AGA KHAN MUSEUM

77 Wynford Drive
Toronto, Ontario
M3C 1K1, Canada

t. 416.646.4677 f. 437.253.9995
info@agakhanmuseum.org
agakhanmuseum.org

Our partnership with Galeries Ontario / Ontario Galleries' (GOG) Digital Data Service has been invaluable in helping the Aga Khan Museum identify practical opportunities to strengthen our use of visitor data and transform information into actionable insights.

What distinguished the DDS approach was its emphasis on discovery and co-creation. Rather than beginning with a predetermined technology solution, the DDS team invested time in understanding our operational realities, existing workflows, and strategic objectives. Through the exploration phase, we were able to identify areas where valuable visitor information was being collected but not fully utilized, including handwritten exhibition feedback and visitor postal code data. By working collaboratively with our teams, DDS helped us reframe these challenges as opportunities to improve both efficiency and decision-making.

The GOG team explored how optical character recognition and translation technologies could convert handwritten visitor comments into accessible digital content, making qualitative feedback easier to analyze and incorporate into exhibition planning and visitor experience improvements. The team also examined ways to digitize and automate the capture and analysis of visitor postal codes from both handwritten and ticketing system sources.

The results have been significant. Manual data entry time has been reduced by approximately 90%, while reporting speed has increased by 50%, allowing staff to spend less time compiling information and more time interpreting and acting on it. The visualization of visitor postal code Forward Sortation Areas (FSAs) has provided valuable insights into where our audiences are coming from and has directly informed media buying decisions, enabling us to allocate marketing resources more effectively and reach audiences with greater precision.

Beyond the specific project outcomes, the partnership has helped advance a broader cultural shift within the Museum. It has reinforced the idea that data is not simply something to be collected, but a strategic asset that can deepen our understanding of audiences and support more informed decision-making across the organization. By demonstrating how data can be transformed into meaningful organizational insight, the project has encouraged greater curiosity, collaboration, and confidence in using evidence to guide action.

The DDS initiative has shown that digital transformation is ultimately about people, processes, and decision-making. Through this partnership, the Aga Khan Museum has strengthened its capacity to move from information gathering to insight generation, and from insight to measurable impact. We are grateful to GOG and the DDS team for their expertise, collaborative approach, and commitment to helping cultural organizations build a more data-informed future.

Kelly Frances
Director, Marketing and Communications
Aga Khan Museum