Hire Heroes USA
Marketing and Development

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Hire Heroes USA (HHUSA) Overview

- Non-profit organization based in Alpharetta, Georgia
- Helps U.S. military personnel, veterans and spouses succeed in the civilian workforce
- Provides free career transition workshops and online programs to clients.
- Clients are partnered with a highly trained Veteran Transition Specialist
  - Specialist works with clients on building effective resumes, job search strategies, interviewing techniques and networking with companies who want to hire veterans
- Over 65,000 resumes revised, 43,000 confirmed hires, 15,000+ listings on job board and over 800 volunteers

Purpose

- Though HHUSA has had a successful impact on the veteran community, there are still many under and unemployed veterans and spouses at any given time
- HHUSA wants to review donation and campaign data to determine if there are areas where they can improve campaign efforts.
  - Additional funding will allow HHUSA to expand services offered and reach more under and unemployed veterans and spouses

Data Description

File Used	Observations and Variables
SalesForce_Case.csv	14,845 obs. of 56 variables
SalesForce_Account.csv	16,858 obs. of 168 variables
SalesForce_2018Activities.csv *(Did not end up using)*	451,184 obs. of 69 variables
SalesForce_Opportunity.csv	10,849 obs. of 130 variables
vr__VR_Email_History_Contact__c.csv	378,099 obs. of 22 variables
Campaign.csv	1,386 obs. of 103 variables
EPO_Teradata_Job_Board_Sales_Report.xlxs	521 obs. of 8 variables
EPO_Teradata_Employer_Profile_Creation_ Report.xlxs	778 obs. of 5 variables
EPO_Teradata_Job Seeker_Profile_Creation_Report.xlxs	4,342 obs. of 5 variables
HHUSA Data Dictionary.csv	N/A
HHUSA Dataset Overview.doc	N/A

Is there a geographic location within the US that most of our individual donors come from? Are there areas in the country we don't see any donors from?

Data Curation Effort

- Cleaned, merged and aggregated data using Excel and R

  - The Opportunity Table created with new features for region/donation and donor code
  - Linked Campaign and opportunity , added new feature type and name
  - Merged multiple fundraising events to event
  - Identified social media fields
  - Linked Contact account and opportunity to get location

- R and Excel data exploration and manipulations
- Tableau and R (ggplot2) visualizations

Geographic Location of Donors

- Observations:
  - Most individual donations are coming from Georgia, Texas, California and New York.
  - There is at least one donor from every state.
  - The Plains, Rocky Mountain, Southwest and New England regions have the least amount of individual donations from both a volume and dollar amount perspective.
  - The Great Lakes and Far West regions have several individual donors but the donation amount per individual is lower than other regions.

Geographic Location of Donors by State

Individual Donors by State
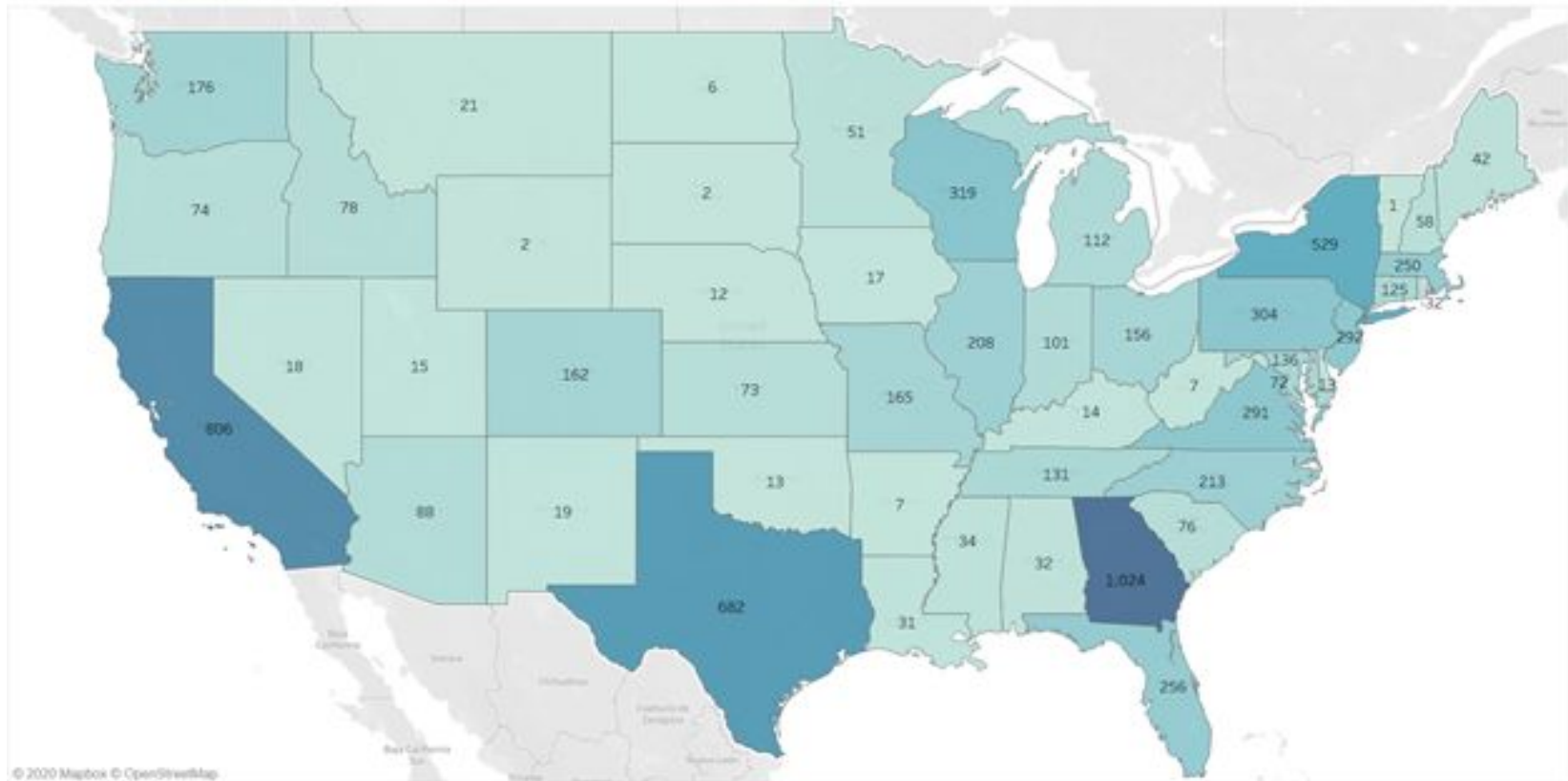
Map based on Longitude (generated) and Latitude (generated). Color shows count of Is Won. The marks are labeled by count of Is Won. Details are shown for State. The data is filtered on Donor Type and Is Won. The Donor Type filter keeps Individual Donor. The Is Won filter keeps 1.

