**Existing Methods and Related Work**

Many researchers have explored the relationship between various individual demographic, financial, and personal factors and charitable contributions using various data mining algorithms such as regressions and classification trees. In his study on two thousand individuals, Meyers examines the demographics and financial information that are important determinants to charitable donations. Meyer used two regression models in order to split the effects of independent variables on two dependent variables. The first model looks at the dependent variable of whether a household will donate while the second model looks at the amount that a donor donates given that they have decided to donate. The independent variables used for both models were individual household characteristics such as income, age, pension, life insurance, and education. For the first model that measured contribution indication, Meyer found that the positive significant independent variables include income, age, life insurance, number of businesses managed and spouse education while saving habits ha d a significantly negative relationship. In the second model which predicted contribution amount of households who chose to donate, Meyer found that education levels were a significant and that as income increases, log(charitable contributions) increases at a decreasing rate. Meyer notes that some of the drawbacks of his study is that there exists some instances of collinearity and heteroscedasticity that may have affected the model’s fit (Meyer 7).

Like Meyer, Abreu also explored factors that affect donation practices, but instead analyzed more personal independent variables, such as “egoism, altruism, voluntarism, compassion, religiosity, denial factors, attribution factors, religious affiliation, gender, and age,” using classification and regression trees (Abreu 3). Abreu splits up his analysis into three trees to evaluate three different dependent variables. For each dependent variable, Abreu followed three steps to create a classification tree and conducted eight trials to find the most accurate tree. The first classification tree focused on predicting frequency of donation. Abreu found that “the two most important attributes for distinguishing between regular donors and non regular donors, are voluntarism (100%), religious affiliation (94.2%), followed by religiosity (88.1%)” (Abreu 5). The second classification tree analyzed the type of organization donors tended to donate to, which included religious organizations and secular organizations. With 62.2% accuracy for the entire sample, Abreu found that the “two most important attributes are religious affiliation (100%) and religiosity (83.1%)” (Abreu 8). The third classification tree evaluates how different factors affect an individual’s level of donation. From this tree, Abreu found that the age and religiosity are the two variables that best distinguish between high level of donations from low level of donations (Abreu 11). From the study, Abreu concluded that voluntarism, religious affiliation and age are the most important attributes when considering frequency of donations, type of organizations donated to, and level of donations, respectively.

In contrast to Meyer and Abreu, who both focused on the individual and his or her lifestyle, John A. List conducted a model looking at external variables effects on charitable donations by analyzing the relationship between the Standard & Poor’s (S&P) 500 stock index of the previous year, GDP, unemployment and consumption expenditures on annual charitable gifts. Using a regression to analyze the data, List discovers that a 1% increase in last year’s S&P 500 index is correlated with a 0.19% increase in charitable giving this year and that individuals are significantly more responsive to economic improvements than to economic declines. This same pattern is prevalent for independent variables: GDP, unemployment and consumption expenditures. This suggests that religious giving is nearly unaffected by economic times.

Most existing research has been more focused on individual motivations and characteristics as opposed to macroeconomic factors. And, although List and Meyer do incorporate economic variables into their studies, we believe that both demographics and economic factors are important variables that affect how much is donated every year. As a result, our model will be exploring a combination of demographics and a wider range of economic factors when predicting annual donation.

Random Forest: a model that conducts independent regression decision trees to predict the dependent variable. Each tree is developed from a different subsample of the original dataset and uses information gain to evaluate which feature to split the tree on. A new data point’s dependent variable is predicted by calculating the mean value all decision trees in the model.

Description on how we compared methods

We evaluated each method’s performance based on comparing the model’s prediction results to the ground truth values from the original dataset using statistics such as r2 and standard error. In addition, each method was also compared qualitatively by looking at how efficient the model is and how well the model represents the dataset.

Comparison criteria

The main comparison criteria that was used is R2 and standard error. The predicted annual donation for 2018 was also used to compare accuracy between models.

**Results- Random Forest**

A Random Forest model uses many independent decision trees to predict the dependent variable: annual donation. Since annual donation is measured continuously, not categorically, regression trees were used instead of classification trees. The features examined were annual unemployment rate, birth rate, GDP change percentage, SP500 change percentage, gender, marital status, state, age when donated, and whether the donor is deceased.

Before developing the model, we had to preprocess the original dataset because the input data was of individual donors, many of the features were either continuous (age) or had many different categories (state), and there were many records with missing information. Since we were looking to predict annual donations, we had to split features into sub-features in order to aggregate the features’ values under each year. For example, marital status was split into multiple categories. And, for each year, the percentages of the people who were married, single, widowed, separated and divorced were listed as separate categories (Figure 1). Secondly, If we trained a model using continuous features or features with many different categories, it would have taken a lot of processing power because a single node could have been split into more than fifty branches depending on the number of categories existed. This would have greatly increased the size of each tree and the cost of the entire algorithm. To address this challenge, we split features into buckets. For example, age was split every 10 years and state was split into regions (East, Midwest, South, West, Other). Once features were aggregated for each year and percentages were calculated to normalize the data, the values under each feature was numerical and continuous. Therefore, we used the mean and standard deviation for each feature to categorize into five buckets (Figure 2). Lastly, Random Forest models are not the best with features that having missing information, therefore we made the decision to remove all records with missing feature information. By manipulating the input dataset into categorical features (Figure 3) and removing records with missing data, this increased the efficiency of training the model at the cost of accuracy.

