

# DSCI 689

# Ball State Foundation

4/27/2022 Meeting



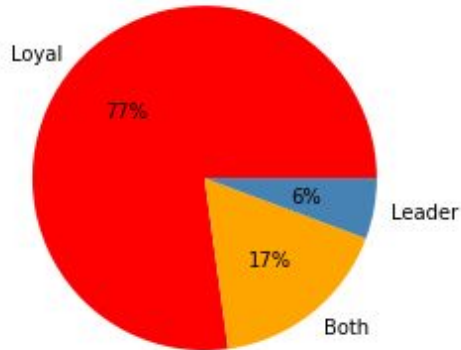
# Agenda

1. Final Analysis Overview
  - a. Loyals/Leaders/Both Column
  - b. College Analysis
  - c. Greek Life Analysis
2. Semester Recap
  - a. Review main findings/analysis throughout the semester
3. Final Recap - Dashboard
  - a. Review Dashboard
4. Deliverables
  - a. Loyals/Leaders/Both File
  - b. Terminology/Competition Analysis File
  - c. Dashboard
  - d. Jupyter Notebook
  - e. Final Presentation

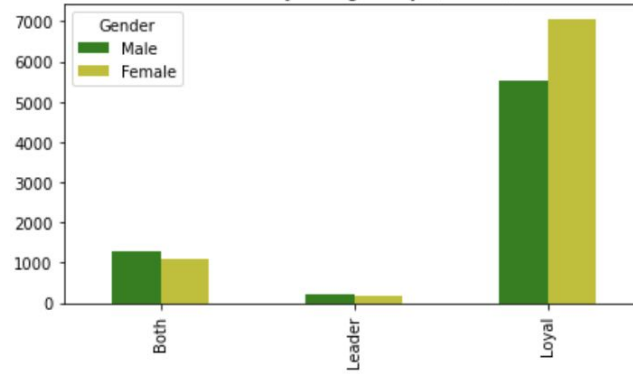
# Analysis Overview - Loyals/Leaders/Both

- Created column indicating Loyal, Leader, or Both
- Additional analysis

## Overall Breakdown:



## By Gender:



## Top 5 classes:

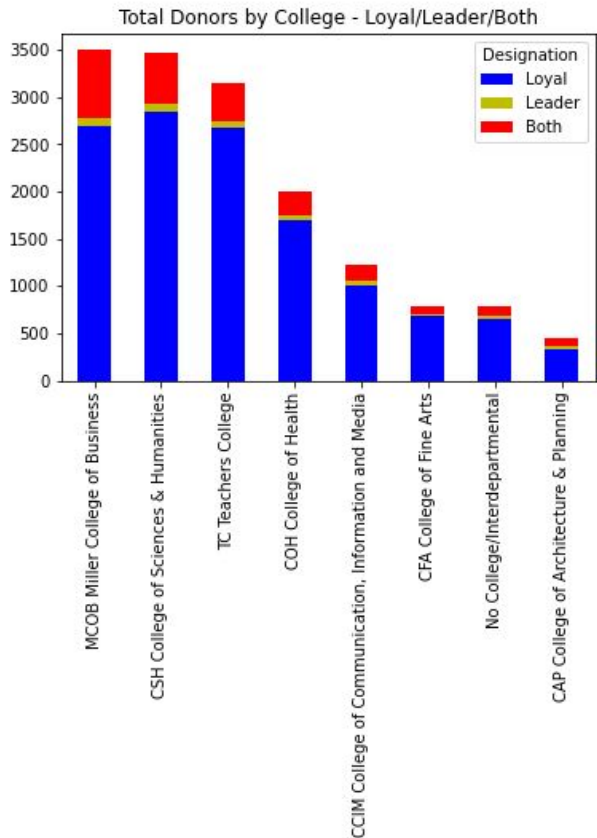
Class of Loyals		Class of Leaders	
'70	289	'64	11
'71	274	'79	12
'72	297	'80	12
'73	337	'84	10
'74	296	'90	13

## By Marital Status:

	Divorced	Married	Partnered	Single	Widowed
Both	142	2661	9	138	317
Leader	27	434	0	32	83
Loyal	702	11100	19	961	860

