SIGMALYTICS

THE DATA DRIVEN CONSULTANCY

CHANNEL REWAMP – CHARITY

EXECUTIVE SUMMARY

PROBLEM FORMULATION	OUTLINE

4 main channels exist:

MAIL

WEB

DO **PA**   **DO** **PA**

First donation on Oct-2013
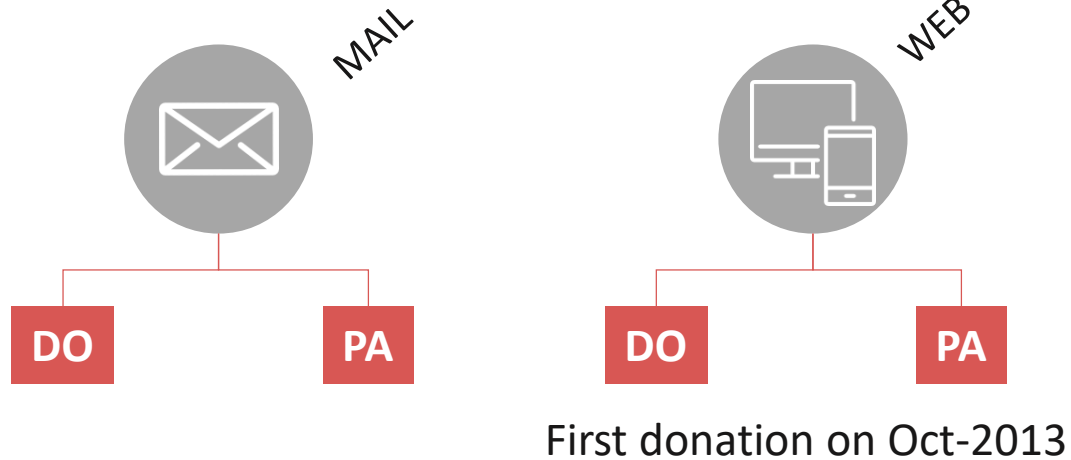
Questions:

- Overall overview of channel performance
- Behavior of donators per channel
- Prediction of donator segments per channel
- Cross-channel transitions

1 **CHANNEL ANALYSIS**
- Last 3 years considered as baseline for cross-channel comparisons
- Development of last 5 years considered for the more granular channel analyses

2 **SEGMENTATION**
- Same process performed on each channel

3 **SEGMENT TRANSITIONS**
- Transition matrices are shown per channel over the last year divided into two 6-months-long periods

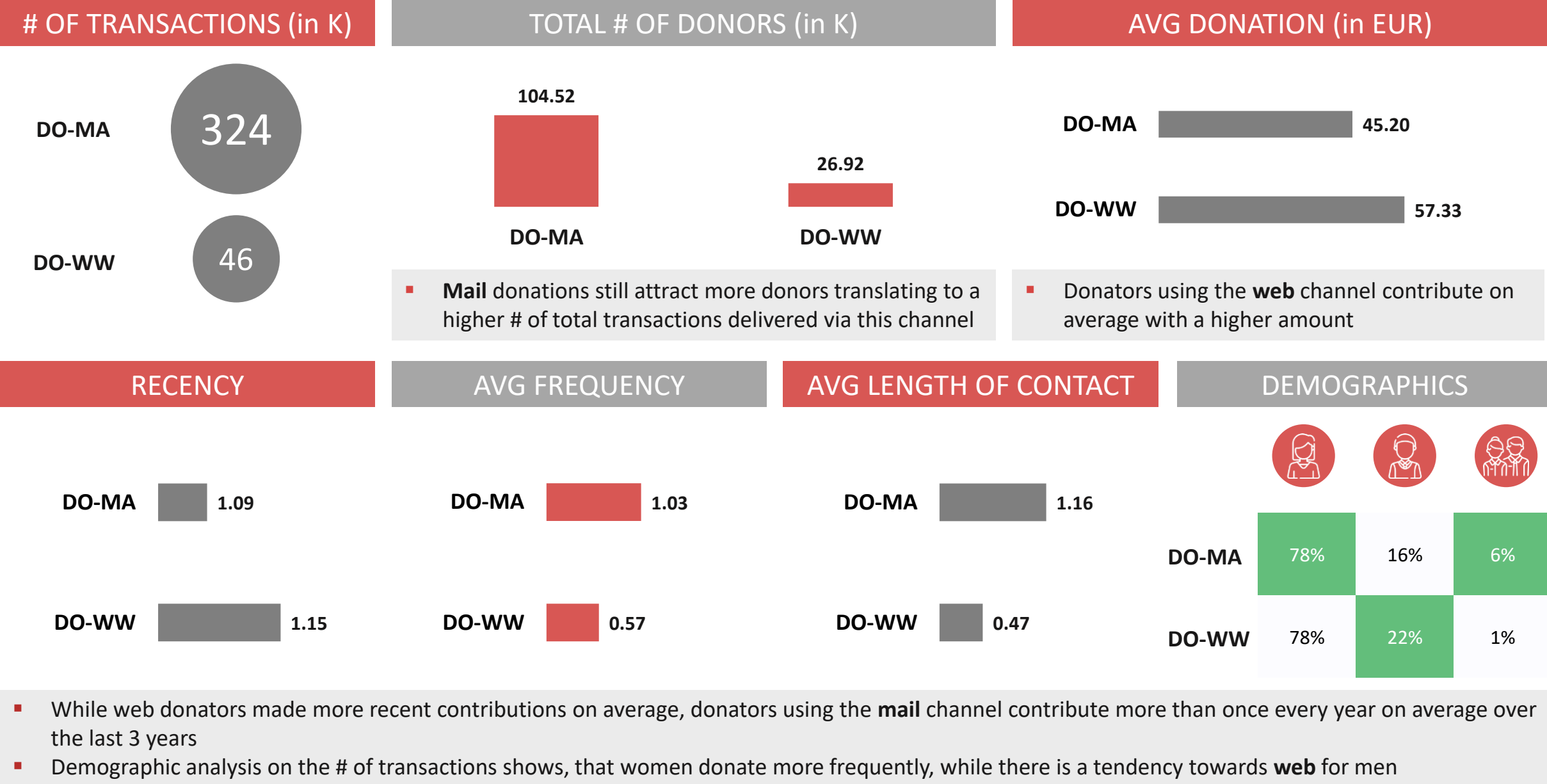**4** **CUSTOMER LTV ANALYSES**
- Transition matrices are shown per channel over the last year divided into two 6-months-long periods
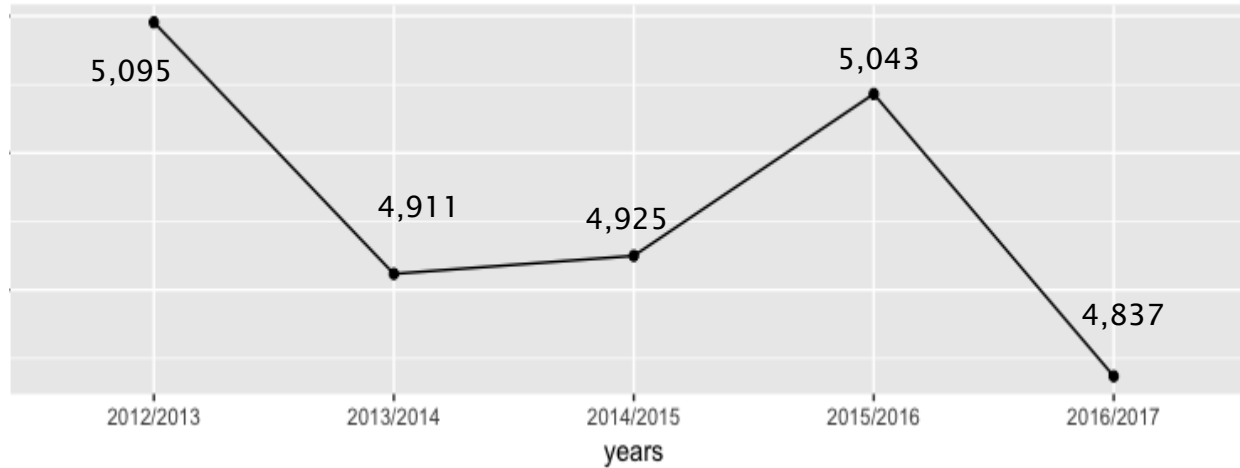
5 **CONCLUSIONS & RECOMMENDATIONS**
- Projections for # of donators for the next 3 years and expected revenues per channel are shown in this section