1   1,024

Geographic Location of Donors by Region

Individual Donors by Region
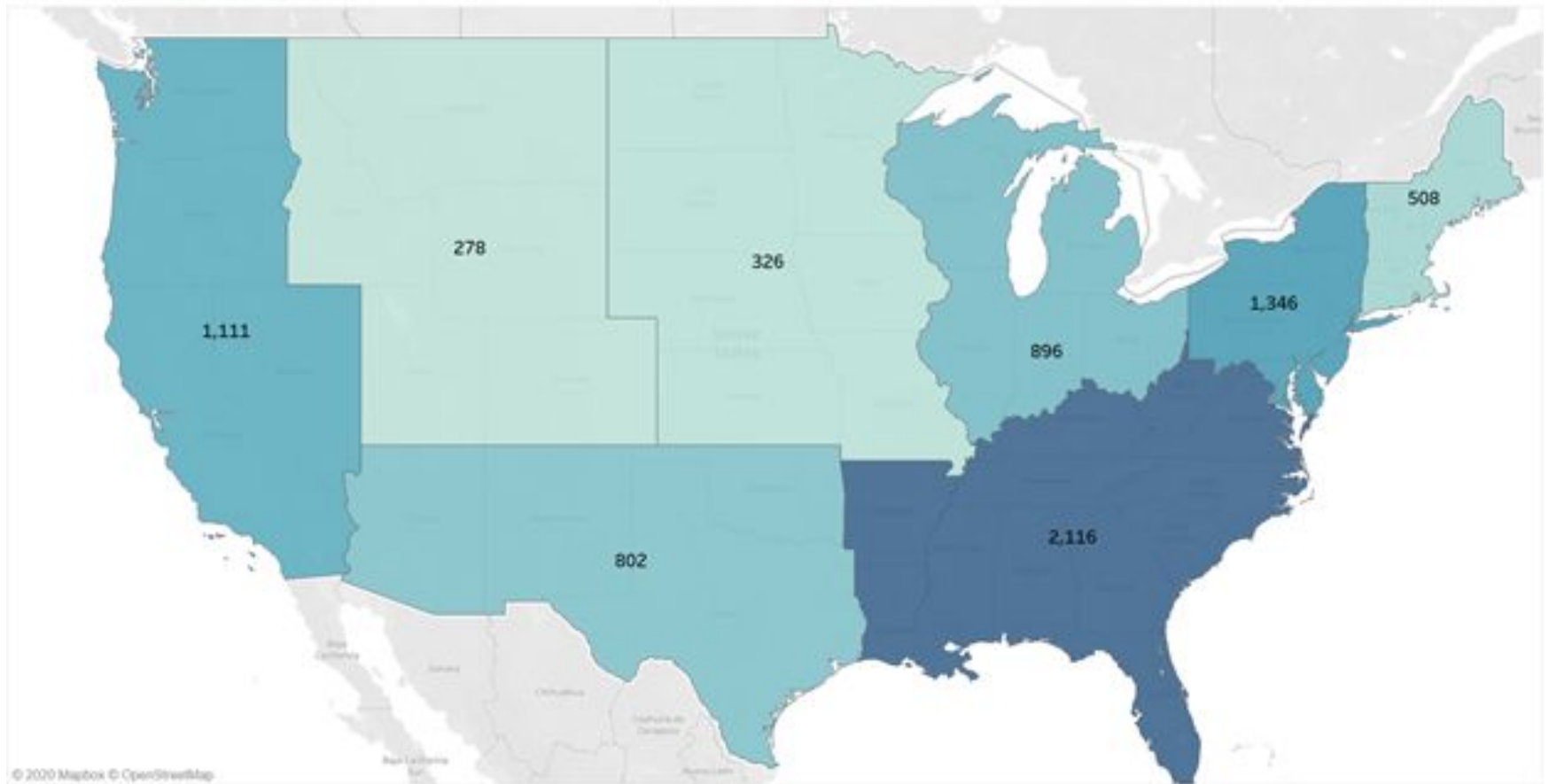
Map based on Longitude (generated) and Latitude (generated). Color shows count of Donor Type. The marks are labeled by count of Donor Type. Details are shown for Region per Bureau of Economic Analysis. The data is filtered on Donor Type and Is Won. The Donor Type filter keeps Individual Donor. The Is Won filter keeps 1.

Social Media Posts and Fundraisers

Do our social media posts or fundraisers calling for donations hit these areas with little to no donors?

- Observations:
  - Most fundraising and social media dollars come from the Mideast and the Southeast. NY alone represents 20% of fundraising and social media dollars and GA represents 19%.
  - Fundraisers/social media posts are not hitting areas with little to no donors.

Social Media Posts and Fundraisers

Number of Donors from Social Media and Fundraisers by State
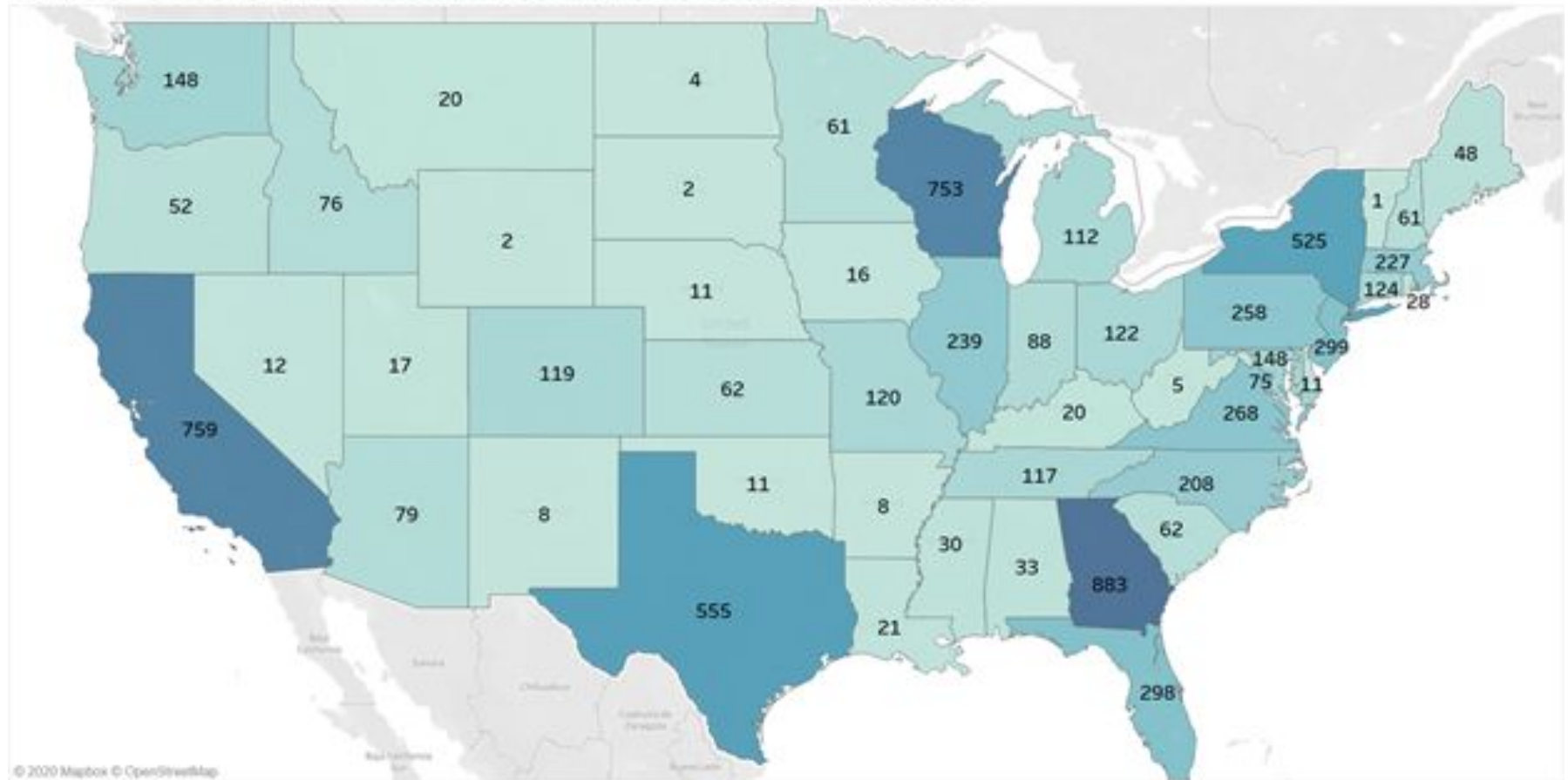
Map based on Longitude (generated) and Latitude (generated). Color shows count of Account Id. The marks are labeled by count of Account Id. Details are shown for State1. The data is filtered on Assumed Social Media or Fundraiser, which keeps Yes.

