

## Business Use Cases

Yeshiva University recently underwent a database conversion so all of the reports that were used on our old platform have to be recreated in our new environment. We have a small operations staff with only two report writers, who also have additional duties outside of report writing, so this effort has been slower than we would like it to be. It has been frustrating for employees and senior staff to not have access to the data and insights that they were used to having on the previous system. By creating the donor data warehouse, we hope to further Institutional Advancement's fundraising efforts by allowing staff members to quickly analyze their existing donor data and to draw new insights by using zip code data such as median home value and median income.

It is important for Yeshiva to track total dollars raised and to see if we are on par with previous fiscal years. The dollar amount received is paramount but the number of donors we acquire and retain is another crucial metric. The number of undergraduate alumni donors is particularly important because this metric helps determine Yeshiva's ranking in U.S. News & World Report.

Our first dashboard shows exploratory data analysis of our structured donor data. The first table shows the total dollars raised, the highest (maximum) donation amount, the number of total donations, the average donation amount, and the mean donation amount for each fiscal year. We also want to look at different dollar ranges of our donors so we can focus our efforts on any problem areas. Looking at total dollars raised by month helps know what months we need to increase staffing and possibly adjust our strategy so donations can come in more evenly throughout the fiscal year.

The president would like to start hosting small events where our donors are most concentrated. Yeshiva staff members know anecdotally what neighborhoods that our constituents are concentrated in, but we want to look at the data and see if it supports their theory. Looking at what zip codes we are receiving the most money from and what zip codes have the highest number of unique donors will help us be more strategic about planning events and guarantee that we get the highest return on investment.

When prospecting for new donors, it is common practice to look for prospects who live in areas with high home or high income values. It is logical to think that people with higher home values and/or income may have more room in their budget for philanthropy. We want to look at zip code data to see if there is a correlation between the highest gift amounts and higher home and income values. This analysis will allow us to see if this is a good strategy to use when prospecting for new donors.