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ITC 6000

Module 5 – Case Study

       The implementation of data predictive modeling can be beneficial to an alumni donation campaign in its ability to identify trends and patterns that can lead to improved outcomes. With a database containing all its alumni and past donation history, predictive modeling can then show who will most likely donate and how much they will donate to the school. It can also include who could potentially be new donors like alums who have just recently graduated.

       As well as past behaviors of alums, other factors that could be looked at with predictive modeling and used as independent variables are demographics and whether alums have opted-out of being contacted for donations. Looking at the demographics of alums can be used for segmentation, focusing on key aspects of donors like where they are located or the professions of the alums where the likelihood of donating is higher. Predictive modeling can also impact spontaneous donations because it not only provides information on alums donation history, but also which alums would be likely to spontaneously donate in the future.

       By using predictive models, the university can maximize the return on its investment for its advancement efforts. The models help distribute resources efficiently, ensuring that the targeting cost is well-spent on alumni who are most likely to contribute. Predictive models can be continuously updated and improved as new data becomes available. This iterative process allows the university to revise its targeting strategies over time, adapting to changes in alumni behavior and external factors. The guidelines that are created with the allocated budget are based off predictive models of the alumni data set and allow it to be iteratively improved over time.

References

Lawton, G., Carew, J., & Burns, E. (2022, January). *What is predictive modeling*?TechTarget. https://www.techtarget.com/searchenterpriseai/definition/predictive-modeling