1   883

Social Media Posts and Fundraisers

- <u>Recommendation:</u> Target states with low ratios of individual donors to veterans
  1. Veteran population by state data from the U.S. Department of Veteran Affairs (https://www.va.gov/vetdata/Veteran_Population.asp)

Ratio of Individual Donors to Veterans by State
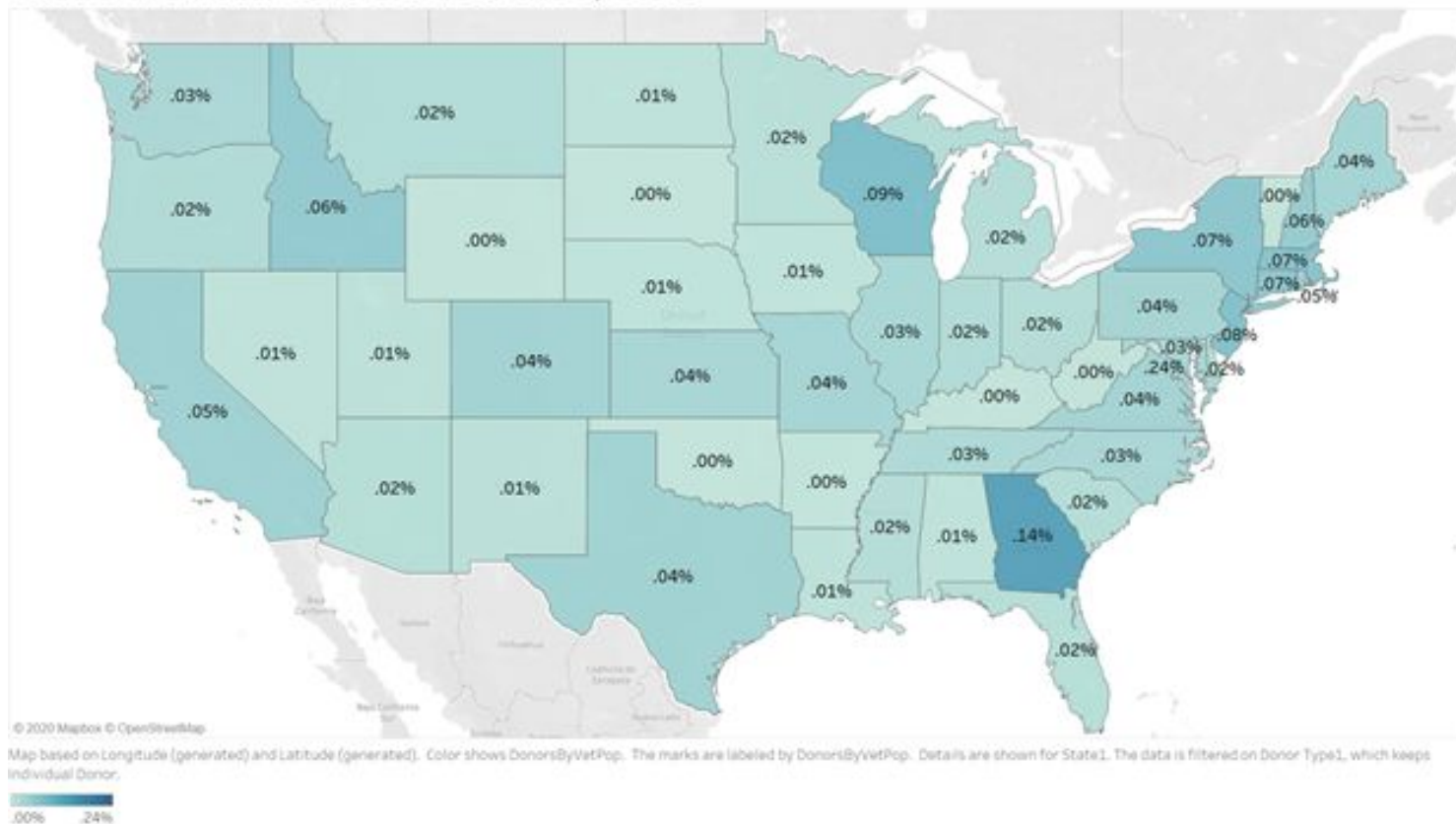
Fundraiser and Social Media Impact

Fundraiser largely impacts the individual
donors with small donations

Donation < 0.67

>= 0.67

No
0.03
6%

Donation >= 999

< 999

Yes
0.79
88%

Region.p = 1

= 0

No
0.33
2%

Yes
0.66
3%
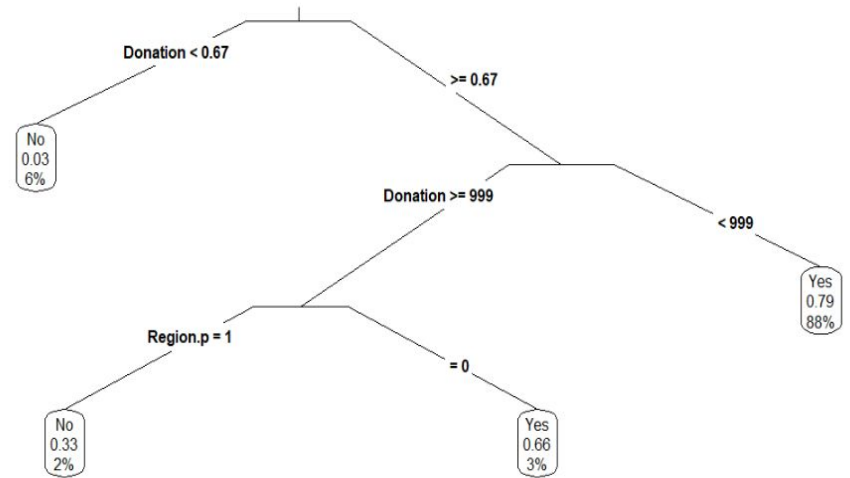
Social media campaign helps adding donor
irrespective of amount