CHANNEL COMPARISON DASHBOARD: DO

OF TRANSACTIONS (in K)

DO-MA 324

DO-WW 46

TOTAL # OF DONORS (in K)

104.52 — DO-MA

26.92 — DO-WW

- **Mail** donations still attract more donors translating to a higher # of total transactions delivered via this channel

AVG DONATION (in EUR)

DO-MA 45.20

DO-WW 57.33

- Donators using the **web** channel contribute on average with a higher amount

RECENCY

DO-MA 1.09

DO-WW 1.15

AVG FREQUENCY

DO-MA 1.03

DO-WW 0.57

AVG LENGTH OF CONTACT

DO-MA 1.16

DO-WW 0.47

DEMOGRAPHICS

DO-MA	78%	16%	6%
DO-WW	78%	22%	1%

- While web donators made more recent contributions on average, donators using the **mail** channel contribute more than once every year on average over the last 3 years
- Demographic analysis on the # of transactions shows, that women donate more frequently, while there is a tendency towards **web** for men

CHANNEL ANALYSIS: DO-MAIL

EVOLUTION: AMOUNT DONATED (in EUR K)

5,095

4,911

4,925

5,043

4,837
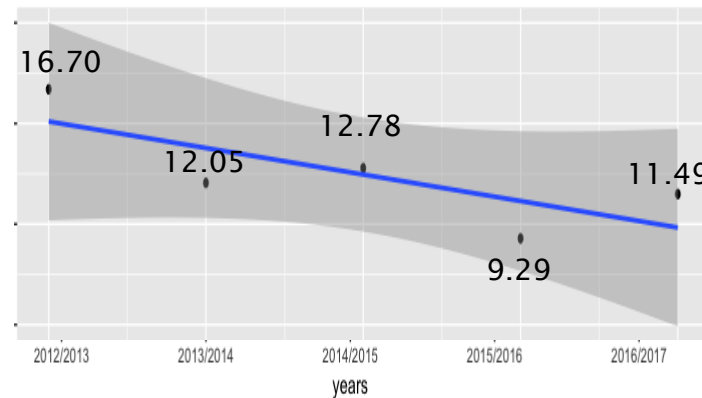
1. This year, the amount donated has reached its lowest in the past 5 years

2. The evolution of donations have been on a slow decrease

3. The donator acquisition rate has also been on a steady decrease

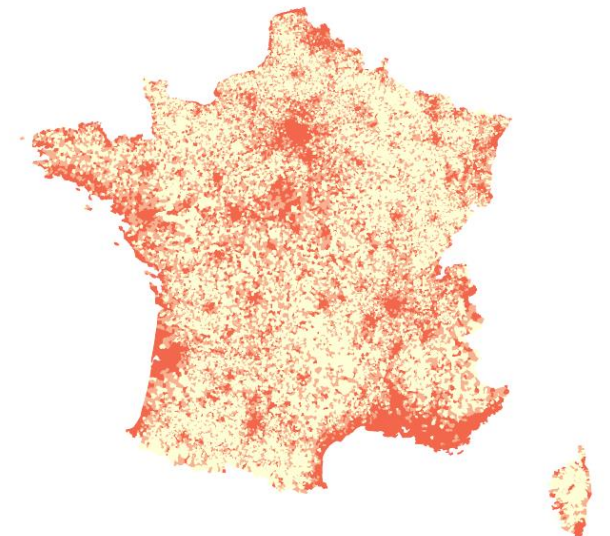4. Concentration of donators in large cities and coastal areas

EVOLUTION: # OF DONATIONS (in K)

