CriticalRiver's Einstein Analytics Solution Provides Non-Profit Foundation with Actionable Insights for Improving Effectiveness

A non-profit foundation was looking for a reporting and analytics tool that would enable it to gain insights from disparate data (donors, events, candidates, awardees, etc.) to improve fundraising and award distribution effectiveness.

Solution

Having just completed a project to centralize much of the Foundation's data into a Salesforce Communities data repository, CriticalRiver implemented Salesforce Einstein Analytics to convert that data into actionable information. As part of the project, CriticalRiver:

- Built a Cloud-based BI platform with effective data integration
- Leveraged Big Data structures and in-memory reporting to enhance flexibility and speed of data access and analysis
- Worked with foundation to develop KPI's and analysis models
- Created intuitive dashboards that enabled business users view summary information or drill down to more granular levels of detail
- Implemented Salesforce security features to ensure data is protected and accessible using roles-based permissions
- Adapted all dashboards to be mobile-compatible
- Delivered end-user documentation and training

Benefits/Results

- The Foundation is able to more readily identify trends and make appropriate recommendations and predictions
- Users can utilize preconfigured dashboards or generate complex custom reports quickly
- Mobile capabilities enable system and dashboard access from any device
- Data is secure, yet accessible based on need to know
- Analytics solution is easy to maintain and adapt to changing requirements

Industry: **Non-Profit Organization**

Solution Components:

- Salesforce Einstein Analytics

Customer Feedback:

"The Einstein Analytics tool has enabled us to better understand the trends, inter-dependencies, and effectiveness of our donation generation and fund distribution initiatives."

Customer is a private foundation with a mission to drive large-scale change by investing in, connecting, and celebrating social entrepreneurs and other innovators dedicated to solving the world's most pressing problems. It makes grants totaling about $40 million each year.

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