



## Non-Profit Donor Data Analytics

### Strategic impact

Most companies have a lot of raw data about their customers. Actionable insights are hidden in the raw data. Mining the raw data to extract these insights will provide great business benefits.

### Technical challenges

Typically data in its raw format is not conducive to analytics. Experienced analysts will have to prepare the data using database refinement skills to prepare it for statistical analysis.

### Business value

Database analysis is conducted on information already existing within the companies' IT systems. Research analysts explore to understand customer behavior patterns and other characteristics.



### Success strategies

eMpulse follows a proprietary analytics thought process. Data is systematically refined and database prepared for analysis. Then a series of business hypothesis is developed which are statistically analyzed to develop answers. Business acumen is used to provide actionable recommendation based on data.

### Goal: Develop actionable recommendations using raw data existing in company databases

Over the past four decades there has been systematic automation of business and customer information using computer technology. This automation has helped companies revolutionize delivery of services at a reduced cost. An un-intended benefit of the revolution is that a lot of data about customer behavior is stored in the databases. Most companies do not tap into this rich information that is already within their possession.

### eMpulse Solution

eMpulse offers data analytics solutions that are best in class. This is achieved by applying state of the art mathematical and statistical methods.

#### Database analytics conducted by eMpulse include;

- Data mining
- Data modeling
- Customer segmentation
- Conjoint analysis
- Other advanced data analytics

Data mining is an exploratory process in which a skilled analyst mines the data to observe patterns that are not observed without rigorous mathematical analysis. Data models provide objective predictors for customer behavior. Customer segmentation will allow us to refine the marketing efforts that are customized by type of customers and their preferences.

For database analysis, data is typically manipulated using database engines like Oracle, SQL, Access or equivalent. Then statistical analysis is conducted using statistical packages like SPSS, Minitab or SAS.

### eMpulse Facts

- One of the leading Market Research Agencies
- Established in 2007, growing rapidly by delivering high quality research



## The eMpulse Difference

### Advanced Analytics Capability

eMpulse analysts have extensive experience in dealing with complex data analytics situations. Most database analytics needs high level of technical abilities along with an eye for detail. eMpulse analysts are your partner for your complex business problems.

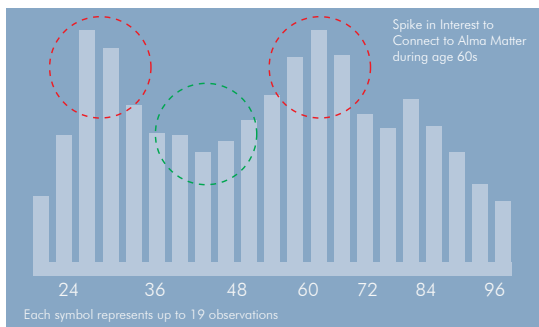


Figure 1: Sample of Analytics Graph

### Business Savvy Solutions

eMpulse provides solutions that are practical in nature. Years of experience of management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how change gets executed at corporations.

### Innovative Approach

Successful analysts need to be very innovative in data analytics because of the unstructured nature of data residing in the customer's database. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

Wayne State University is a very successful research university based out of Michigan, USA. The university already had a very strong alumni following and engagement process. The office of alumni relations wanted to understand the alumni needs in a much rigorous manner so that it could enhance the engagement even further. Wayne owns and operates an alumni management database that contains data of the past two decades for the 250,000 alumni. eMpulse was engaged to analyze the data to provide insights on Alumni.

### Research Conducted

The raw data was transferred over using a CSV format which was then transferred over to an SQL database. Data cleaning was performed to ensure that no logical inconsistencies existed in the database. Hypothesis was developed for various business scenarios. Mathematical and statistical tests to prove or disprove these hypotheses were developed. Analysis was conducted using different tools and recommendations were developed based on the analysis.

### Results

Actionable recommendations were provided to the alumni association leadership who summarized the finding and presented it at the Alumni Association Board meeting. The recommendations were debated, prioritized and acted upon by the university, which has resulted in an improved engagement quality with the Alumni. This in-turn is expected to increase the revenue due to increased donations in the long term.

### Client Testimonial

"They gave us with a much deeper understanding of the Wayne State University alumni population, the extent to which we had engaged them on behalf of the university as well as opportunities we were missing. These insights helped us develop campaign and alumni engagement plans. The data driven nature of the project was a major culture changer."

Marguerite Rigby,  
AVP, Alumni Relations  
Wayne State University  
Detroit, MI, USA