USC Annual Giving Analytics
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Key Stakeholders
- Mohammed Dasser
- Baylee Shipes
- Steve Farwick

Project Description
USC Annual Giving Analytics is a model that the Development of Advancement Office uses every year to predict who is going to become a potential donor.

Specific Client Needs
- A model has been done on existing software.
- Other software are recommended but Alteryx has been used in the past and has given good results.

Project Mission Statement
The goal for this project is to broaden the base of support for the University by identifying potential new donors and to assign a probability score to all non-donor records.

PMBOK Project Processes Used
**Phase One: Planning**
1. Gather information
2. Define the Project Scope
3. Determine clients’ needs
4. Establish timeline

**Phase Two: Choose Software / Variables Used**
1. Pick out what software to use
2. Decide what variables to use

**Phase Three: Review Final Deliverables**
1. Analyze the final deliverables
2. Present the final deliverables to the clients
3. Make changes if necessary
4. Approval that the final deliverables meet the clients’ needs as defined by the charter.

Product Development & Deliverables
- Beside the scope of the project, clients want to get the percentage of donors and non-donors. The clients also want to forecast the gift amount and suitable solicitation such as mail, call center or email.

Technologies Used
- Alteryx Software
- Microsoft Project
- Excel

Lessons Learned
- I learned how to use the statistical software to score a regression model and predict an outcome. It was interesting and a good skill to learn – Freddie Thompson
- Learning a new software program, getting more in depth knowledge of database relationships, and putting Project Management skills to use – Bryson Lee
- Learning to work with Alteryx, having not used a program like that before – Garrett Byerly
- Advanced learning from Alteryx tools is a big opportunity and challenge for me to learn how to analyze data from a big dataset – Nhu Vo

MS Project Gantt Chart of Major Project Milestones (Key Deliverables)

Project Budget
- **Anticipated (Time) Budget**
  - $300
- **Actual Project (Time) Budget**
  - 264 hours = $264

Project Results and Future Recommendations
- **Project Results** – The project returns 69% donors
- **Future Recommendations** - The model should be used to predict donors for incoming year who are non-donors within ten years. The previous fiscal year information should be used.

Project Success Factors
- Clients approval of the software used
- The clients are satisfied with the outcome
- The clients approval of the created model.