

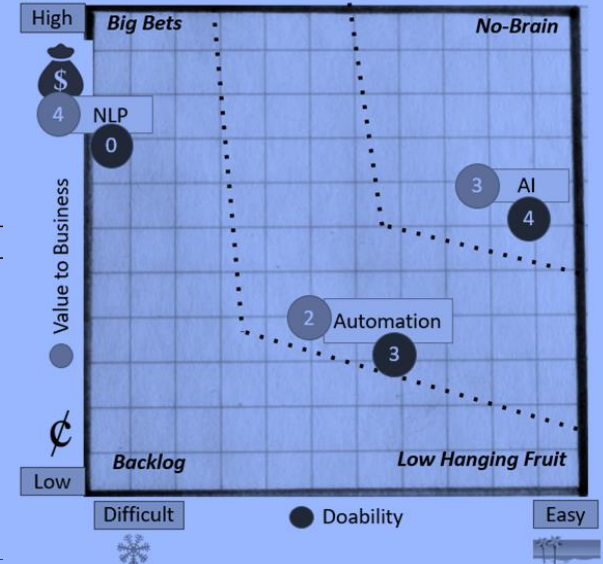
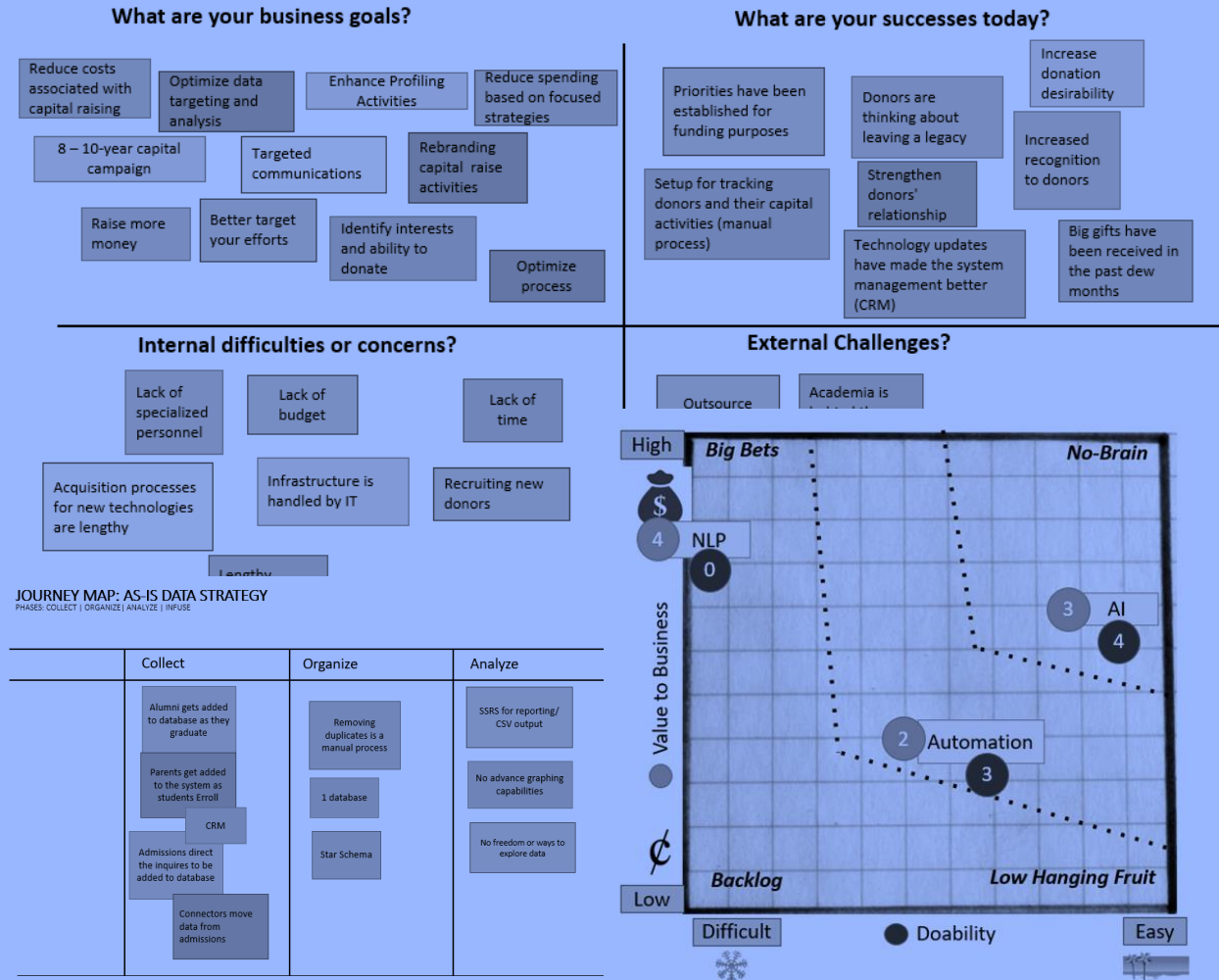