Donor.Ty = 0

= 1

No
0.13
26%

Donation < 0.34

>= 0.34

No
0.02
4%

Yes
0.60
69%
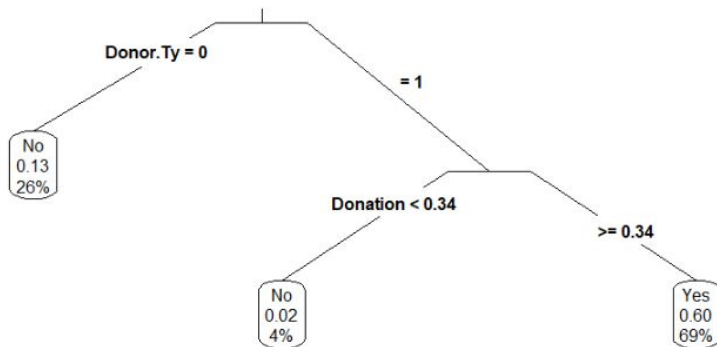
Email Campaigns and Individual Donations

Do email campaigns have any effect on individual donations?

Yes, email campaigns have a slight impact on individual donations. Email campaigns account for 7.5% of overall individual donation amounts.

Email Campaign Effect on Individual Donation Amount ($ in 1000s)
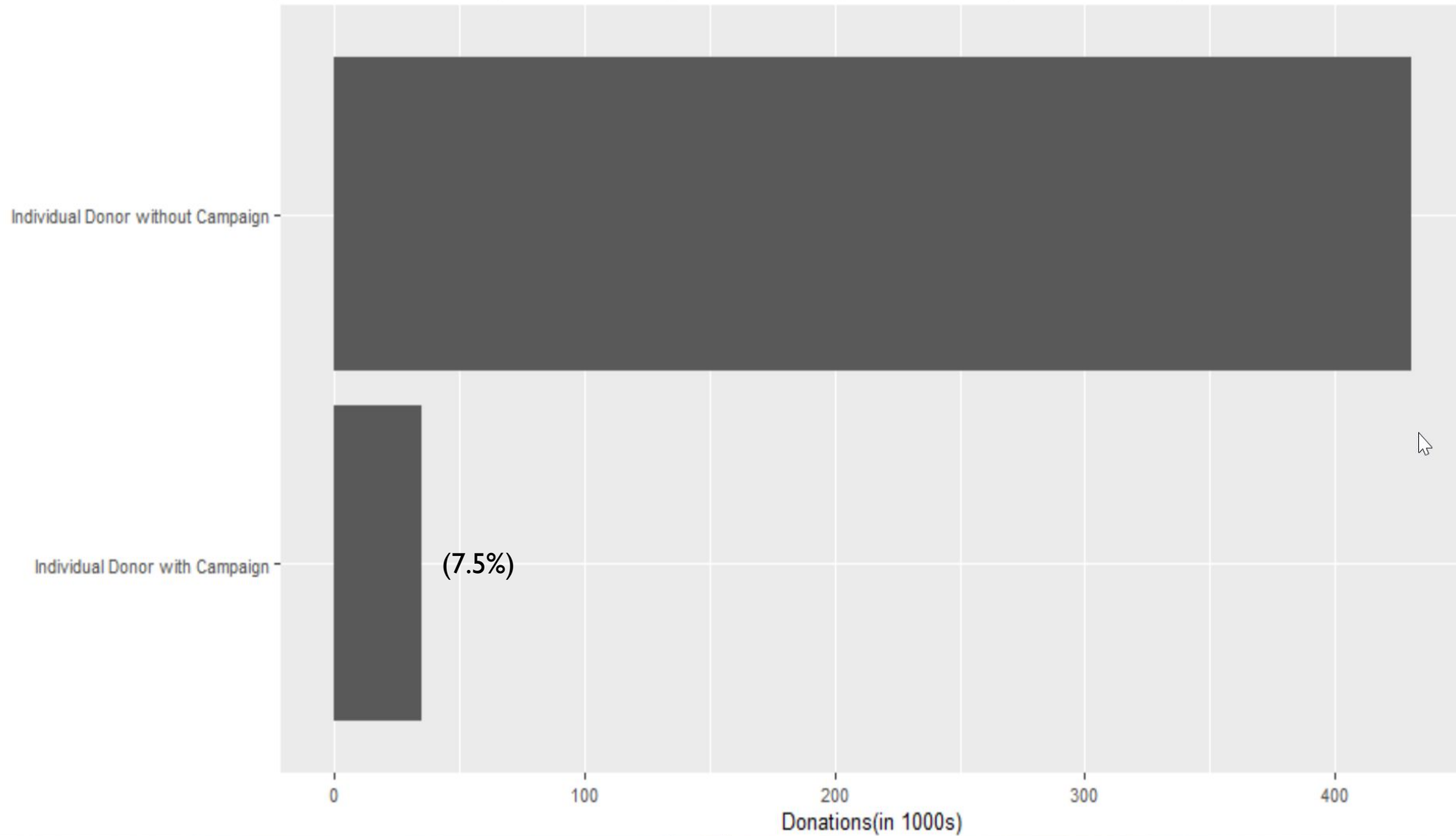
Email Campaign Donation Counts
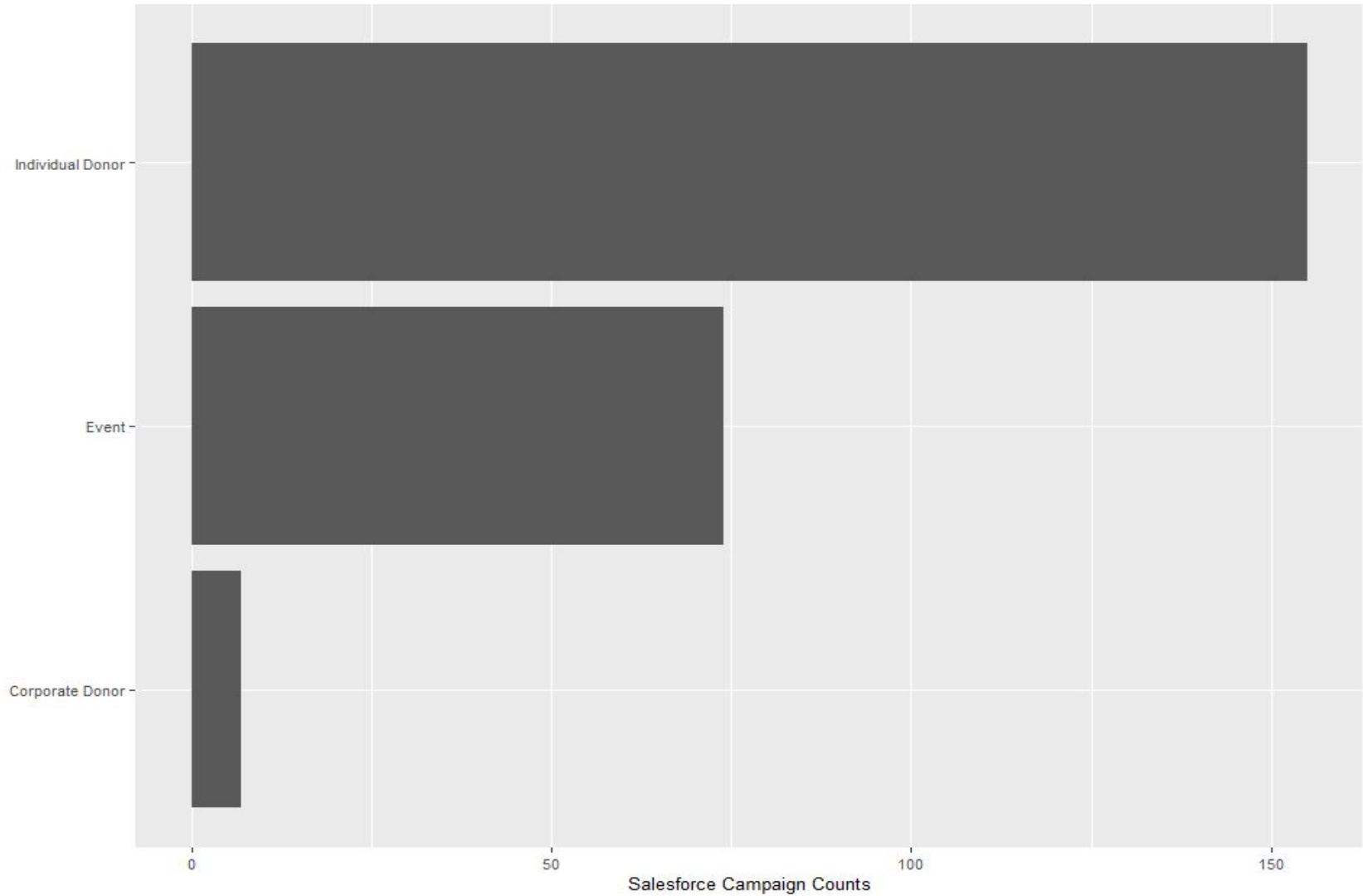
Email Campaign Donation Amounts
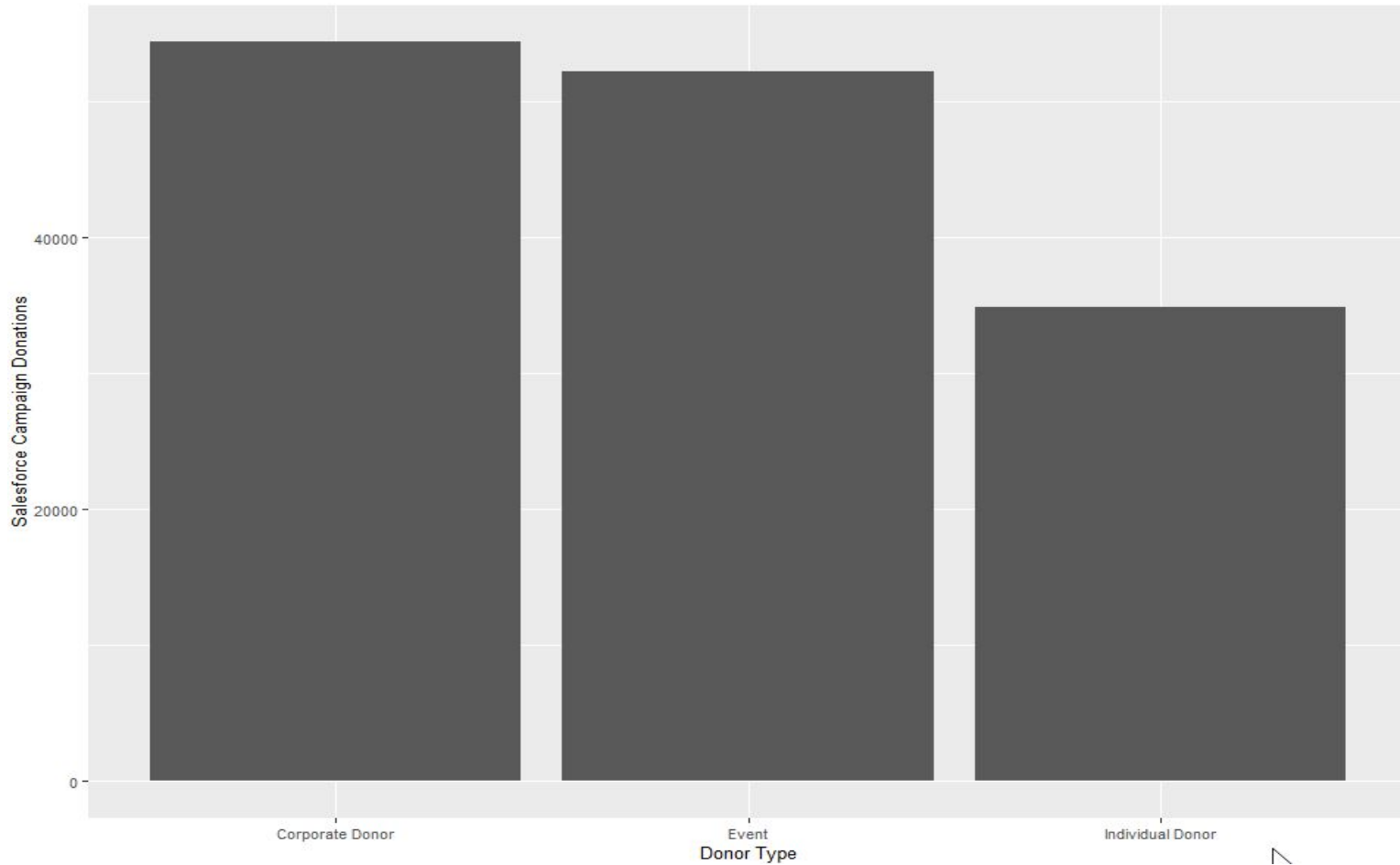
Email Campaigns and Job Seekers

Do email campaigns have any effect on job seekers creating profiles on the Hire Heroes USA Job Board?

Email Campaigns and Job Seekers

- 715 "Top Jobs" emails sent
  - 484 sent August 10, 2018
  - 231 sent June 1, 2018
- At best, 15.9%[*] of job seekers emailed are creating profiles on the Hire Heroes USA Job Board
  - *22 job seekers were sent emails again in August after June email, but only 3 clicked link in both.