122 111 110 109 102

EVOLUTION: DONATORS ACQUIRED (in K)
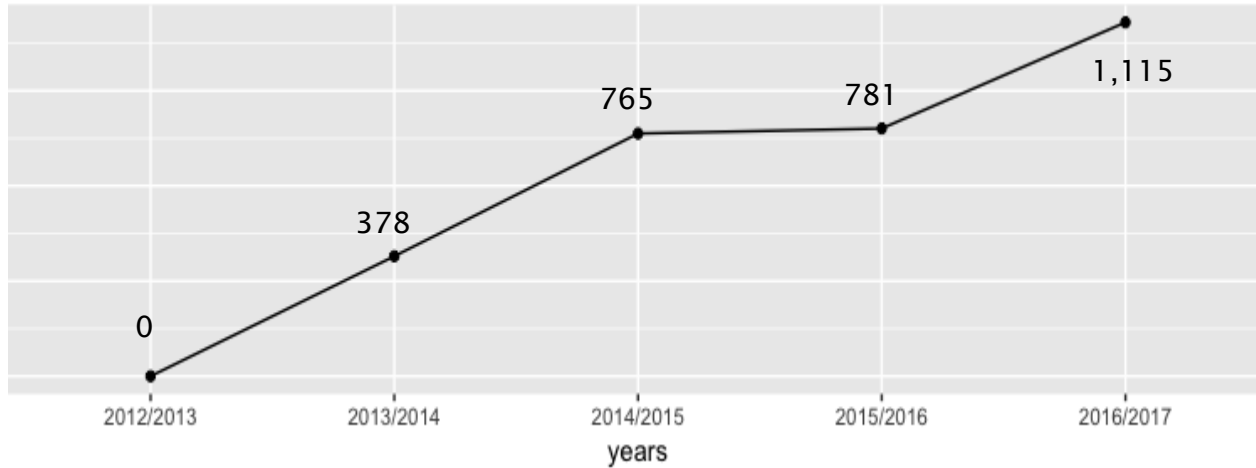

16.70

12.05

12.78

9.29

11.49
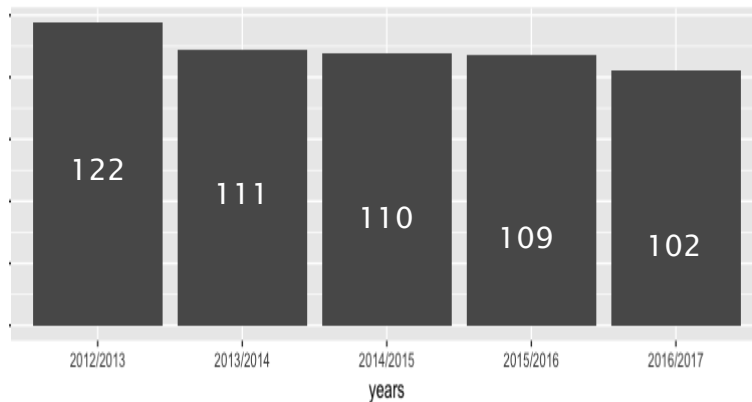
GEO DISTRIBUTION
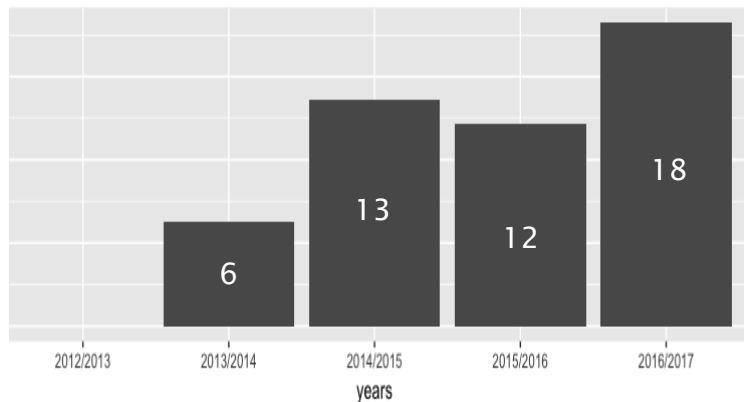
CHANNEL ANALYSIS: DO-WEB
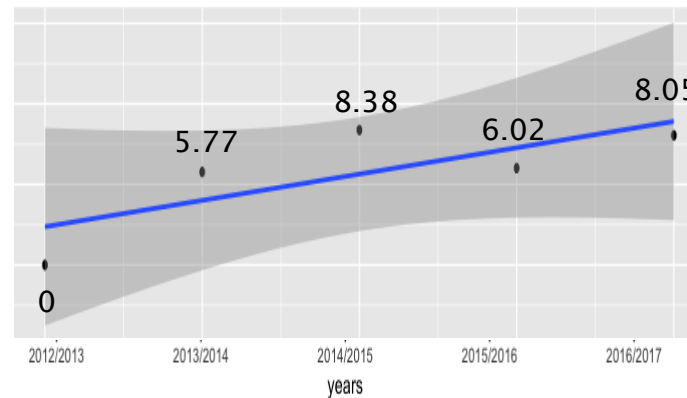
EVOLUTION: AMOUNT DONATED (in EUR K)

HIGHLIGHTS

1. The channel shows an increasing tendency for amount donated

2. Number of donations made show a significant increase over the last year

3. Acquired donators however couldn't restore 2014/2015 levels

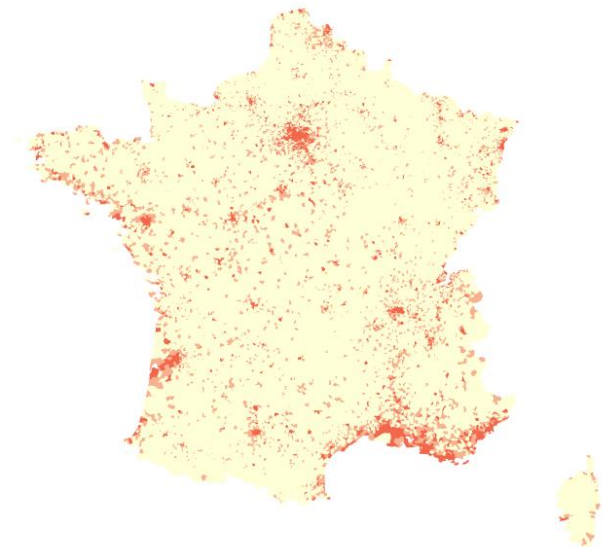4. Donors are concentrated around main cities and the southern coastal area

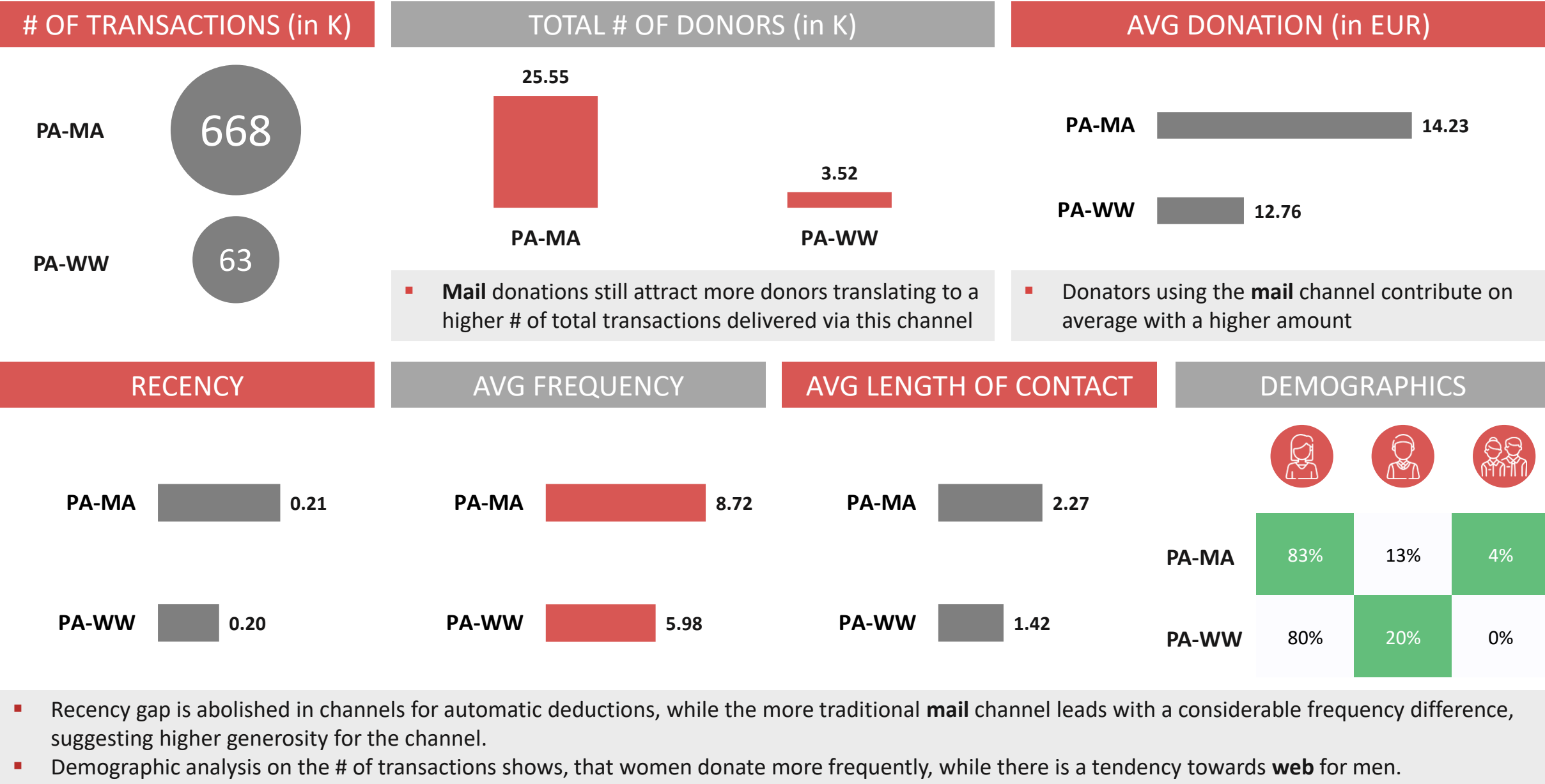## EVOLUTION: # OF DONATIONS (in K)
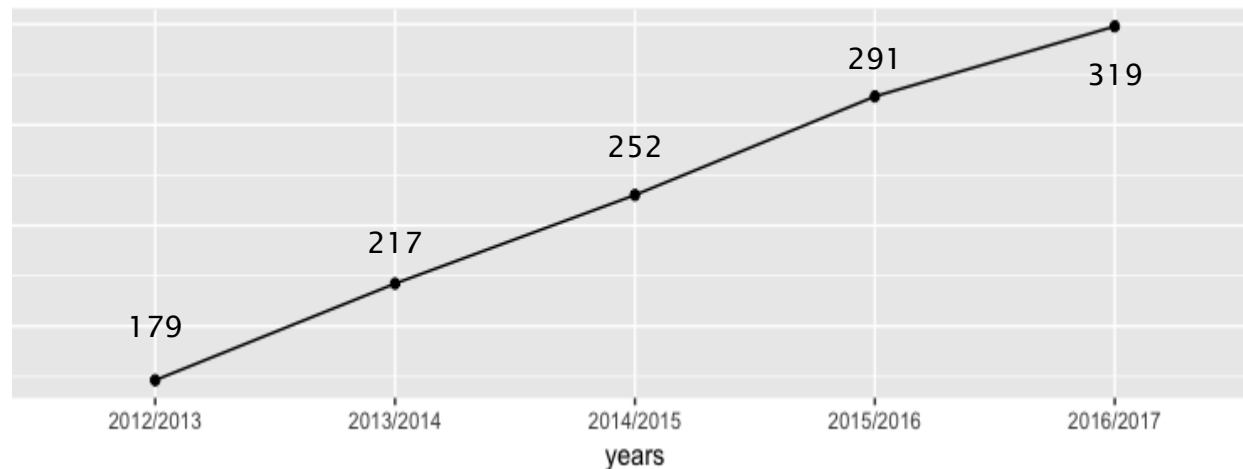

