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Specialized Master in Business Analytics (sMBA) Program

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Fisher College of Business

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1. Project:: WOSU Donor Database Cluster Analysis & Segmentation

2. Contact Details.

Laura Baker, Director of Advancement, WOSU

Rob Walker, Director of Membership, WOSU

Patrick Testa, Assistant Director, Donor Services, WOSU

Meredith Hart, Director of Marketing, WOSU

3. Context:

WOSU’s primary source of funding comes from individual community support. With over 27,000 donors providing annual support equaling approximately $4 million with additional major and planned gift support, our development team seeks to develop a deeper understanding of our constituency.

Currently, our development teams work out of multiple databases and static documents with a treasure trove of disparate data about our donors. From an analytics needs assessment, we are at the base level of analytics and need to lay the foundation in order to further utilize our data for targeted fundraising approaches, but also to eventually build toward predictive modelling of future WOSU donors.

4. Project Summary:

*Q. What Issue do you want to investigate?*

The issues I want to investigate are:

1. Which individuals or institution and geographical location most profitably contribute to WOSU?

2. Is there a relationship between engagement and giving? Who are the donors and how long the donation is sustained?

*Q. What behavior do you want to model?*

1. Predict and sustain growth in donation.

2. Identify new sources of donation

3. Help determine where and how much to invest to maximize donations.

*Q. What decision do you want to inform?*

1. Suggest new comprehensive databases structures to capture data.

2. Build a model that can be built into fundraising strategy.

3. What can be the best suitable mode of payment for all donor groups.

*Q. What variables do you want to apply?*

Trend of variation of donation  of people  with a wide range of parameters like age, gender, ethnicity, profession, geography(city, county, state), annual household income, political affiliation , rent/ownership, Religion, source of donation, events and  content of broadcast. We may also have to do a survey to gather relevant facts.

*Q. Why do you think you will be successful?*

A. I think the project will be a success if the predictive models will be able to present a reasonable and viable correlation between engagement  and giving as to who are the donors and why and how long is the donation sustained  and help WOSU invest in most effective way to promote and sustain donation among different segments.

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