

Helping the Forgood company to be a more effective online volunteering platform

Profiling volunteering transactions in South Africa

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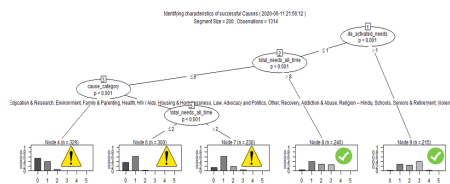
1 Introduction

- Effective platform = maximise platform usage (good causes and best volunteers)
- What makes good volunteers?
- Which causes are successful?

2 Methods

- Forecasting platform usage:
 - ARIMA
 - ETS
 - Combinations
- Segmentation for Users, Causes and Offers using:
 - Conditional Interference Tree
 - Termination nodes show ratings
 - Statistical summary of selected termination node

3 Results



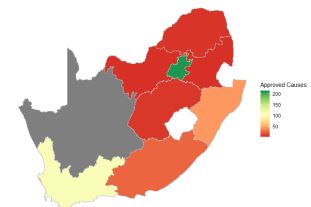
- Forecast 12 months:
 - Causes: range 6-18
 - Users: range 60-180
 - Offers: range 16-21
 - Activities: <4 during Aug
- Good causes:
 - Doc's, photos, team info
 - Rarely ask for money
 - Title short and simple
- Best volunteers:
 - 3 or more actions
 - Responsive to requests
 - Not reliant on Newsletter
 - Goods instead of time

4 Next step

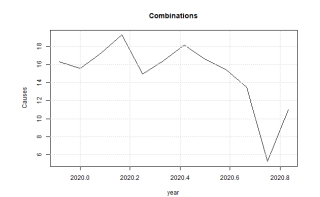
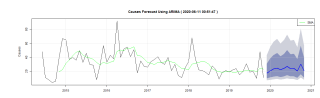
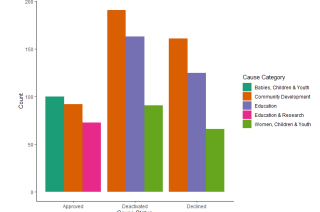
Profile volunteers more accurately.

More information

Distribution of Approved Causes



Top 3 Categories of Causes for each Cause Status



ARIMA ETS Combinations
"MSE: 4" "26.789259812444" "25.4977744979238" "26.8227962018435"

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