Hire Heroes USA Email Campaign

715

683 (95.5%)

117 (16.4%)

Frequency

600

400

200

0

Sent   Opened   Clicked Job Board link
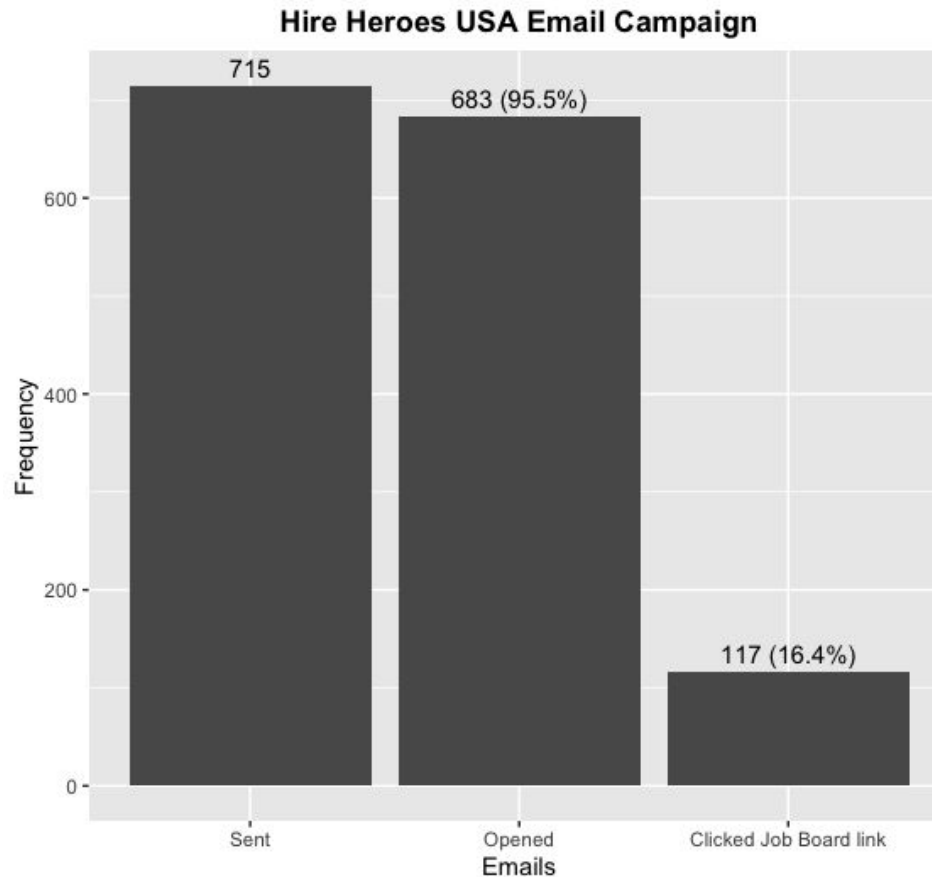
Emails

For every 6-7 emails sent, 1 job seeker creates a profile on the Hire Heroes USA Job Board.

When do employers and job seekers create accounts?

Is there a relationship between certain days of the week, times in the day, or months, or time of year and when employers and job seekers create accounts?

When do employers and job seekers create accounts?