Analytics Services



Yeshiva University
MVP Delivery Alignment
Predictive Analytics
December 2021

EMPATHY MAP: BUSINESS LANDSCAPE



MVP Scope, Value & Delivery

Objective: Align on scope, value, and next steps for delivery

AGENDA

1

MVP Solution & Value

MVP Solution Overview & Value

2

MVP Scope

Deliverables & Success Criteria

3

MVP Built

Co-execution, Squad Composition,
Ceremonies & Scheduling

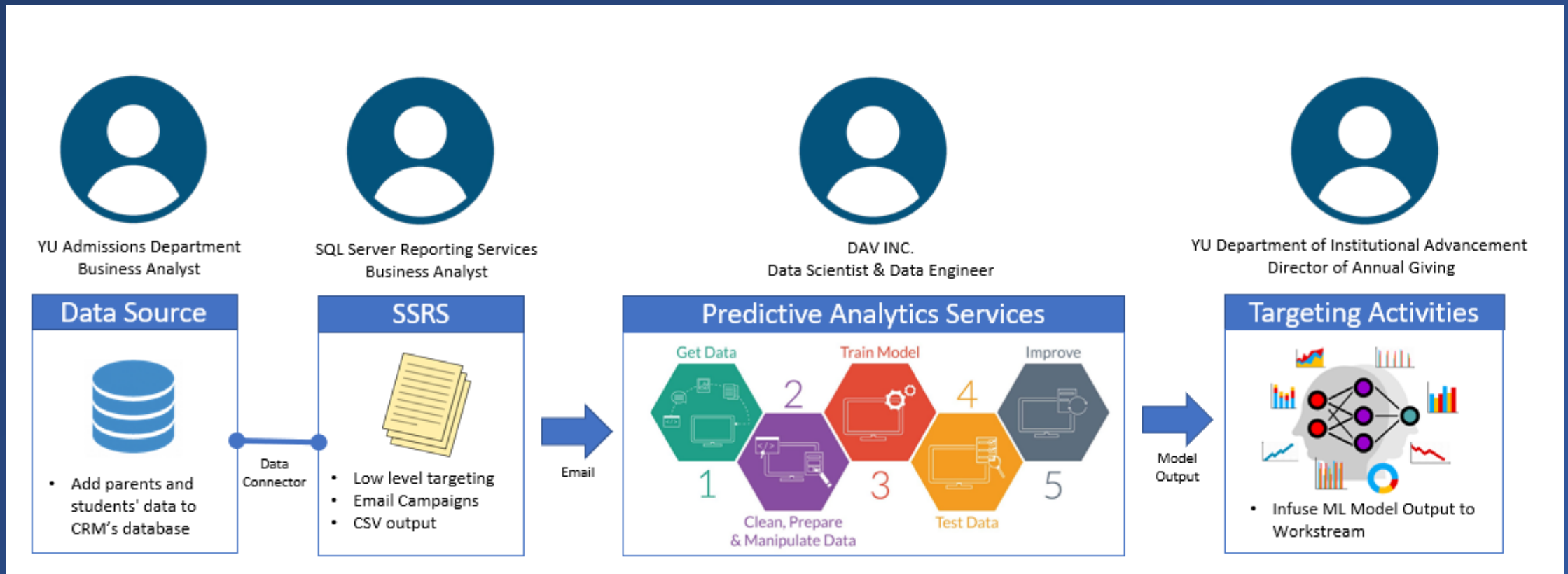
MVP Solution & Value | User-Centered Optimization

Optimization of Yeshiva University's fund-raising activities through a holistic implementation of a predictive analytics solution that can be scaled across the organization.

How Are We Optimizing?