EVOLUTION: DONATORS ACQUIRED (in K)

GEO DISTRIBUTION

CHANNEL COMPARISON DASHBOARD: PA

OF TRANSACTIONS (in K)

PA-MA **668**

PA-WW **63**

TOTAL # OF DONORS (in K)

25.55 PA-MA

3.52 PA-WW

- **Mail** donations still attract more donors translating to a higher # of total transactions delivered via this channel

AVG DONATION (in EUR)

PA-MA **14.23**

PA-WW **12.76**

- Donators using the **mail** channel contribute on average with a higher amount

RECENCY

PA-MA **0.21**

PA-WW **0.20**

AVG FREQUENCY

PA-MA **8.72**

PA-WW **5.98**

AVG LENGTH OF CONTACT

PA-MA **2.27**

PA-WW **1.42**

DEMOGRAPHICS

PA-MA	83%	13%	4%
PA-WW	80%	20%	0%

- Recency gap is abolished in channels for automatic deductions, while the more traditional **mail** channel leads with a considerable frequency difference, suggesting higher generosity for the channel.
- Demographic analysis on the # of transactions shows, that women donate more frequently, while there is a tendency towards **web** for men.
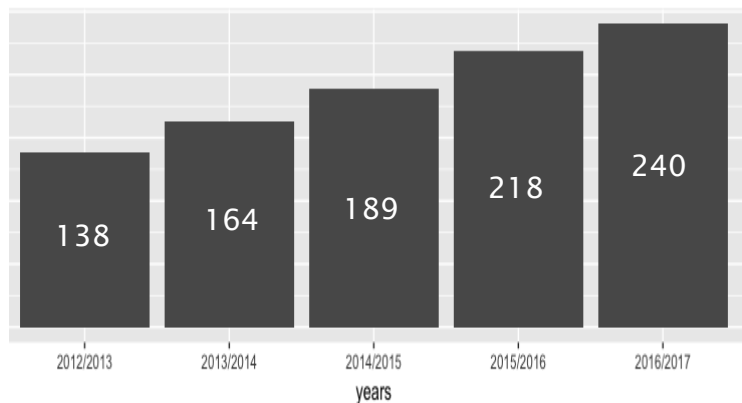
CHANNEL ANALYSIS: PA-MAIL
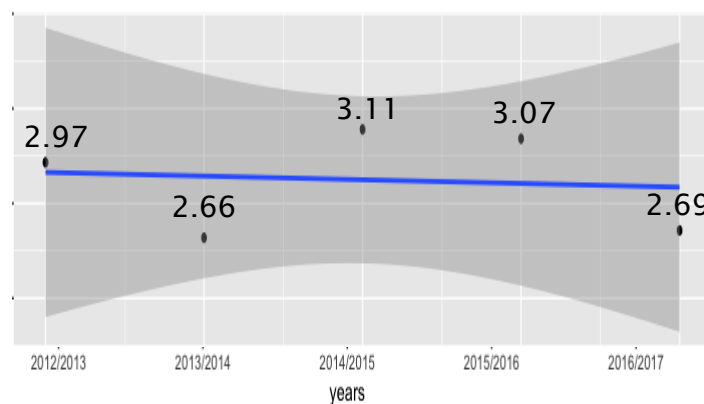
EVOLUTION: AMOUNT DONATED (in EUR K)

HIGHLIGHTS

1. The channel shows a steady increase in amount donated

2. The trend in the number of donations aligns with the increase in amounts suggesting no change in avg amount donated

3. Donators acquired oscillate around 2.7-3K over the observed period

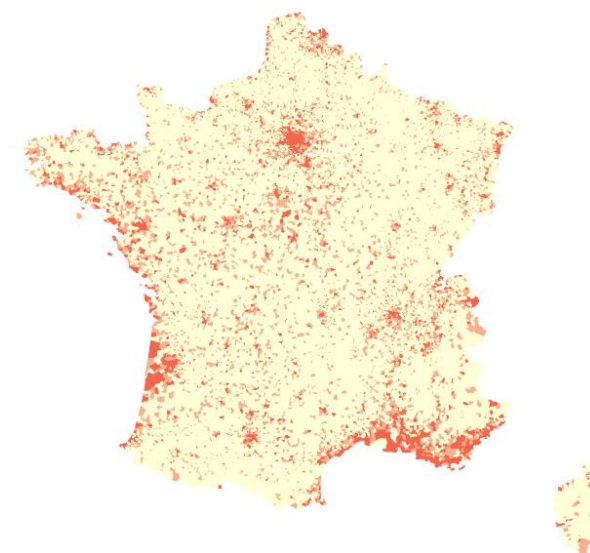4. Donors are concentrated around main cities and the southern coastal area