- *Both job seekers and employers tend to create accounts in the middle of the week (Tuesdays, Wednesdays, Thursdays), and much less so on Saturdays and Sundays. However, employers also create as many accounts on Mondays.*
- *An increase in account creations from 11 UTC (7AM EST), peaking at 18 UTC (2PM EST).*
- *Most account creations occur in August; least in December*
- *While the 20th of each month resulted in most job seeker account creations, it marked the least frequent day for employer profile creations.*
- *Most employer profile creations occur on 1st of the month*
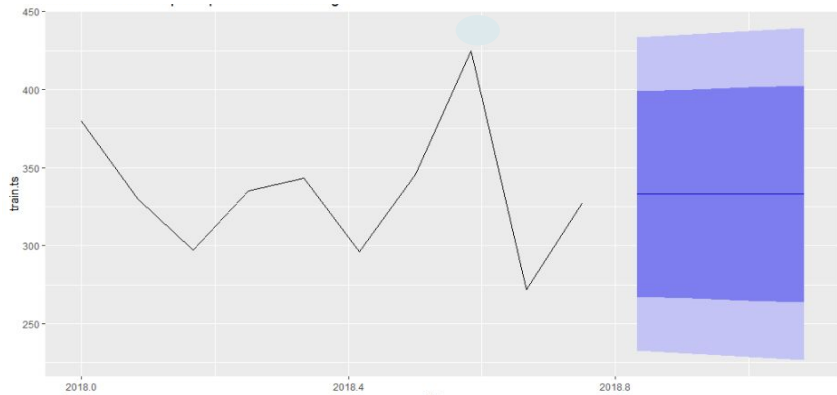
