# Problem Statement

**University of Maryland Alumni Association**

The University of Maryland Alumni Association inspires lifelong connections with a global network of Maryland alumni to connect, cultivate and channel the power of alumni to enrich themselves and advance the university through membership, event engagement, and volunteerism.

The association strives to make data-driven decisions to continuously improve its programs and events for students, alumni, faculty, and staff. The association wants to evaluate the return on investment for individual events, and also wants to analyze the aggregate data to draw conclusions that will inform future strategies.

### Data Project Goals:

The Alumni Association would like help in identifying the variables that are correlated to our desired outcomes of higher event attendance of first time attendees and major gift prospect attendees. By understanding these **correlations**, we hope to optimize both new and existing events in order to improve our strategy to engage alumni in these two groups. Ultimately, we need assistance in understanding **what types of events attract the largest number of first-time attendees and major gift prospects** so that we can use this information in planning future events.

### Dataset:

The data set provided is from **07/01/2013-11/30/2019** and contains 7 subsets of data, arranged by fiscal year (July 1-June 30). The data set outlines each program or event hosted by the Alumni Association and provides general information on the event as well as the event registrants.

### Research Questions:

**Based on the variables provided in the dataset, how can we get more first-time attendees and major gift prospects to attend our events?**

### Data Dictionary:

**Activity code** - A 5-digit code used to track alumni event attendance.

**Location code** - A 4-digit code used in concert with the activity code to denote the region and location an event takes place.

**Group code** - A 3-digit code used in concert with the activity code to denote the event’s intended purpose (e.g. social, service) and audience (e.g. Greek Terps, recent graduates).

**First time attendee** - An individual who has never previously attended an event as an alumnus/a according to our database.

**Major prospect** - An alumnus/a or friend of the university who has the ability to make a financial gift of $50,000 or more to the university.