EVOLUTION: # OF DONATIONS (in K)
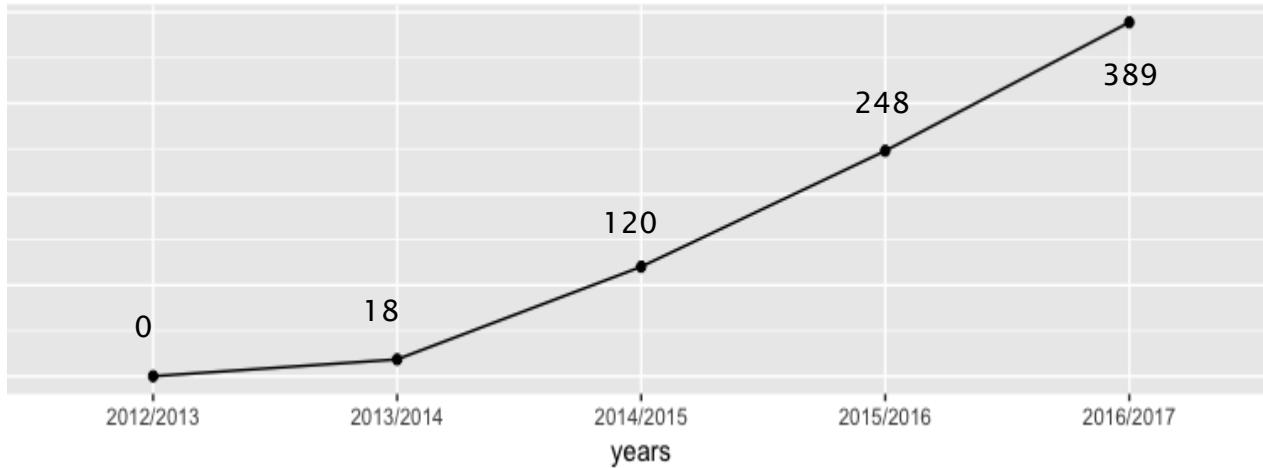

EVOLUTION: DONATORS ACQUIRED (in K)

GEO DISTRIBUTION

CHANNEL ANALYSIS: PA-WEB

EVOLUTION: AMOUNT DONATED (in EUR K)

- 0 (2012/2013)
- 18 (2013/2014)
- 120 (2014/2015)
- 248 (2015/2016)
- 389 (2016/2017)

years

HIGHLIGHTS

1 The channel shows a steady increase in amount donated

2 The trend in the number of donations aligns with the increase in amounts suggesting no change in avg amount donated

3 Donators acquired also show a steady increase to 1.18k in 2016=2017

4 Donors do not show apparent geographic concentration

EVOLUTION: # OF DONATIONS (in K)

- 2 (2013/2014)
- 10 (2014/2015)
- 20 (2015/2016)
- 30 (2016/2017)

years

EVOLUTION: DONATORS ACQUIRED (in K)

- 0 (2012/2013)
- 0.45 (2013/2014)
- 1.09 (2014/2015)
- 0.76 (2015/2016)
- 1.18 (2016/2017)

years
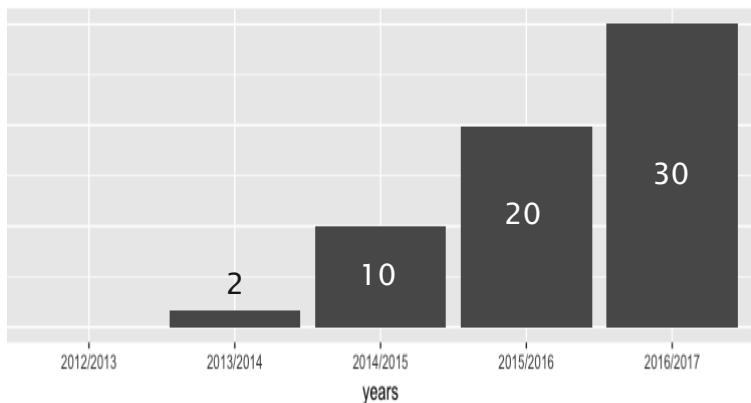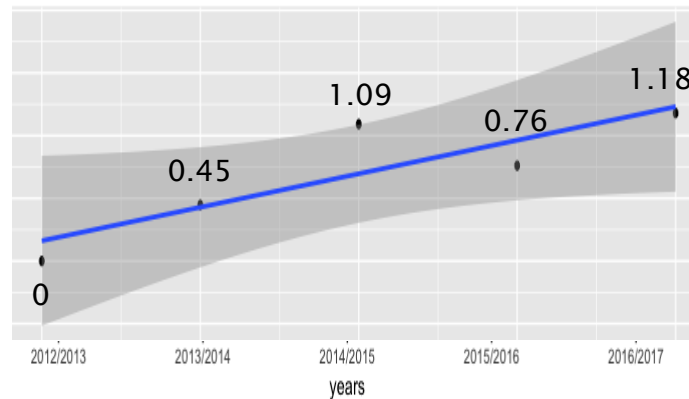
GEO DISTRIBUTION

DONOR SEGMENTATION

36+ MONTHS	25-35+ MONTHS	13-24 MONTHS	0-12 MONTHS
LOST	**COLD**	**WARM**	**NEW**
			TOP ≥100
			MIDDLE 100 > x > 40
			BOTTOM ≤40
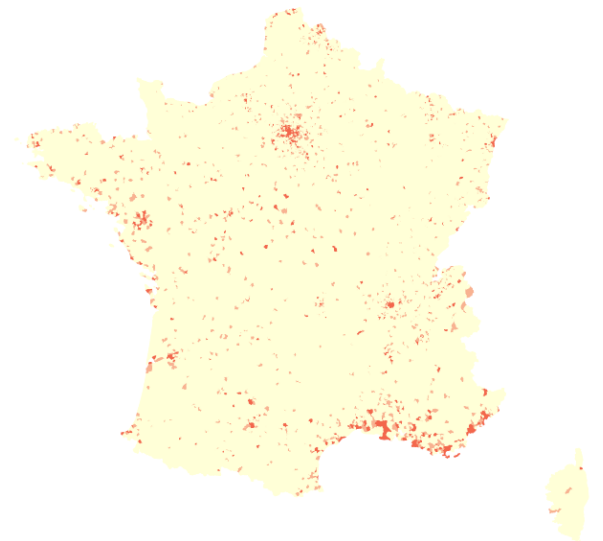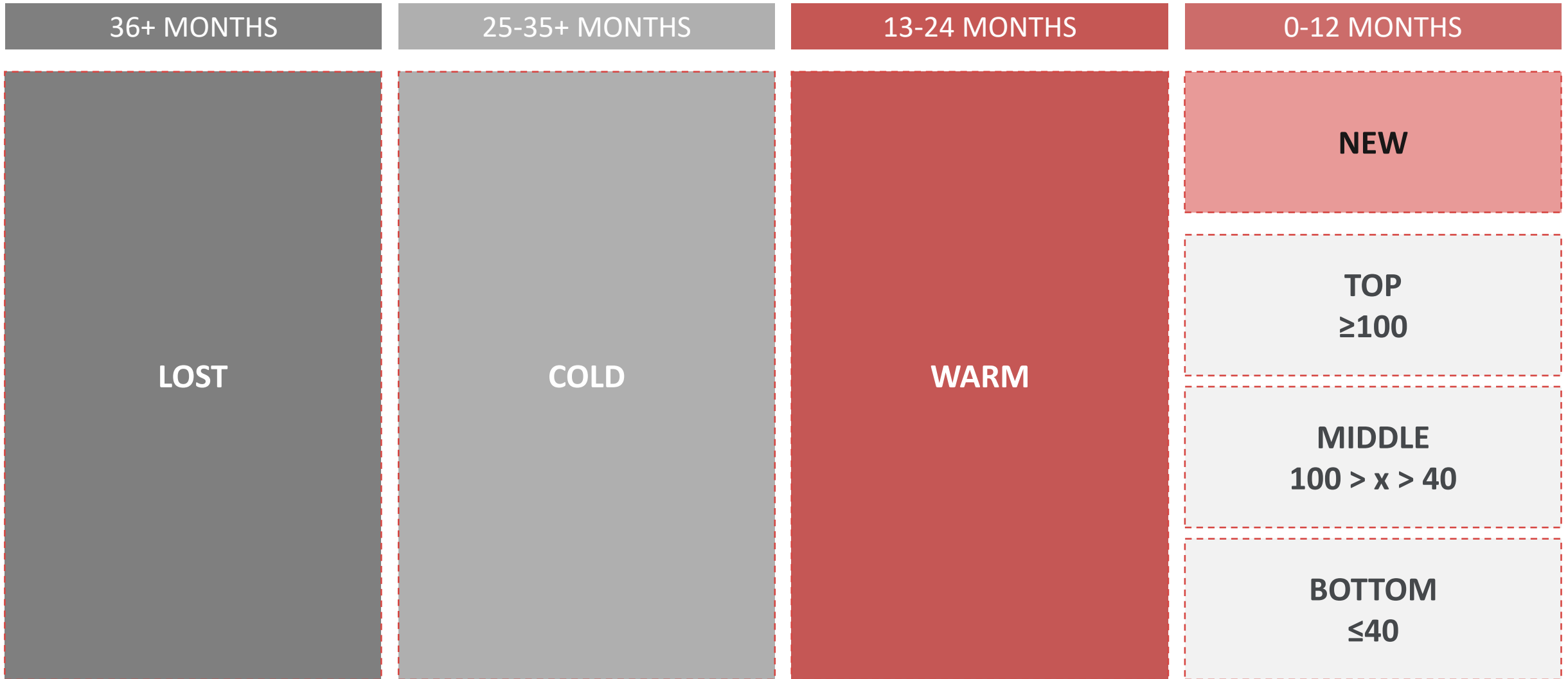
The following variables were considered to establish donor segmentation: recency, first donation and generosity for each channel.