MVP Solution & Value | Solution Diagram



MVP Solution & Value | Proof Of Technology (POT)

The screenshot shows a web application interface for managing data assets and experiments. The top navigation bar includes a breadcrumb 'Projects / predicting donors', a 'Launch IDE' dropdown, and an 'Add to project' button. Below this is a tabbed interface with 'Assets' selected. A search bar asks 'What assets are you looking for?'. The 'Data assets' section shows '0 assets selected.' and a table with one asset: 'CleanDonorData.csv'. A yellow circle highlights the 'Type' column header. The 'AutoAI experiments' section shows a table with one experiment: 'predicting_donors'. The 'Notebooks' section is partially visible at the bottom.

Projects / predicting donors

Overview Assets Environments Jobs Access control Settings

What assets are you looking for?

▼ Data assets [New Data asset +](#)

0 assets selected.

<input type="checkbox"/>	Name	Type	Created by	Last modified
<input type="checkbox"/>	CSV CleanDonorData.csv	Data Asset	Jesus Olivera Olivera	Dec 08, 2021, 10:01 AM

▼ AutoAI experiments [New AutoAI experiment +](#)

Name	Status	Model type	Last modified
predicting_donors	✓ Completed	Regression	Dec 09, 2021, 06:57 AM

▼ Notebooks [New Notebook +](#)

Name	Shared	Scheduled	Status	Language	Last editor	Last modified
					Jesus Olivera	

MVP Scope | Business Impact

MVP Statement

Title: YU Fund-Raising, Predictive Analytics

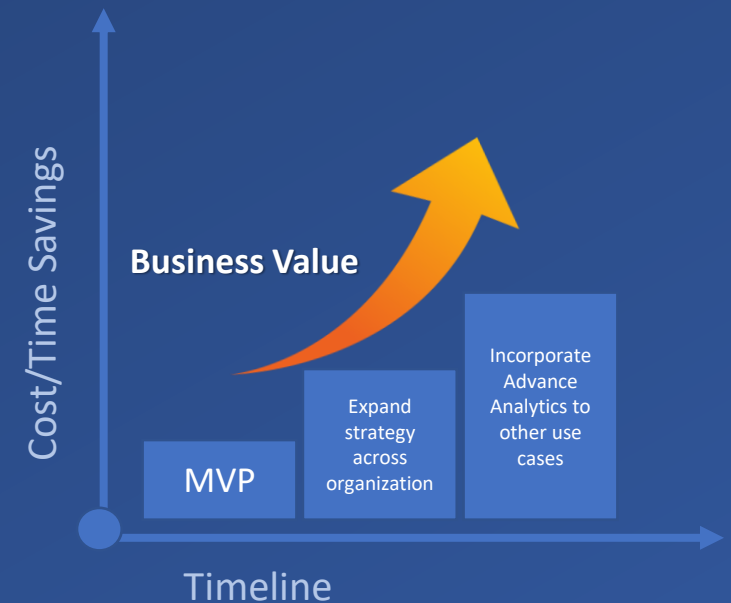
If we provide: YU fund-raising employees, donors' data

With: An applied layer of advance analytics

We will address the risk of: Unfocused prospecting initiatives and marketing untargeted resource spending

By measuring: Prospects to donor's conversion rate, Before and after cost per lead, increase donations before and after infusing ML output to YU workstreams

We know we've arrived if: Donations increase, the number of donors increase and the cost per lead is reduced



MVP Scope | Deliverables



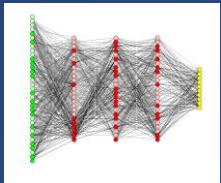
Solution Demos & Hands-On Labs

Working together on a solution allows for greater knowledge sharing and learning opportunities for your team



MVP Documentation & Additional Literature

Resources to highlight work accomplished and refer to in the future



Sample ML Model Description

Sample machine learning model description, evaluation and monitoring framework



Success Criteria Review

Weekly check-ins to review our progress towards MVP build



Business Value Analysis

Maintain transparency into the business value drivers that this solution brings



High-Level Roadmap

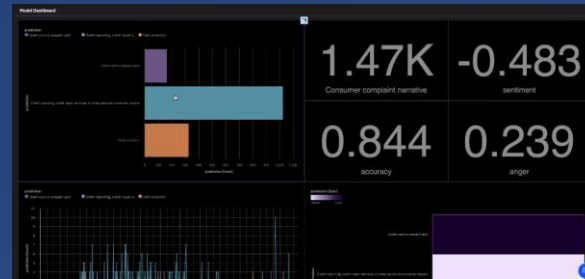
Provide a way forward after the MVP is implemented