3880 Job Seeker Profile Creations in 2018
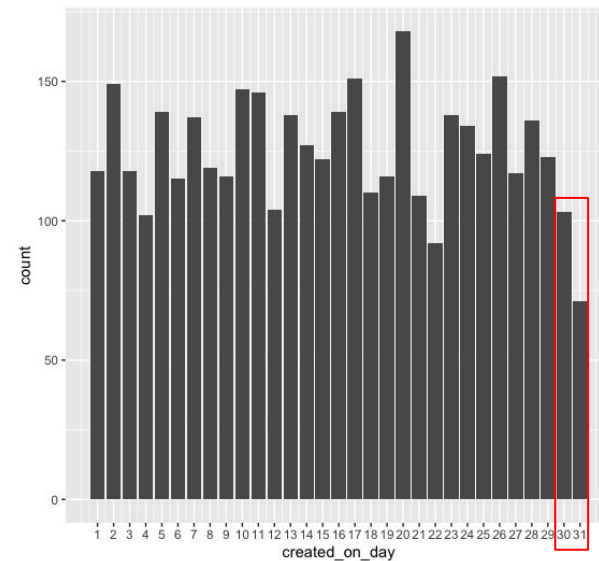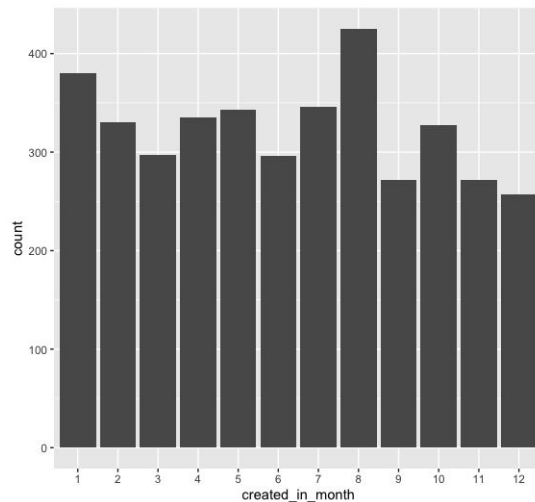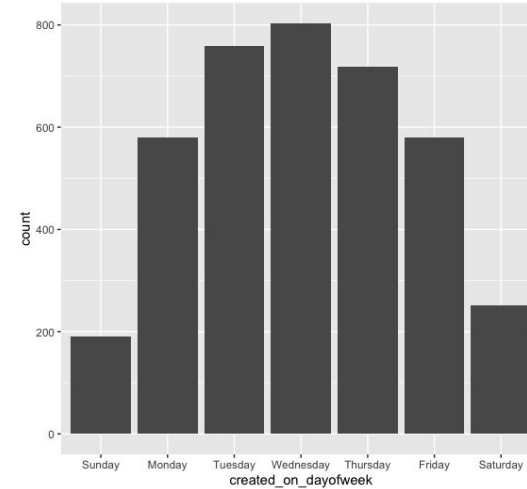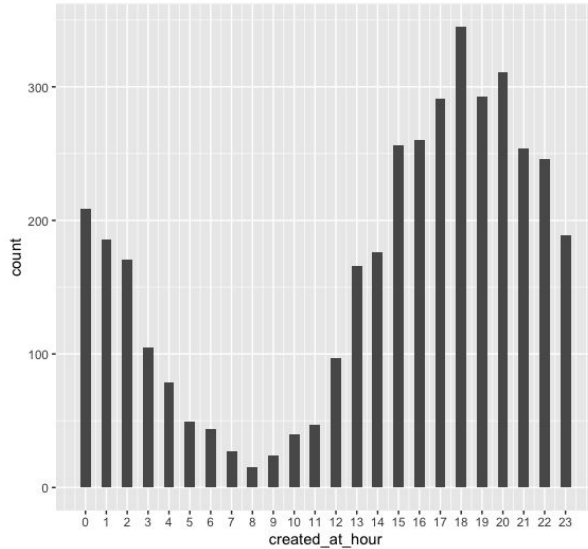
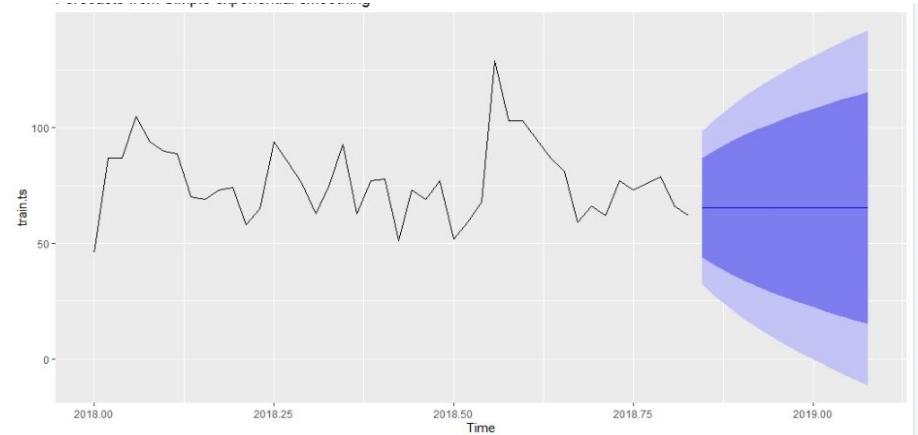# 719 Employer Profile Creations in 2018
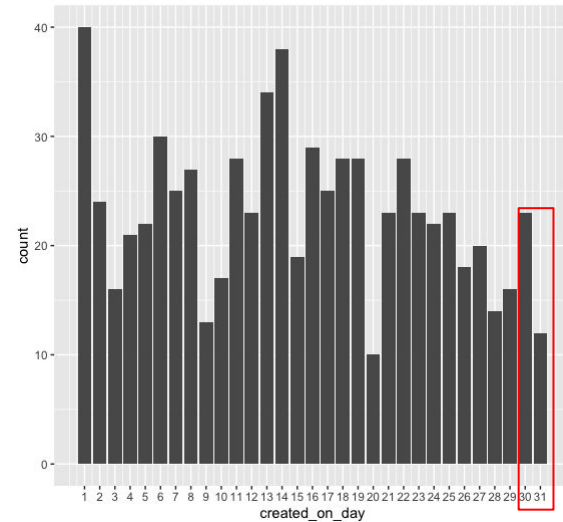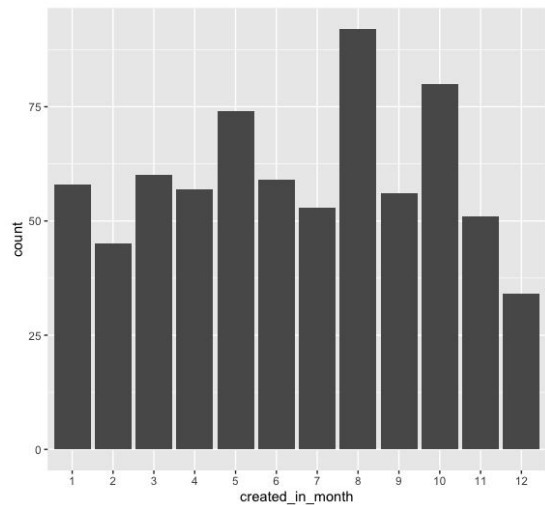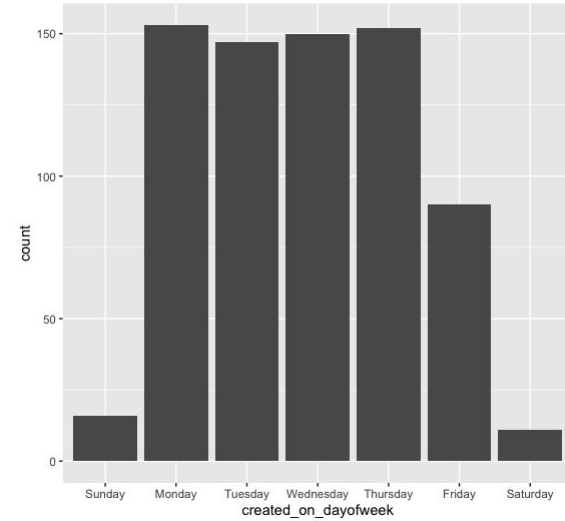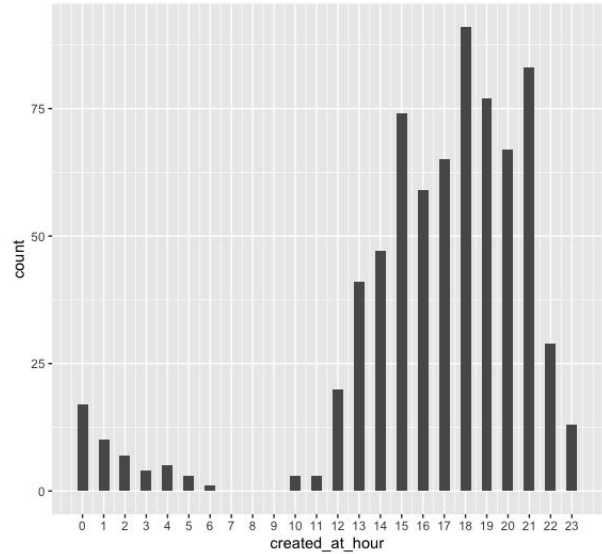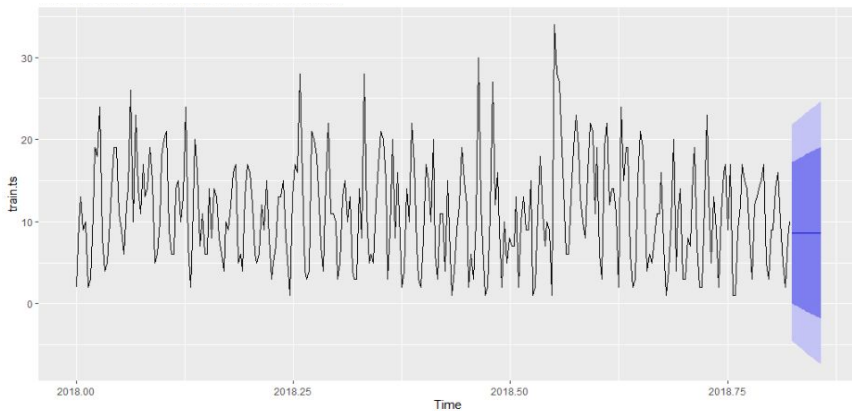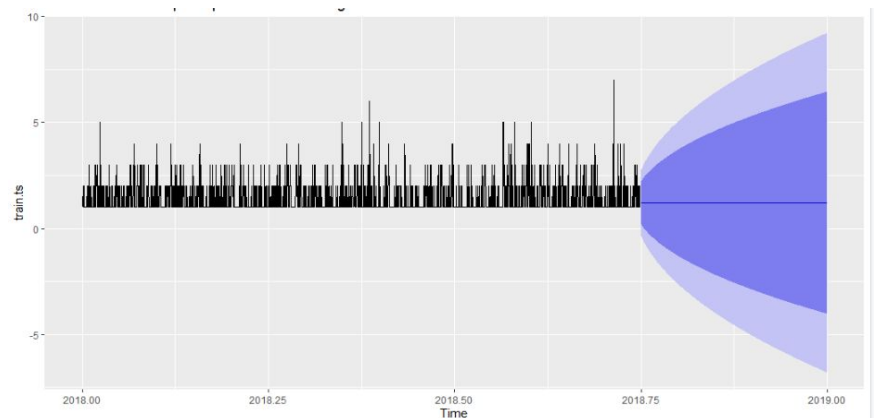
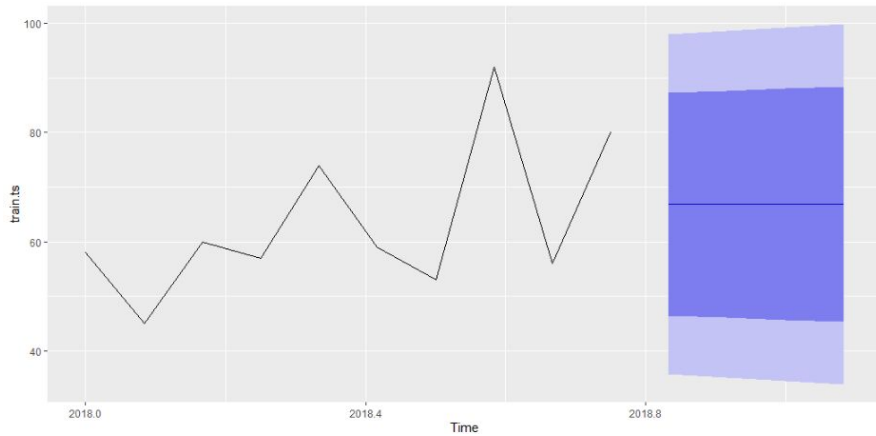# Job Seeker Profile Creation Forecasts