SEGMENT TRANSITION: DO-MAIL

PERIOD: 2016.12 – 2017.06

	NEW DO MA	DO MA TOP	DO MA MIDDLE	DO MA BOTTOM	WARM DO MA	COLD DO MA	LOST DO MA
NEW DO MA	88%	1%	2%	3%	5%	0%	0%
DO MA TOP	0%	71%	23%	1%	3%	0%	0%
DO MA MIDDLE	0%	6%	68%	13%	10%	0%	0%
DO MA BOTTOM	0%	0%	8%	70%	19%	0%	0%
WARM DO MA	0%	1%	7%	12%	0%	77%	0%
COLD DO MA	0%	0%	4%	8%	0%	0%	86%
LOST DO MA	0%	0%	1%	1%	0%	0%	97%

PERIOD: 2016.06 – 2016.12

	NEW DO MA	DO MA TOP	DO MA MIDDLE	DO MA BOTTOM	WARM DO MA	COLD DO MA	LOST DO MA
NEW DO MA	15%	5%	15%	21%	39%	0%	0%
DO MA TOP	0%	69%	21%	1%	5%	0%	0%
DO MA MIDDLE	0%	10%	57%	13%	14%	0%	0%
DO MA BOTTOM	0%	1%	13%	58%	23%	0%	0%
WARM DO MA	0%	1%	9%	17%	0%	71%	0%
COLD DO MA	0%	1%	6%	13%	0%	0%	79%
LOST DO MA	0%	0%	1%	4%	0%	0%	94%

Over the second half of the calendar year there is a significantly higher transition from the new segment to the middle, bottom and warm segments suggesting a higher acquisition rate at this period the year before.

SEGMENT TRANSITION: DO-WEB

PERIOD: 2016.12 − 2017.06

	NEW DO WW	DO WW TOP	DO WW MIDDLE	DO WW BOTTOM	WARM DO WW	COLD DO WW	LOST DO WW
NEW DO WW	65%	2%	4%	4%	18%	0%	0%
DO WW TOP	0%	73%	18%	2%	5%	0%	0%
DO WW MIDDLE	0%	7%	69%	7%	11%	0%	0%
DO WW BOTTOM	0%	1%	7%	70%	13%	0%	0%
WARM DO WW	0%	2%	7%	6%	0%	80%	0%
COLD DO WW	0%	1%	5%	4%	0%	0%	88%
LOST DO WW	0%	1%	2%	2%	0%	0%	94%

PERIOD: 2016.06 − 2016.12

	NEW DO WW	DO WW TOP	DO WW MIDDLE	DO WW BOTTOM	WARM DO WW	COLD DO WW	LOST DO WW
NEW DO WW	39%	2%	6%	6%	35%	0%	0%
DO WW TOP	0%	67%	18%	1%	9%	0%	0%
DO WW MIDDLE	0%	11%	54%	7%	18%	0%	0%
DO WW BOTTOM	0%	2%	12%	54%	23%	0%	0%
WARM DO WW	0%	1%	6%	6%	0%	81%	0%
COLD DO WW	0%	1%	4%	6%	0%	0%	83%
LOST DO WW	0%	0%	3%	3%	0%	0%	91%

The new-to-new transition rate between the two periods has a lesser gap than the one of the DO-MA segment, which suggests a more balanced acquisition over the year for Web in the regular donations.

SEGMENT TRANSITION: PA-MAIL

PERIOD: 2016.12 − 2017.06

	NEW PA MA	PA MA TOP	PA MA MIDDLE	PA MA BOTTOM	WARM PA MA	COLD PA MA	LOST PA MA
NEW PA MA	54%	19%	19%	2%	1%	0%	0%
PA MA TOP	0%	92%	3%	0%	0%	0%	0%
PA MA MIDDLE	0%	4%	86%	4%	2%	0%	0%
PA MA BOTTOM	0%	1%	21%	33%	42%	0%	0%
WARM PA MA	0%	0%	1%	1%	0%	94%	0%
COLD PA MA	0%	0%	0%	1%	0%	0%	97%
LOST PA MA	0%	0%	0%	0%	0%	0%	99%

PERIOD: 2016.06 − 2016.12

	NEW PA MA	PA MA TOP	PA MA MIDDLE	PA MA BOTTOM	WARM PA MA	COLD PA MA	LOST PA MA
NEW PA MA	34%	28%	23%	2%	1%	0%	0%
PA MA TOP	0%	86%	2%	0%	0%	0%	0%
PA MA MIDDLE	0%	4%	81%	4%	2%	0%	0%
PA MA BOTTOM	0%	1%	20%	33%	37%	0%	0%
WARM PA MA	0%	0%	0%	0%	0%	95%	0%
COLD PA MA	0%	0%	0%	0%	0%	0%	96%
LOST PA MA	0%	0%	0%	0%	0%	0%	98%

We notice a higher new-to-top transition for the second period, which implies that donor recruited towards the end of year tend to be more generous in their donation.

