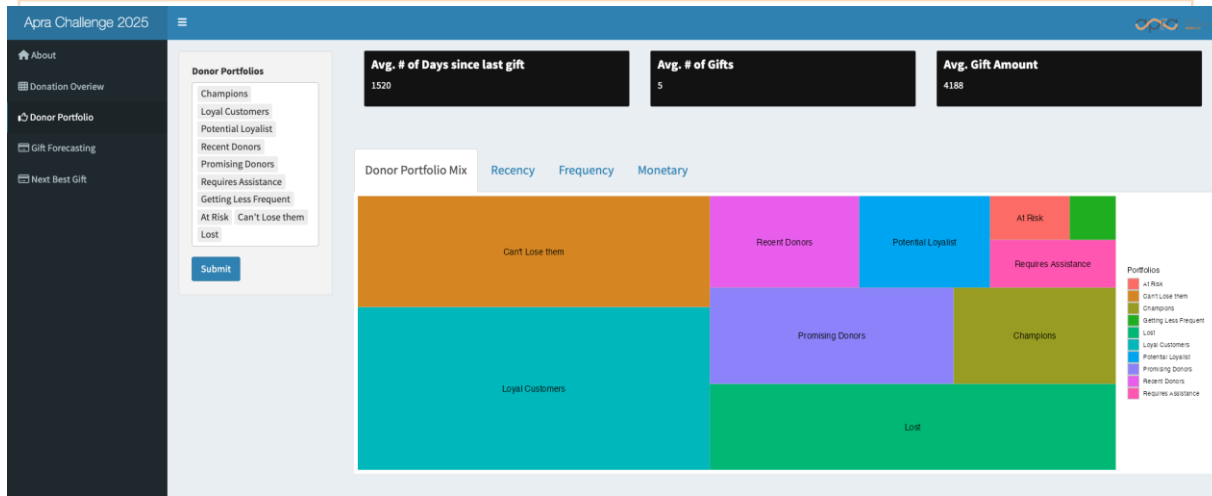


Makana: Donation Insight Tool

Edima Udo



OVERALL FINDINGS

- Visits are highly correlated with higher gift amounts
- January, June and December are pivotal gift giving months
- 10 Donor Portfolios with engagement strategies generated using RFM Analysis
- Next best donation machine learning model can leverage donor portfolio and other attributes to predict gift amount
- Gift Forecast model can generate anticipated donation for different donor portfolios

Tooling

- R
- R Shiny

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Recommendations

- Can leverage engagement strategies for each donor portfolios to customize donations
- Opportunity to drive more gifts in low donation giving months e.g. between February to April
- Opportunity to leverage donor portfolio to drive more consistent gift giving year over year
- Opportunity to improve gift giving in every other CRM interaction type except "Visit"

The screenshot shows the 'Apra Challenge 2025' interface with the 'Next Best Gift' section active. The sidebar on the left is the same as in the previous screenshot. The main area features a 'Portfolios' dropdown menu set to 'Champions'. Below this, there are three input fields: 'Unique CRM Interactions' (a slider from 0 to 5, currently at 1), '# of CRM Interactions' (a text input with '1'), and '# of Gifts' (a text input with '1'). There is also a '# of Days Since last gift' text input with '1300'. A 'Submit' button is at the bottom of these inputs. On the right side, a green box displays 'Next Best Donation' with the value '893.68'.

