

 In fact, using dummy data in the first iteration can be useful. This first iteration should focus squarely on refining the dashboard design to optimize the user experience. Placeholder data offers the added benefit of directing attention to structure, functionality, and usability, rather than the results of the data analysis itself.

STEP 4 OUTCOMES
- ✓ Draft dashboard with a set of basic indicators built
- ✓ Agreements and reporting protocols finalized
- ✓ Pilot testing completed with:
  - Regulator working group
  - Two or three FSPs
- ✓ Feedback and comments addressed
- ✓ Technical glitches fixed
- ✓ First-version dashboard ready for launch

Commonly used dashboard-builder software
- ✓ Tableau
- ✓ Google Data Studio
- ✓ Microsoft PowerBI
- ✓ Looker

Having a dummy data dashboard early on also allows you to start planning the site itself—to design and test out the dashboard layout and how you want to present the data. It gives stakeholders a visual so they can see what the final product will look like, enables early input, and builds enthusiasm for the result. As you build the site, be sure to embed a way to provide feedback, such as a form to fill out and submit, or a dedicated email address that is routinely monitored by a member of the team. Also include the ability to track clicks and downloads so you can view usage patterns. These capabilities will help to further refine the dashboard after it launches.

Prep for launch with pre-launch pilot

Once you've got a functioning site, **test it out in a semi-public way—with a quick, small-scale pilot**. This might involve sharing the site with your working group and a few (two or three) financial institutions that had expressed interest earlier and indicated a willingness to participate in the beta testing phase.

After gathering feedback, inputting suggestions, and addressing any issues raised it's time to go live with the site.

Three data streams merged to populate Central Bank of Nigeria's WFI dashboard

Given that the desired data for CBN's dashboard would come from three separate workstreams, the dashboard's IT team devised a simple solution: an aggregate database into which the three datasets would flow, and from which the dashboard would export the desired data. The database is regularly updated, supporting a steady flow of timely and reliable datasets for use in the dashboard visualizations.

Using Tableau, the team built a pilot dashboard, focusing only on indicators of financial inclusion based on account owners. This early iteration displayed an overview of the total number of account holders, with basic disaggregation by sex and location.

During the pilot phase, the team shared the dashboard with two financial institutions in addition to internal stakeholders from CBN and the interbank settlement system—the aggregate dataset providers. From the private sector, the team sought feedback on how they might use the tool, as well as the types of analysis capabilities they would want to see from a more developed dashboard.

This pilot alone represented a significant information milestone for the country: it was the first time such data had been used to show the extent of financial inclusion, offering important insights for the market. Policymakers have noted that access to the financial inclusion data will enable them to track progress on the country's national financial inclusion strategies and set meaningful, robust future goals.

Following the public launch of the dashboard's first iteration in November 2024, the oversight committee has also devised a roadmap on future dashboard development, including incorporating new data sources and additional functionality.
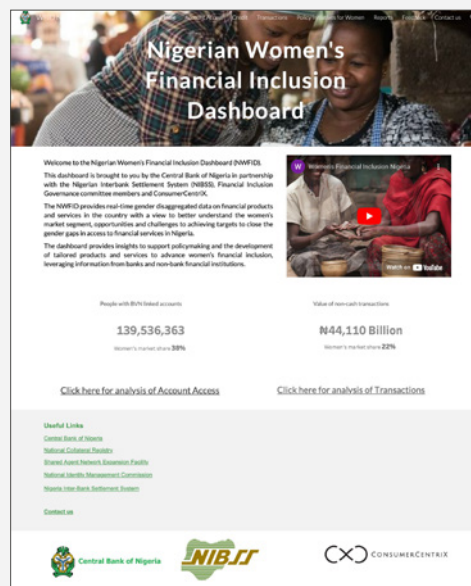
Step 5: Launch and refine
Organize public launch event and campaign to inspire use and WFI action

A public launch event is a great way to raise awareness that the dashboard is now available. Make use of social media platforms to promote the launch event and expand the audience. In addition, consider compiling an initial report based on the analytical insights from the dashboard and highlighting the findings as part of the launch event. This first report could serve as a baseline, to be followed by a quarterly or biannual publication.

In addition to raising awareness, the public launch and campaign should serve to get people excited about the dashboard's capabilities and eager to give it a try. One way to encourage use is to offer dashboard training, such as a one-hour webinar. Suggested topics to cover include:

- Overview of dashboard scope
- Demonstration of how to use the dashboard
- Summary of potential use cases with examples of analytical insights uncovered
- Interactive discussion to gather input on additional functionalities suggested by participants

Recording the webinar and posting it on the dashboard's home page increases the reach of the training beyond those who actually attended. To keep the momentum around the launch going, consider a post-event social media campaign featuring event highlights—quotes from high-profile speakers, images, and important data insights.

