**Team: Nearest Neighbours**

**Members:** Patrick Junghenn, Chiemeziem Oguayo (Chim), Rhys Leahy, Chaoran Jin (Julia)

**Research Topic:** We are looking at the donations made to universities in the US between 2010 and 2015. For each entry of donation in the dataset, the table provides us with information about which year it is made, the location of the university, the college and department it is given to, the method of allocation etc. We would like to explore whether these factors affect the gift amount received and if so, how.

**SMART Question:**

What factors most affected donations to universities in the US between 2010 and 2015?

* **Specific:** We will evaluate how location, major, date, department and other key variables affected gift amount and allocation.
* **Measurable:** We have a clean and representative dataset for each variable.
* **Attainable:** We are examining donations within a fixed time period (2010-2015) and within a single country, the US. We’re also working with a midsized dataset that won’t require much preprocessing or big data techniques.
* **Relevant:** Understanding which factors most drive donations could help universities and nonprofit organizations better target likely donors to improve fundraising.
* **Timely:** With Covid-19 disrupting higher education’s economic model, improving fundraising could help some universities recover losses from the pandemic.

**Source:** <https://public.tableau.com/en-us/s/resources>

(Go to the website and click on Sample Data. Scroll down to Education and you will see a dataset called University Advancement, Donations and Giving.)

**Observations:** There are 3914 observations in this dataset.

**GitHub:** <https://github.com/juliajin1002/NearestNeighbors>