

# Understanding University Donations

Leveraging Data Visualization to Understand Donation  
Patterns for University Growth

Audience: Board of Directors



# Business Objective



## Mission

Empower educational advancement through strategic donor engagement and data-driven fundraising.



## Vision

Lead with insights to cultivate generosity that fuels academic excellence and innovation.

# Data Sources



**Source # 1**

[Tableau Sample Data](#)



**Source # 2**

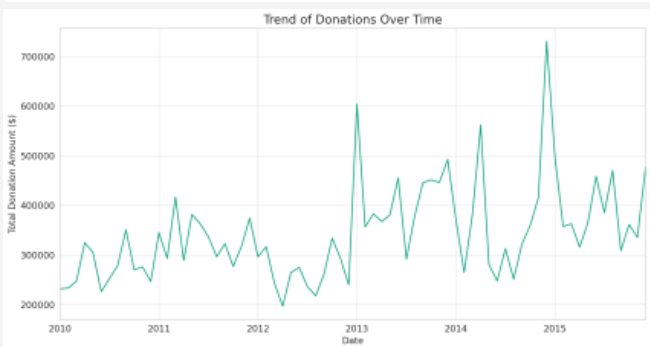
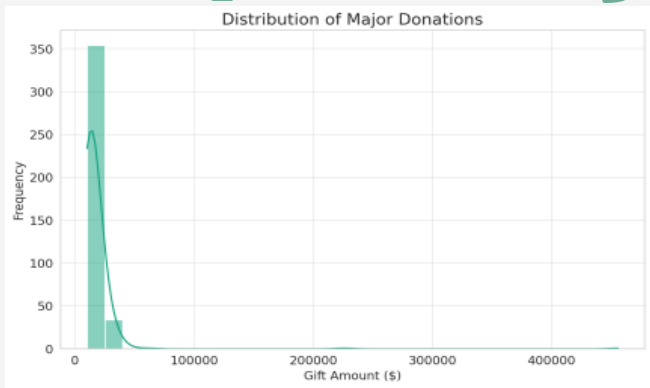
[Fundraising Data](#)



**Source # 3**

[School Donation Data](#)

# Exploratory Data Analysis



Major Donation Range

**0 – 100k \$**

Donation Pattern

**Seasonal Donation**

**Trends**

Donor Retention Rate

**42.6%**

# Data Transformations

**Time Since Graduation**

GIFT\_YEAR - GRAD\_YEAR

**% Diff to US Avg**

$$\frac{[\text{GIFT\_AMT} - \text{AVG}(\text{GIFT\_AMT})]}{\text{AVG}(\text{GIFT\_AMT})}$$

**Gift Year**

YEAR(GIFT\_DATE)

**Avg Gift Amount in each State**

$$\text{SUM}(\text{Gift Amount}) / \text{Count}(\text{City})$$

More in Tableau...

# Key Recommendations



- Address Lesser-funded Areas
- Focus outreach on alumni approaching their 20-year giving peak for optimal engagement
- Strategic Fundraising Campaigns
- Host alumni events in top donor states to boost connections and donation awareness
- Target fundraising for Natural Sciences College alumni and investigate their donation motivations for broader application
- Review donation data, categorize donors (e.g., major, recurring, one-time, young alumni), predict potential donors using data analysis, and develop targeted strategies to increase donations

# Our Team



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Visualizations



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