> **STEP 5 OUTCOMES**
> ✓ Dashboard available for public use
> ✓ Public launch event and social media campaign completed
> ✓ Baseline data insights report published
> ✓ Ongoing: User training, Data updates, Site maintenance, Upgrades in tool functionality/capabilities, Regularly scheduled dashboard working group/committee meetings, Usage and feedback monitoring/tracking

Refine the dashboard and generate action

Information gathered from training participants and the feedback form provided on the site can provide direction on desirable improvements and upgrades, which can be reviewed and prioritized during your regular working group meetings.

Ideally, participants should include FSP personnel such as Women's Markets program leads, who can share how they are using the dashboard data and what types of analyses would be most useful to them as they build or refine their women-centered strategy.

In Bangladesh, central bank representatives wanted to ensure that their national dashboard would help to catalyze action on WFI in general, and specifically for women entrepreneurs. In building their dashboard, they included a page with guidance and best practices for FSPs on reaching this Women's Markets segment. Downloadable content on this page includes:

- Guidance on setting up dedicated women entrepreneurs desks at bank branches
- Guidance on how to work through the loan process with new women entrepreneurs
- Template for a simplified loan application for women small business owners

Bangladesh Bank launches dashboard as part of International Women's Day celebrations

Bangladesh Bank formally introduced its new WFI Data Dashboard at a major International Women's Day event in March 2024. The in-person event attracted a crowd of more than 100, all public and private sector stakeholders in the nation's financial services industry. Following the event, the bank's dashboard team hosted an online workshop for FSPs on how to use the tool, which drew 150 participants.

Now that the dashboard site is up and running, the bank's dashboard committee is focused on ensuring that data gets updated regularly. They also are looking ahead at ways to boost functionality and value, such as expanding the scope of the dashboard to include data from other regulators—such as insurance and microfinance—and moving from account-level data to individual-level data.

Other related initiatives include compiling and publishing an annual women's financial inclusion report that would rely on the data and analytics generated by the dashboard to demonstrate the business case for FSPs to develop Women's Markets propositions.

Where to next?

Update dashboard source data regularly; highlight impact on WFI action

Increasing the flow of reliable and current sex-disaggregated data is critical to advancing women's financial inclusion. It is also a fundamental component of the commitment to accelerate access to finance for WMSMEs made by national authorities and other institutions in signing on to the WE Finance Code. Gender data dashboards can facilitate both, by providing instant, detailed analysis and insights on women's access to financial services and products.

This InBrief is designed to demystify the process of developing a national gender data dashboard. It is not difficult. It does not require a huge budget. And it can yield impressive returns on a relatively modest investment. For regulators, the increased availability of data made possible by the dashboard can enable more effective tracking of gender policy impacts. It also can help inform the dialogue on how to advance progress on WFI. For FSPs, quick, convenient access to timely, comprehensive sex-disaggregated data and analysis can offer market intelligence insights that will contribute to effective Women's Markets strategy development.

To optimize the dashboard's effectiveness as a tool to inspire WFI action, here are several recommendations:

- Ensure regular updates of the dashboard's source data.
- Engage in a process of continuous improvement by monitoring usage, addressing issues quickly, incorporating user feedback, and expanding dashboard capabilities.
- Publish reports that highlight data insights from the dashboard and why they are important. Showcase success stories of how FSPs have integrated data-driven decision making into the development and expansion of the Women's Markets propositions.

" The 16 million Nigerian women represent a [significant] part of a $760 million national [access to finance] gap. The [national gender data] dashboard centralizes data to provide a more nuanced interpretation of how to close the gap. For financial service providers, it offers both a competitive advantage and a deeper understanding of where the opportunities are and markets are saturated, helping them to tailor products and innovate. For regulators, it provides evidence-based insights to better inform policies and track progress against targets."

Sophia Abu
Head, Gender & Special Segments, Financial Inclusion Delivery Unit, Central Bank of Nigeria

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Interested in building a gender data dashboard? We can help! Contact us:

ConsumerCentriX is a strategy consulting firm that works with financial service providers and policymakers on translating consumer insights into market strategies and policies to reach the un/underserved. ConsumerCentriX's work focuses on translating empirical research, human-centered market analysis and industry expertise into strategic insight that is actionable and informs commercial and policy choices. It is especially committed to closing the gap in financial access in the emerging markets. Please contact us for more information: https://consumercentrix.com/contact/

CONSUMERCENTRIX

The Financial Alliance for Women is a leading members' network of 100+ financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains untapped. The Financial Alliance for Women helps its members create and implement their own Women-Centered Strategies. As peer learning experts, we create sophisticated knowledge-sharing environments, granting our members unparalleled access to best practices and proprietary strategic insights from the most innovative and successful Women's Markets programs globally. Along with building members' capacity, the Alliance works with national regulators and policy makers to improve the use of gender data to drive women's financial inclusion. For more information, please contact the Alliance team directly: info@financialallianceforwomen.org

FINANCIAL ALLIANCE FOR WOMEN