Monthly

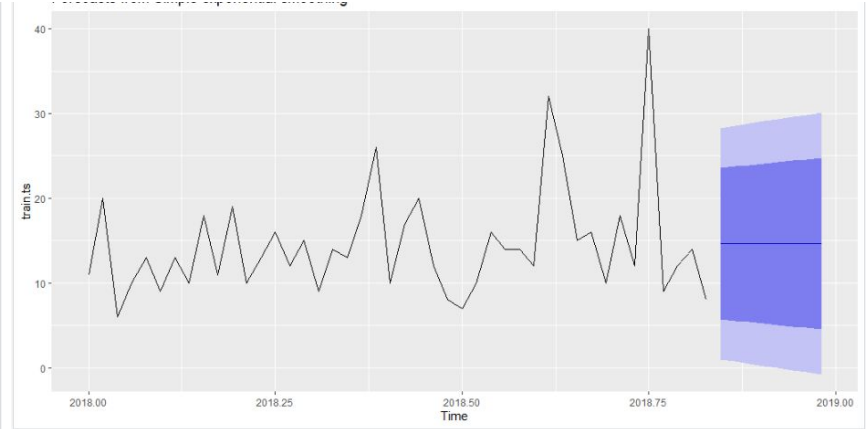
Weekly

Daily

Hourly

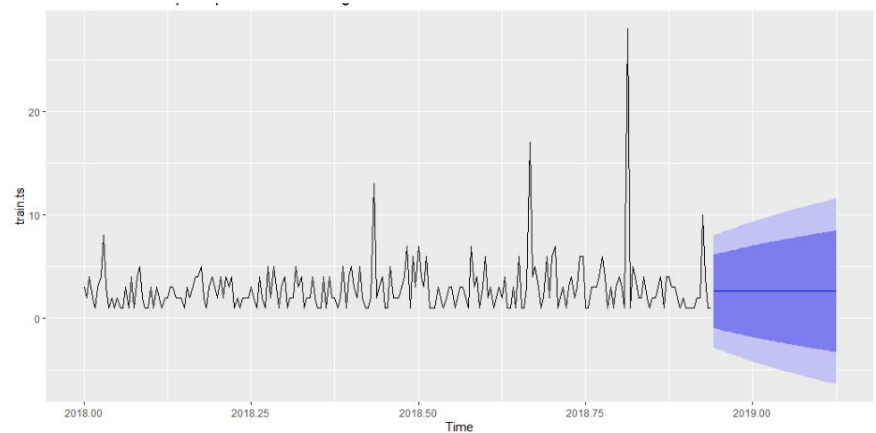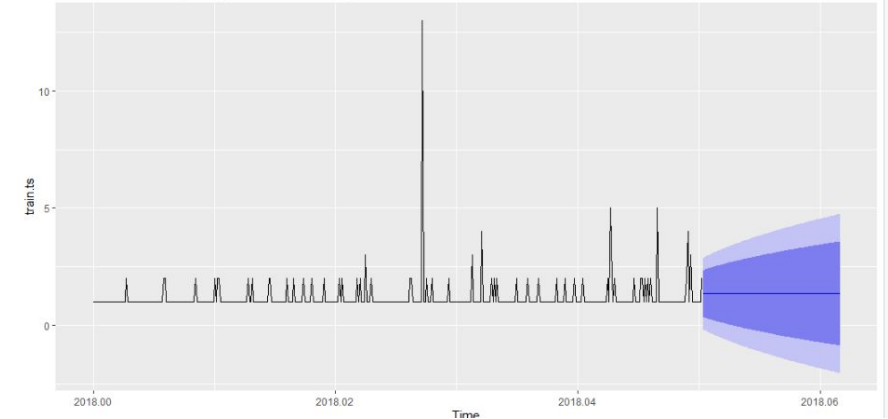# Employer Profile Creation Forecasts

Monthly

Weekly

Daily

Hourly

Conclusion and suggestions to enhance future analyses

- Target donors in the Plains, Rocky Mountain, Southwest and New England regions since these areas currently have the least amount of donors
- Salesforce email campaigns have only a small effect on individual donations.
- Expand email campaign to other donors (in this dataset, only reached out to three type of donors).
- Host higher profile fundraising events in the Great Lakes and Far West regions. The donation amount per individual is lower than other regions.
- Target states with low ratios of individual donors to veterans
- Target emails & plan opportunities/events between job seekers and employers based on optimal times from time series analysis
- Improve data dictionary
- Better relationship between datasets

Questions?