SEGMENT TRANSITION: PA-WEB

PERIOD: 2016.12 – 2017.06

	NEW PA WW	PA WW TOP	PA WW MIDDLE	PA WW BOTTOM	WARM PA WW	COLD PA WW	LOST PA WW
NEW PA WW	66%	18%	11%	2%	1%	0%	0%
PA WW TOP	0%	93%	2%	1%	0%	0%	0%
WARM PA WW	0%	2%	2%	0%	0%	92%	0%
PA WW BOTTOM	0%	5%	34%	29%	26%	0%	0%
PA WW MIDDLE	0%	12%	76%	7%	3%	0%	0%
COLD PA WW	0%	0%	0%	0%	0%	0%	95%
LOST PA WW	0%	0%	0%	0%	0%	0%	97%

PERIOD: 2016.06 – 2016.12

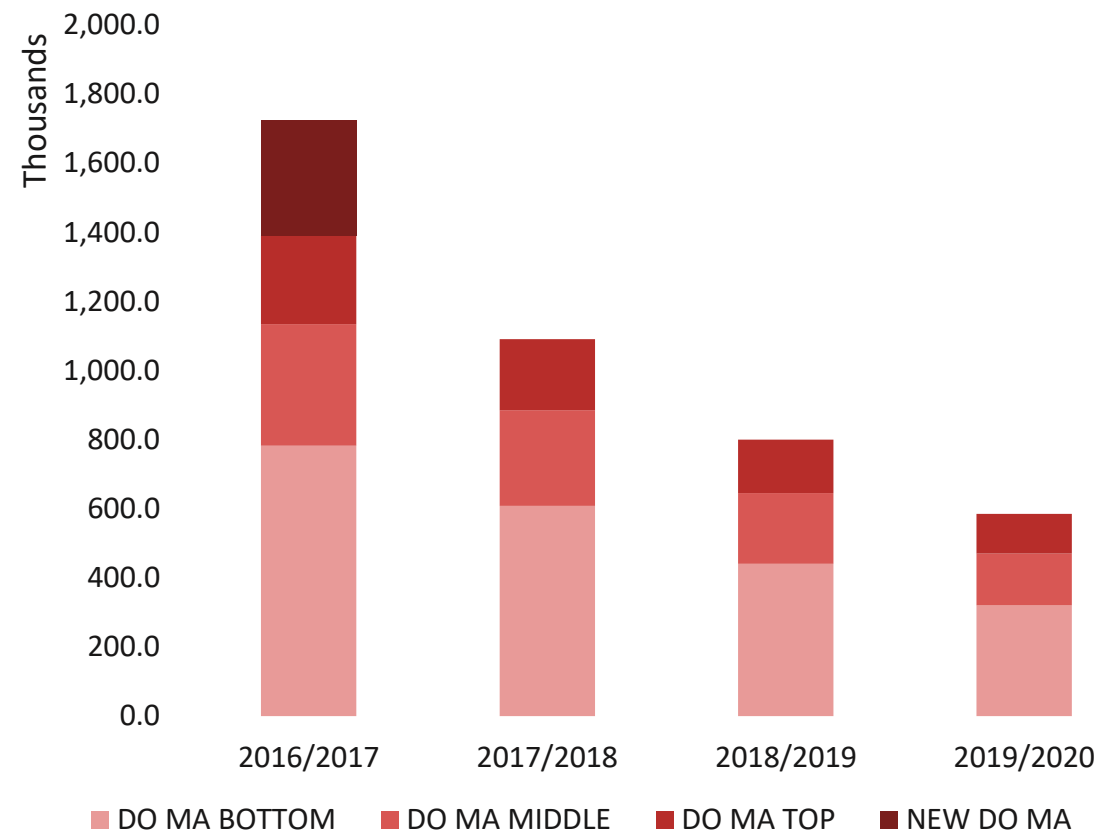|	NEW PA WW	PA WW TOP	PA WW MIDDLE	PA WW BOTTOM	WARM PA WW	COLD PA WW	LOST PA WW
NEW PA WW	46%	27%	15%	3%	1%	0%	0%
PA WW TOP	0%	88%	3%	0%	1%	0%	0%
WARM PA WW	0%	0%	0%	0%	0%	98%	0%
PA WW BOTTOM	0%	4%	22%	30%	37%	0%	0%
PA WW MIDDLE	0%	9%	76%	7%	2%	0%	0%
COLD PA WW	0%	0%	0%	0%	0%	0%	94%
LOST PA WW	0%	0%	2%	2%	0%	0%	95%

The PA payment type (MA-WEB) has a more homogeneous donator recruitment over the year than the DO, as its new-to-new transitions both have a 20% difference. However, the tendency of a higher recruitment rate in the first half of the year holds true for both payment types.
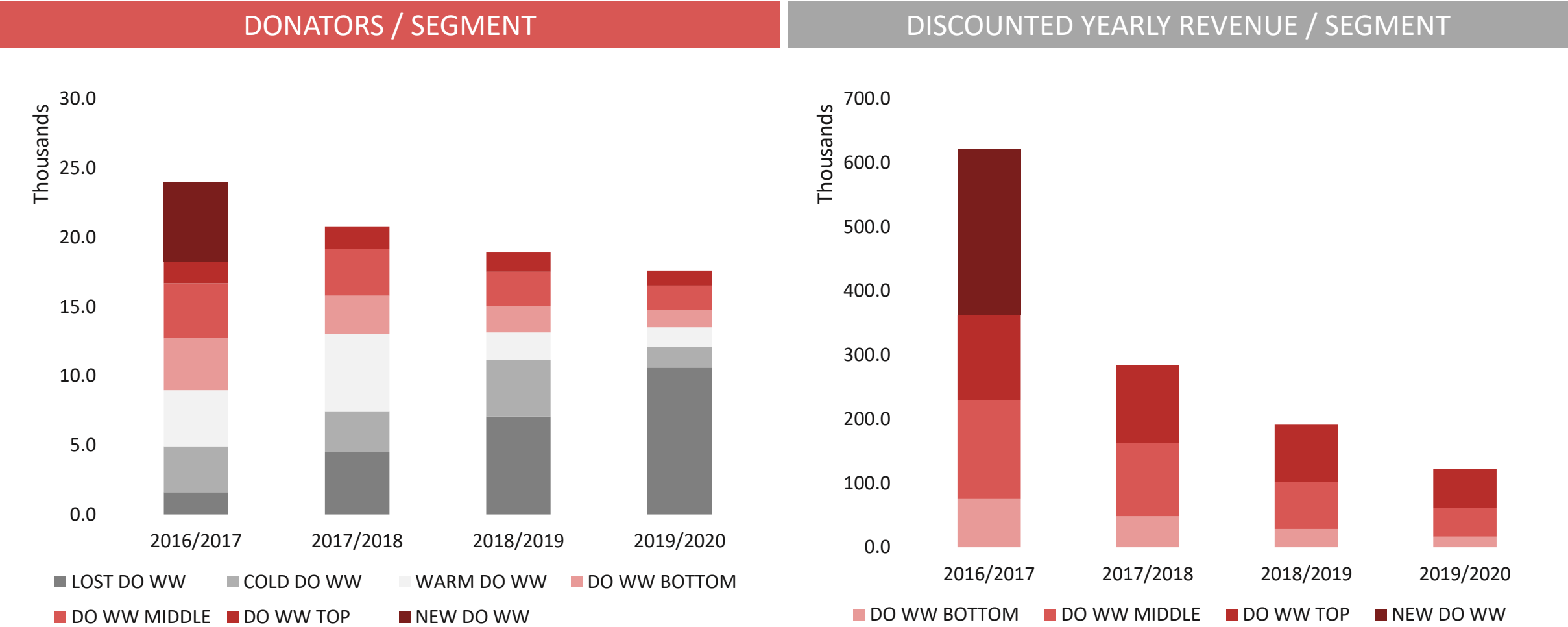
CUSTOMER LTV ANALYSIS: DO-MAIL