MVP Scope | Success Criteria



ML Model Output Integration

Integrate output from machine learning model to Yeshiva University's fund-raising workflows



Transparent Monitoring






Explain ML model methods to allow users to comprehend and trust the outputs



Targeted Framework

Improve prospecting and resources allocation by implementing a data-driven targeting framework

MVP Build | MVP Journey & Co-Creation

Sessions	 Framing 2 - 4 hours	 Discovery 2 hours - 2 days	 Solutioning 2 hours - 2 days	 Scoping 2 - 4 hours	 MVP Build 6 weeks
Client outcomes	<ul style="list-style-type: none"> • Understand the strategy • Determine business / technology initiative(s) to focus on • Align stakeholders on vision and desired outcome • Confirm executive sponsor, product owner, and governance model 	<ul style="list-style-type: none"> • Understand target end users • Understand 'as-is' context of business and/or technology • Guide narrowing focus 	<ul style="list-style-type: none"> • Diverge to explore potential solutions • Converge to select solution to invest in validating • Identify platform / initial technical components to be used • Develop roadmap 	<ul style="list-style-type: none"> • Define hypothesis to be tested / proof-points to be proven • Define scope of Minimal Viable Product • Identify resources needed to build MVP 	<ul style="list-style-type: none"> • Build MVP that leverages hybrid cloud technologies • Define a secure minimum viable architecture that mitigates risk • Set up cloud platform and automation • Build skills through pairing • Create an implementation roadmap for a hybrid, multi-cloud platform and DevOps adoption
Approach	<ul style="list-style-type: none"> • Business landscape • Initiative exploration • Vision definition • Opportunity canvas 	<ul style="list-style-type: none"> • Process mining • End-user research • Technical discovery • Data assessment • Modernization assessment 	<ul style="list-style-type: none"> • Visioning • Generating big ideas • 'Just enough' architecture • Rapid prototyping • Identify accelerators • Platform initiation 	<ul style="list-style-type: none"> • Hypotheses definition • MVP definition • Data required • End user validation needed 	<div>WORKLOAD</div> <div>PLATFORM</div>

YU Roles for Co-Creation

Required

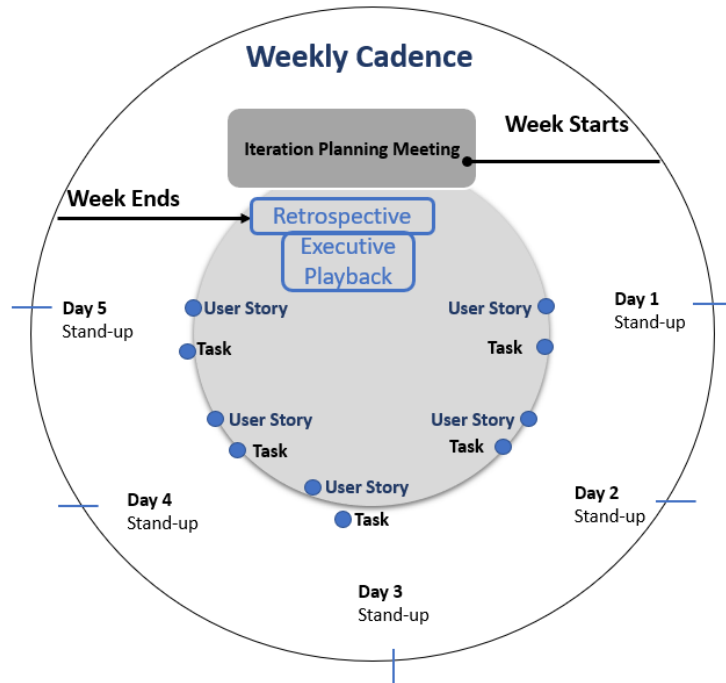
- Product Owner: Director of Annual Giving
- (Technical Project Lead)
- Architect/SME: Senior Director of Information Systems

Optional

- Data Engineers
- Data Scientists (Director of Research)



MVP Build | Weekly Project Flow



Week 1	Install and Configure Environment	Connect YU Data Sources
Week 2	Setup Data Pipelines	EDA
Week 3	Building the ML Model	
Week 4	Testing ML Model	Tracking Model Performance
Week 5	Governing ML Model	Infuse ML Model Outputs to YU Workstreams
Week 6	Reports & Dashboards	

2022

January							February							March						
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						1			1	2	3	4	5			1	2	3	4	5
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16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28						27	28	29	30	31		
30	31																			
MVP Kick Off														MVP Kick Off						



DAV INC.