In order to cross-validate our results and to examine the accuracy of the model, we used 80% of the dataset randomly to train the model and the remaining 20% to test the accuracy. In addition, we developed a random forest model using 300 decision trees and a minimum leaf node observation size of 5 to address overfitting. For each iteration, we used 12 different years that were chosen at random from the overall dataset to test the model and the remaining 36 years were used to train the model until the model predicted values for all 48 years. Figure \_\_ displays the prediction results for all years against the actual donation amounts. From years 1970 to 1980, the error between the prediction and the actual value was extremely high. These years were when they first started collecting data, and therefore the high error could be attributed to the lack of information and that technology was not as widespread at that time. For years, 1992, 1993, 2011, 2014, 2015 and 2017, ![A screenshot of a social media post

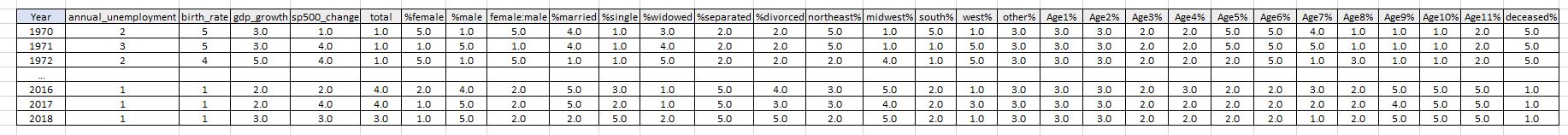
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predicted value was extremely close to the actual value (error < 2%). This could suggest overfitting in the model. In addition, the R2 value for the model is 0.86 and the standard error is 0.049. The R2 value and standard error indicate that the model is moderately accurate, but because the dataset only takes in 48 years of data, with 36 years used for training and 12 years used for testing, there could still be signs of overfitting, and therefore more data and information is needed.

Figure 1: Prediction results versus ground truth

A close up of a map

Description automatically generated After comparing the prediction results to the ground truth, we looked at predicting annual donation for future years. Since decision trees take into account features for each year, our model faced the same challenge as K-Nearest Neighbors because none of the feature values will be available for the future. For example, the model needs future GDP values, unemployment rates as well as individual information such as percentage of married people donating and percentage of 60 year old people donating. All these values need to be predicted prior to making a prediction for future annual donation. Using the model developed in the K-Nearest Neighbors algorithm, we were able to predict the future values of the features given the past values (Figure \_\_). In the future years, the annual donation seems to be leveling off, which could be a result of using the K-Nearest Neighbors model to predict annual features. As mentioned above, since K-Nearest Neighbors takes in k number of past values when predicting future values, as the year get further away from our true data points, the feature value will also converge because it is based off predicted value as opposed to ground truth values. The annual donation for 2018 is predicted to be 17.8 million.

Figure 2: Future predicted amounts donated for years 2018-2036

![A screenshot of a cell phone

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAkACQAAD/4RDuRXhpZgAATU0AKgAAAAgABAE7AAIAAAAMAAAISodpAAQAAAABAAAIVpydAAEAAAAYAAAQzuocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAE1pY2hlbGxlIFh1AAAFkAMAAgAAABQAABCkkAQAAgAAABQAABC4kpEAAgAAAAMxNAAAkpIAAgAAAAMxNAAA6hwABwAACAwAAAiYAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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picture containing furniture

Description automatically 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Figure 3: Dataset with categorical features

Figure : Shows how each feature was split into buckets

Figure 1: Dataset after aggregating over years

Summary of results

After conducting four models and comparing R2 and standard error values, we found that the Random Forest model had the highest R2 value and lowest standard error followed closely by K-Nearest Neighbors. Based off these statistics, one could conclude that these models were the best for predicting annual donations, but these two models both faced the same challenges for time series data as they both need future year features in order to predict the annual donation amount. Since the future prediction is based off feature prediction, these two models are both more susceptible to error and inaccurate predictions. In addition, these models cannot predict too far into the future because the feature predictions are based off the closest past predictions. Neural Networks on the other hand is a more dynamic and complex model when predicting values in the future. It’s power can be seen in the 2018 prediction of $32 million which is the most accurate prediction for this upcoming year. The Random Forest model performs the worst by predicting $18 million while the K-Nearest Neighbors prediction is $22 million. Even though the Random Forest model and the K-Nearest Neighbors model have the best statistics when comparing the testing data predictions to the ground truth, their future prediction power is not as good as the Neural Network model.

Lessons learned

The main takeaways from this project include learning how to work with a real world dataset and which models were best for what types of data. When we first learned about the different data mining techniques in class, we worked with “perfect” sets of data which included relevant features, no missing information, and a small number of observations. The dataset that we received from the LCMS had a lot of missing information, not enough features and too little years to develop the most accurate model. By working with this real dataset, we learned how to preprocess this dataset to transform it from inforamtion about individual donors to information about the entire year. In the process of developing the model, we also learned that K-Nearest Neighbors and Random Forest were not the best models to use for time-correlated data in the long term. The Random Forest model also has a high computation cost for datasets with features that had many different categories or continuous features. Overall, we learned a lot about the different data mining techniques as well as some of the challenges that data scientists face when working with datasets.

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