

DATA

ANALYTICS FOR NON-PROFITS



Data analytics is about uncovering business insights from organizational data. Such insights can be used to optimize resource allocation, identify new business opportunities, and reduce costs by increasing operational efficiency. Data analytics is powerful, but it requires specific technical skills and sophisticated tools. Many non-profits do not have the resources or expertise needed to implement data analytics programs and draw meaningful conclusions from the results.

The Emerson Leadership Institute (ELI) partnered with data analytics faculty in the Chaifetz School of Business at Saint Louis University to provide innovative and affordable data analytics services to non-profits. ELI employs faculty, students, and faculty-developed tools to offer data analytics services that can be customized to meet the needs of any non-profit.

Data analytics can help you find answers:

- How do we consolidate donor/member data information?
- How do we reduce marketing expenses?
- How do we extract insights from donor/member data?
- How do we identify profiles for target marketing?
- How can we use data to design campaigns?
- Which donors/members should we invite to events?
- Who are potential donors/members for the next year?
- How can we increase donations from existing donors/members?
- How can we use advanced analytics for budgeting?



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