**WOSU Public Media**

**Donor Database Analysis and Segmentation**

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**Specialized Master in Business Analytics Capstone Project**

**OSU-Fisher College of Business**

**EXECUTIVE SUMMARY**

**Background Information**

Primary source of funding for WOSU comes from individuals through donations and/or planned gift support. WOSU is at the base level of Analytics.

**Objectives**

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| **Goal 1** | To aggregate and segment first time donor data, and carry out a meaningful analysis to understand donor constituencies. |
| **Goal 2** | To find statistical significance of Solicitation Methods and Original Gift Sources. |
| **Goal 3** | To identify specific areas of fund-raising operations that can potentially strengthen the basis of first-time donations |

**Analysis**

* Data acquisition and Pre-processing
* Explanatory Data Analysis - Bivariate & Univariate
* Predictive Analysis - Build Models
* Prescriptive Analysis - Best course of action for a given situation, post-analysis

**Conclusions & Recommendations**

**1. Sustainable Membership Analysis**

1. **Web based Solicitation Method**

* Web based solicitation method (Fig.20) doubled the retention of active donors among first-time donors.
* WOSU Passport new member benefits introduced in 2016 through its website had a causal effect of 18.20% lift in donations for every unit of Passport account added (Fig.18).

**Recommendation 1:** Enhance WOSU webpage features to attract and retain donors.

**B. Donor Mode of Payment**

* One Time Credit Card payment was the most statistically significant mode of payment (Fig.15) in comparison to Monthly and Quarterly Credit Card payment methods. This indicates donors do not lean towards repetitive or automatic mode of payment.

**Recommendation 2:** Consider providing donor preferred options of One Time Payment methods, such as "Text To Pay" which can increase scalability of donations.

**2. R&D path**

1. **Survey**

To discover the unmet needs and focus on downstream effects of donation realization donations, Conjoint Surveys (Fig.24) need to be conducted periodically. Answers to survey questions will aid in:

* adding new meaningful variables to WOSU donor database. This in turn will help in building more efficient predictive models.
* knowing how people value the different attributes from surveys could help streamline the program content broadcasted. This can strengthen the customer engagement and in turn donor conversions.

**Recommendation 3:** Surveys need to be sent to respondents selected from the databases of first-time donors, WOSU Passport members and Event attendees.

**B. Online donations**

Analysis shows Online Donations are very insignificant (Fig.8). However, this is an area of great potential to increase On-line donations.

**Recommendation 4:** Add platforms that use donation tools which customizes its web page to match WOSU website. Recommended Online Platforms are DonorBox, DonorPerfect, Double the Donation, iDonate and MyPledger.

**C. Gender Bias**

The analysis (Fig. 22) shows that there is a significant decrease in the retention of first-time male donors as sustained active donors when compared to female donors.

Figure 16 statistically proves that first-time male donors are insignificant in initiating donation.

**Recommendation 5:** WOSU can possibly address to level the gender bias in campaign goals during membership drive.

**3. Potential Gift Sources identified**

1. **Media: TV & Radio are very influential**

Network visualization in Fig.11 shows TV and Radio are the most significant in donor conversions.

**Recommendation 6:** Continue to maintain the strength from TV and Radio based membership drives.

**B. Geographical market segment**

First time donor gifts from period 2000-2009 to 2010-2018 decreased by 42.03% outside of Ohio

**Recommendation 7:** Focus on Kentucky, California, West Virginia, Texas and Michigan, as substantial donors were from these five states (Fig.5).

**C. Targeting Event-Attendees and timing**

* It will be a missed opportunity for WOSU if it does not solicit event attendees as most of them were non-donors (Fig. 23). These non-donor attendees are potential donors, since they are participating out of sheer interest.
* January and February had the maximum attendees (Fig.1) as probably summer and fall keeps everyone busy.

**Recommendation 8:** To maximize donor conversion, WOSU has to solicit donation or encourage Event attendees to participate in surveys and conduct more Events preferably during the first two months of the year.

**4. Risk and Sensitivities**

**Cost-‘Thank-you’ gifts**

A recent trend emerged from analysis where more of the first time donors are not asking for 'thank you' gifts (Fig. 21). The cost rate percentage of ‘thank you’ gifts associated with various original gift sources are relatively higher.

Also, more of the first-time donors who have not accepted the ‘thank you’ gifts have sustained as active donors.

**Recommendation 9:** Re-evaluate the provision of 'thank you' gifts feature for the first-time donors.