CASE STUDY

Sagacity
Part of Accenture Song

Modelling and Analytics for Improved Provisioning

Client

Leading Charity

Insights

Client Situation & Impact

Now a multi award winning project, the principle objective of The Big SHIFT (Services and Hospices Impacting Fundraising Teams) was to understand and model how the provision of Marie Curie's services on the ground affects localised fundraising performance.



Geographic Data



Analytics



Insights

How Did Sagacity Help?

The project used advanced predictive modelling and mapping techniques, incorporating Open Source and charity pool data.

Marie Curie provided detailed financial data but at a very low geographic area. We provided data from our unique data universe at the same low-level geographies.

These areas were then looked at in detail to create a baseline case i.e. what income should look like compared to other charities if Marie Curie did not have the local geographic influencers (shops, hospices etc).

We created models that included the baseline models as well as all other local factors. Separate models were built for individual giving, legacies and local fundraising. These were iterated over time to provide the optimal solution.

The final models were then examined in detail compared to the actual giving in each area and the differences minimised. These subsequent models can then be used to understand and explain the impact of localised factors.

Outcome & Business Benefits

Modelling and Analytics for Improved Provisioning

For the first time, Marie Curie's fundraising performance on the ground can be related directly to the spatial distribution of the charity's service provision. Whether that be the radius of influence of each of the nine hospices, the wider effect of in-home nursing services, the impact of local fundraising groups or the location of branded shops.

Inevitably every location experiences a different combination of these influences on fundraising and the Big SHIFT project breaks new ground in enabling us to understand and quantify these factors locally.

Understanding these impacts has not only provided invaluable insight for the charity to inform business and marketing decisions, it has also supported the business case for different areas of the organisation working more closely together.

The impact of the results is expected to be felt for years ahead.