Analytics Services

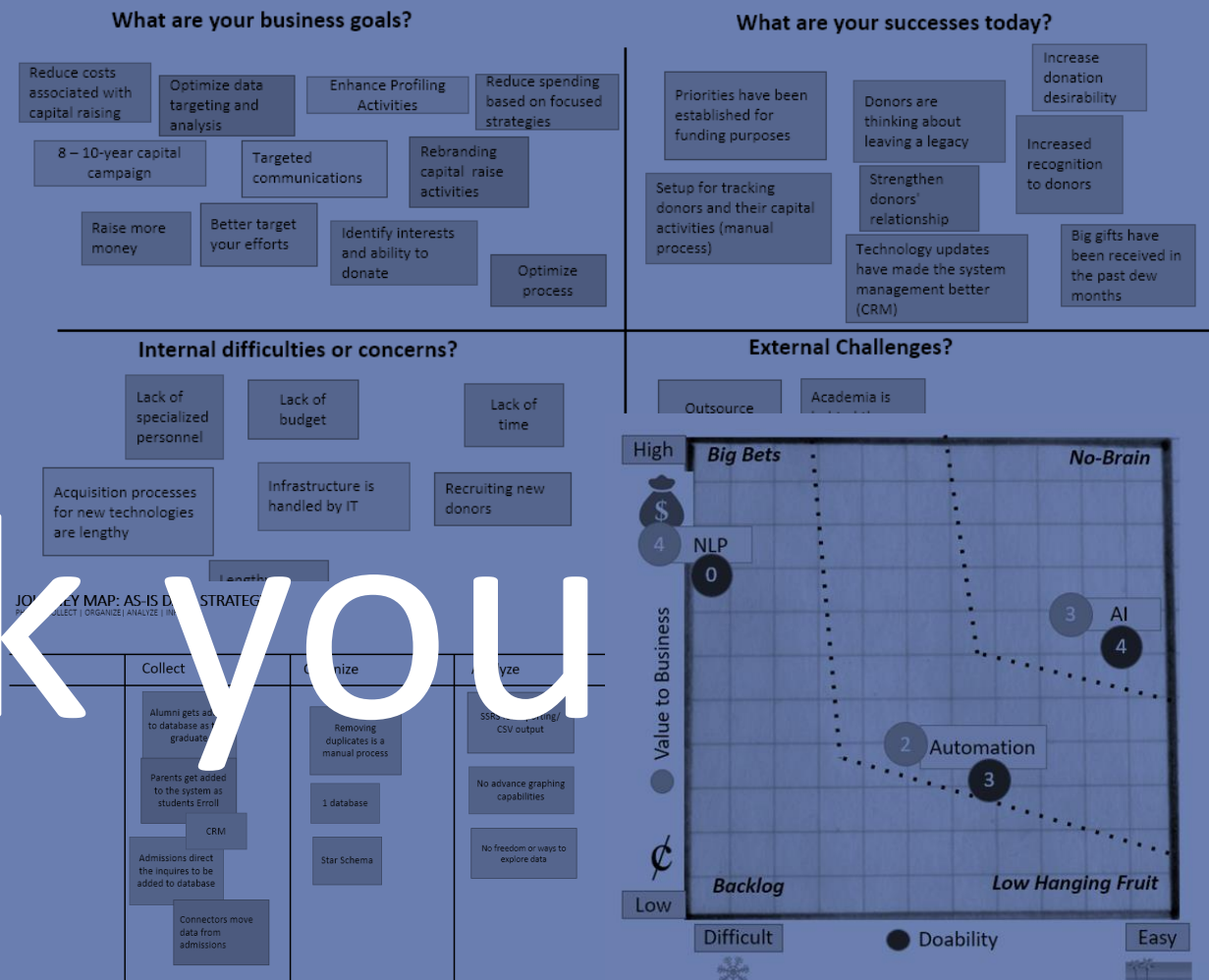


Thank you



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STORYBOARDS: DATA USE CASE AND PERSONAS

Use Case	Data Source	Capabilities	Persona
Incorporating AI to your workflow to better target donors	CRM / structured data is donors' data	Vendors due low-level donor targeting /email campaigns etc.	Director of annual giving/ highly technical role