Class of	Both
'69	78
'71	65
'72	70
'77	75
'80	68

# Analysis Overview - College Analysis

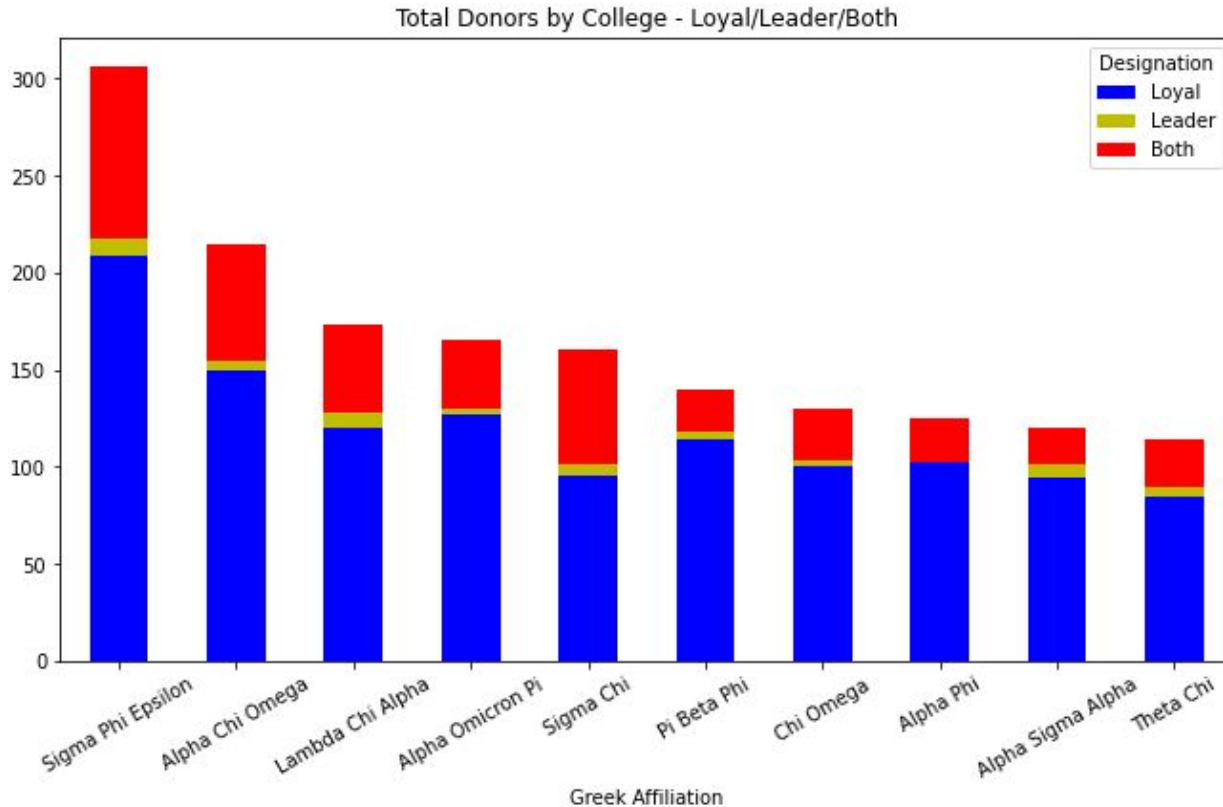


## Top 2 Colleges: Business and Science & Humanities

Department	College of Business	Dept of Accounting	Dept of Information Systems & Operations Mgt	Dept of Management	Dept of Marketing
College					
MCOB Miller College of Business	769	861	598	348	518

Department	College of Sciences and Humanities	Dept of Biology	Dept of English	Dept of Mathematical Sciences	Dept of Psychological Science
College					
CSH College of Sciences & Humanities	544	401	458	341	257

# Analysis Overview - Greek Life Analysis



# Semester Recap

## Analysis

1. Competition Analysis
2. Basic Analysis (With New Data)
  - a. Loyals' designations, constituency Groups
  - b. Change from old to new data (more complete)
3. Further Analysis
  - a. Generational Analysis
  - b. How long does it take from graduation for alumni to engage as loyal donors?
  - c. How many loyals are also leaders?
4. Final Analysis
  - a. Loyals/Leaders/Both column
  - b. College analysis
  - c. Greek Life analysis