CUSTOMER LTV ANALYSIS: DO-WEB

CUSTOMER LTV ANALYSIS: PA-MAIL

DONATORS / SEGMENT

Thousands

- LOST PA MA
- COLD PA MA
- WARM PA MA
- PA MA BOTTOM
- PA MA MIDDLE
- PA MA TOP
- NEW PA MA

2016/2017   2017/2018   2018/2019   2019/2020
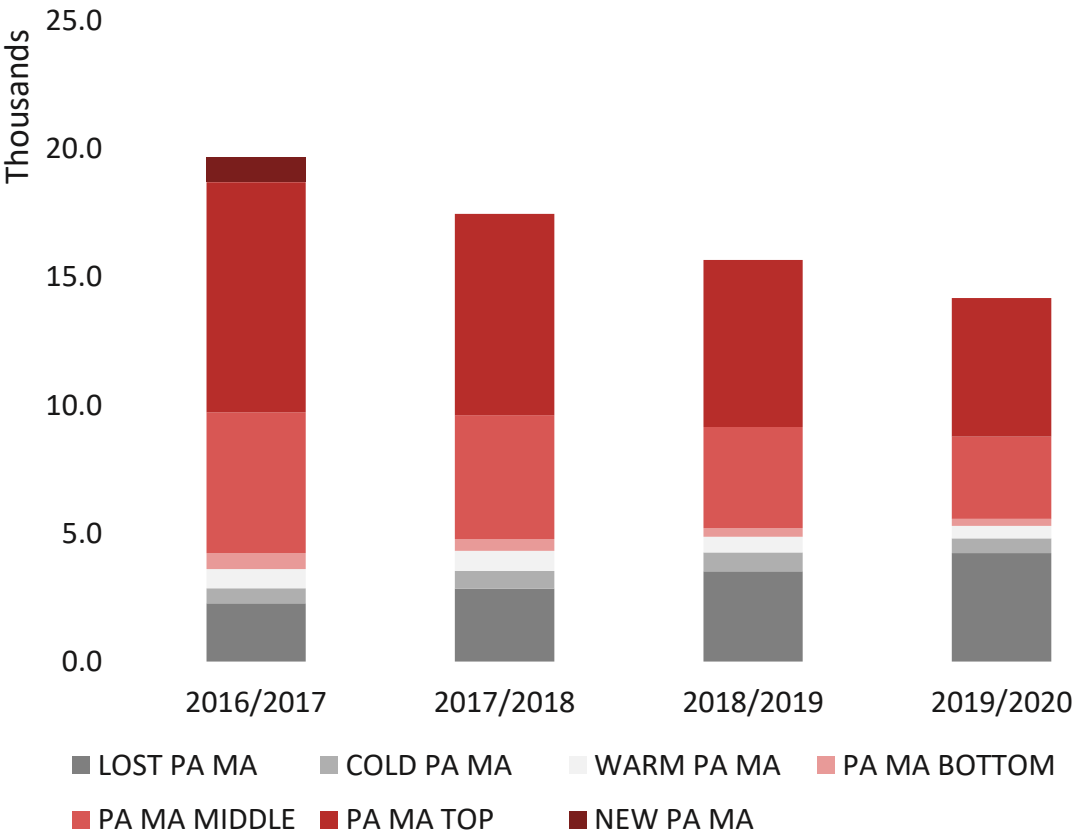
DISCOUNTED YEARLY REVENUE / SEGMENT

Thousands

- PA MA BOTTOM
- PA MA MIDDLE
- PA MA TOP
- NEW PA MA

2016/2017   2017/2018   2018/2019   2019/2020
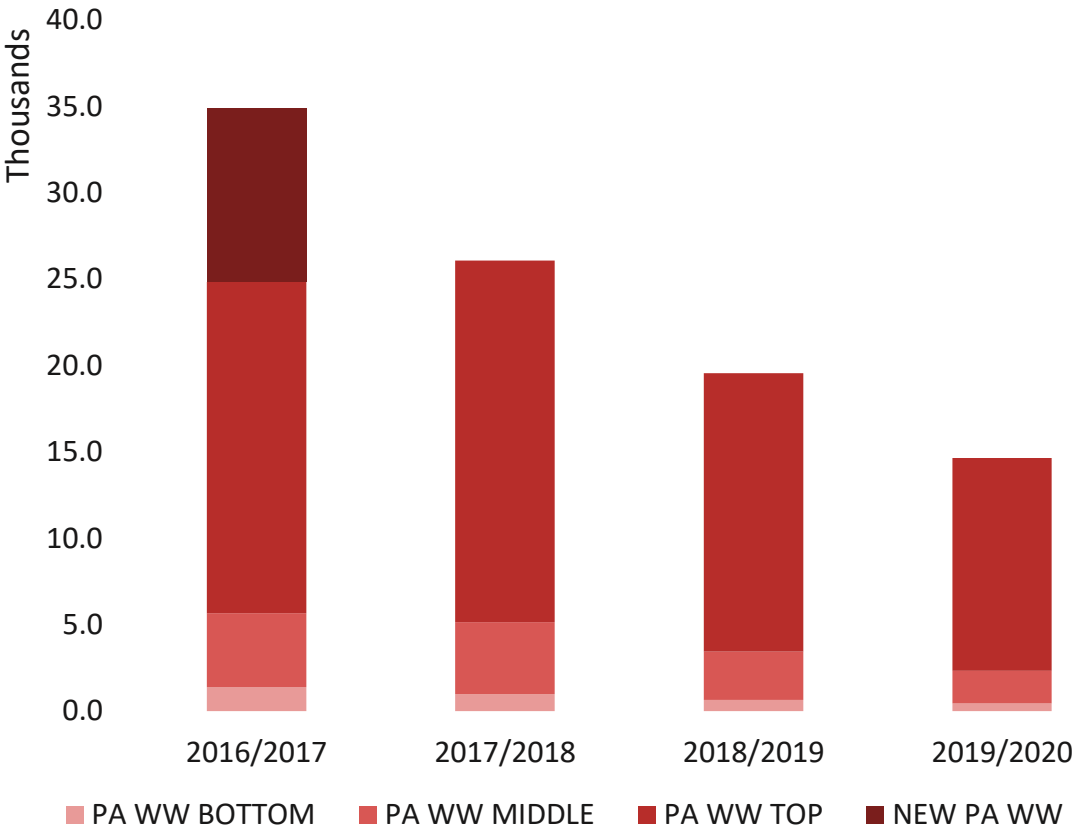
CHANNEL TRANSITION & RECOMMENDATIONS

	DO-MA	DO-WW	PA-MA	PA-WW
DO-MA	86%	1%	1%	0%
DO-WW	4%	78%	1%	1%
PA-MA	4%	1%	93%	0%
PA-WW	1%	1%	0%	94%

	DO-MA	DO-WW	PA-MA	PA-WW
DO-MA	76%	2%	3%	0%
DO-WW	9%	60%	2%	1%
PA-MA	9%	1%	87%	0%
PA-WW	5%	3%	0%	89%

Donor tend to stay in the same channel, however DO-MA shows transitional tendencies towards DO-WW, and PA-MA

ANOMALIES

- The following anomalies were found during our analyses
- The database needs a clean structure to record payment methods for each channel considered

Mailing:

payment_method_id	count	total_amount
CB	11299	607800.09
PR	970433	12859668.56
VI	2516	144438.41

Web:

payment_method_id	count	total_amount
CH	2474	162166.27