

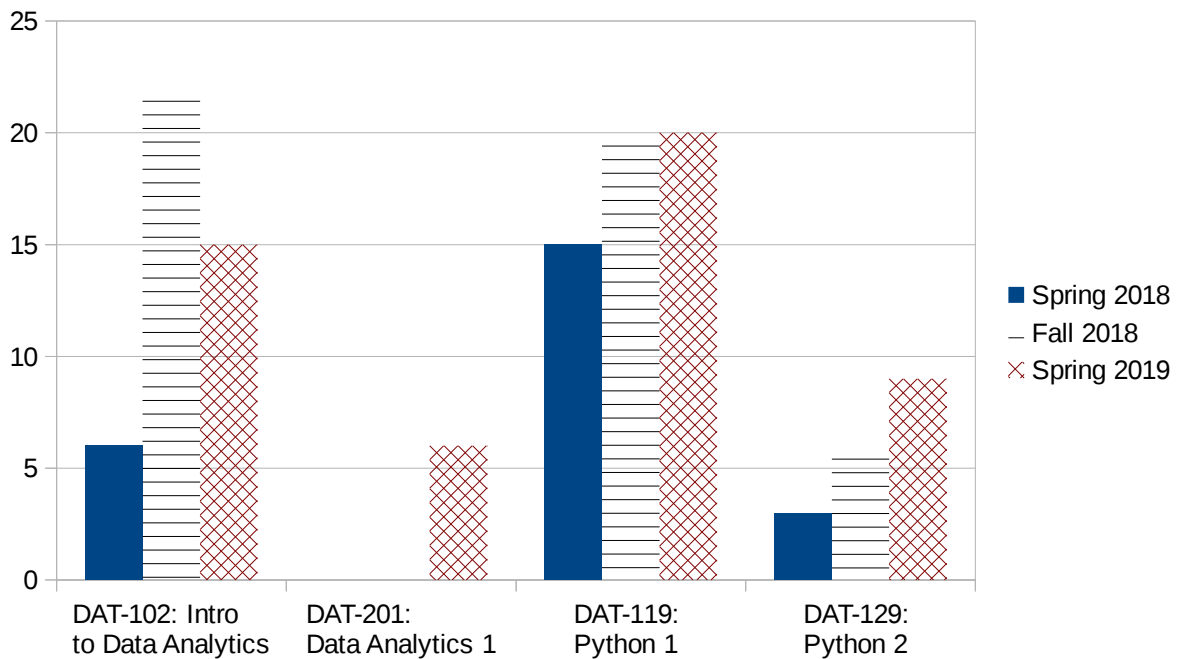
# CCAC Data Analytics

Program update: Spring 2019

## Course Enrollments:

Course	Spring 2018 Enrollment	Fall 2018 Enrollment	Spring 2019 Enrollment
DAT-102: Intro to Data Analytics	6	22	15
DAT-201: Data Analytics 1	--	--	6
DAT-119: Python 1	15	20	20
DAT-129: Python 2	3	6	9

## Chart of course enrollments since Spring 2018:



## Mini-Projects

### ***East End Cooperative Ministries (Multi-faceted nonprofit; East Liberty)***

Jason Flowers, development directory at EECM, connected with Eric Darsow at an Innovation Lab Network Meeting in the Fall of 2018. He visited the Python 2 course on Tuesday, 27 November and shared donor history data with the course along with a set of investigation questions for our students to hack at.

Class members Jeff Perkosky and Dominic Pimpinella developed their preliminary analysis into their course final project.

**Client visit:** Eric Darsow, Jeff Perkosky, Dominic Pimpinella visited Jason Flowers and his database administrator on Thursday, 31 January 2019 to present their findings to the client and develop a vision for future work.

Highlights from findings:

- An analysis of giving by ZIPCode revealed that average donation amounts and response rates are actually not the highest in the two most affluent ZIP Codes. Alternative priority ZIP Codes were identified and can be used for buying donor lists with geospatial targeting
- Using Python, the donors were scored using a three-index methodology used across the nonprofit giving field called: RFM (Recency, Frequency, and Monetary Value). A python script was created and shared with EECM which will allow the DB administrator to re-run the scoring algorithm without CCAC student help.
- The client immediately volunteered further data sharing and development/documentation of the RFM scoring script by future students

### ***TruTech Tools***

Bill Spohn, Founder of TruTech tools, met with the Python 2 students to discuss his data dashboard project initiated by MBA students at Pitt. Python 2 student Coral Sheldon-Hess investigated the possibility of linking two additional business data systems into his Google-based data dashboard. The initial results suggest that this was not a reasonable technical project for students at this time, but the doors remain open for further collaboration.

## Data 102 Final project boards