## Deliverables

1. Loyals/Leaders/Both File
2. Terminology/Competition Analysis File
3. Dashboard
4. Jupyter Notebooks
5. Presentation

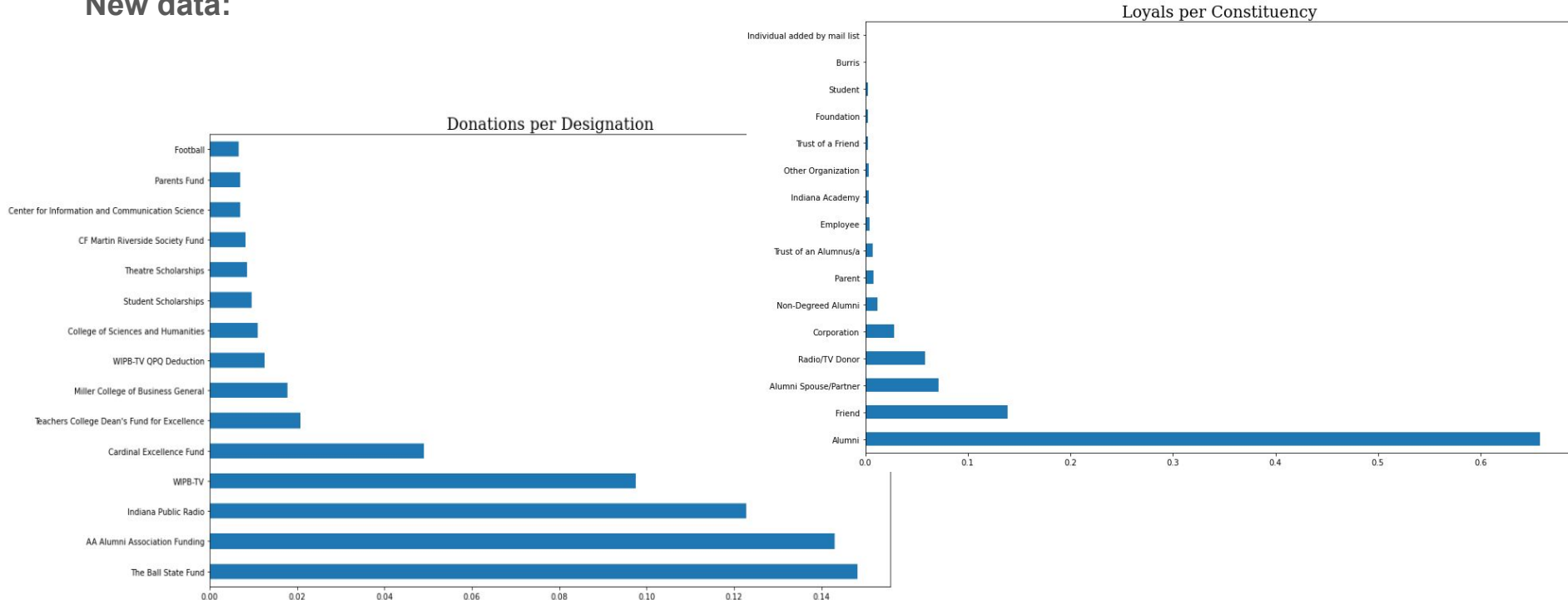
# Semester Recap - Competition Analysis

1. Overall, Ball State has fewer donation society levels than others
  - a. However, Ball State is moving away from donation societies
2. Interesting find:
  - a. Alumni society with various minimum donation amounts based on years since graduation (less for more recent grads)

# Semester Recap - Basic Analysis

1. Old data vs. New data: number of donors increased from 19,710 to 34,253

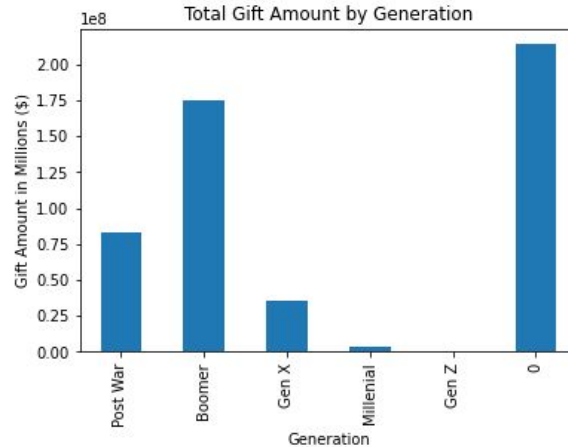
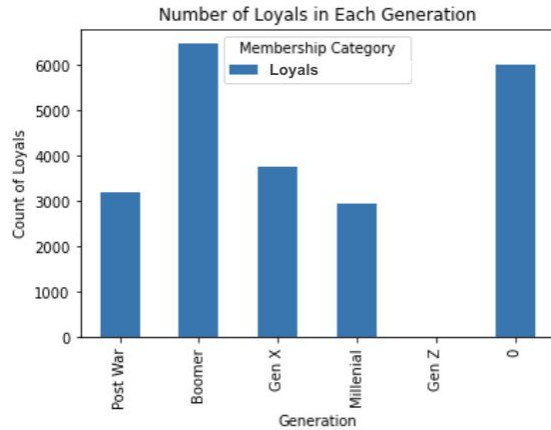
New data:





# Semester Recap - Further Analysis

## 1. Generational analysis



2. Average # of years to become a loyal donor (2015-2021):

Class Year of	
2021	-2.047619
2020	-1.261905
2019	-0.181818
2018	0.887097
2017	1.493243
2016	2.200000
2015	2.881443

2. In general, it takes about 1-3 years for alumni to become loyal donors

3. There are 4,013 Loyals that are also Leaders (About 18% of Loyals)

# Final Recap - Dashboard

## 1. Brief Demo

# Deliverables

1. Leaders/Loyals/Both file with designated column
  - a. Excel File
2. Terminology/Competition Analysis File
  - a. Excel File
3. Dashboard
4. Jupyter Notebook
  - a. Basic Analysis
  - b. Further Analysis
  - c. Final Analysis
5. Presentation

# Thank you!

We appreciate your collaboration throughout the semester!