Data Science For Fundraising Build Data Driven Solutions Using R

Data Science for FundraisingBuild Data-Driven Solutions Using RData Insight Partners LLC

Summary Deep Learning with R introduces the world of deep learning using the powerful Keras library and its R language interface. The book builds your understanding of deep learning through intuitive explanations and practical examples. Continue your journey into the world of deep learning with Deep Learning with R in Motion, a practical, hands-on video course available exclusively at Manning.com (www.manning.com/livevideo/deep-?learning-with-r-in-motion). Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Machine learning has made remarkable progress in recent years. Deep-learning systems now enable previously impossible smart applications, revolutionizing image recognition and natural-language processing, and identifying complex patterns in data. The Keras deep-learning library provides data scientists and developers working in R a state-of-the-art toolset for tackling deep-learning tasks. About the Book Deep Learning with R introduces the world of deep learning using the powerful Keras library and its R language interface. Initially written for Python as Deep Learning with Python by Keras creator and Google AI researcher François Chollet and adapted for R by RStudio founder J. J. Allaire, this book builds your understanding of deep learning through intuitive explanations and practical examples. You'll practice your new skills with R-based applications in computer vision, natural-language processing, and generative models. What's Inside Deep learning from first principles Setting up your own deep-learning environment Image classification and generation Deep learning for text and sequences About the Reader You'll need intermediate R programming skills. No previous experience with machine learning or deep learning is assumed. About the Authors François Chollet is a deep-learning researcher at Google and the author of the Keras library. J.J. Allaire is the founder of RStudio and the author of the R interfaces to TensorFlow and Keras. Table of Contents PART 1 - FUNDAMENTALS OF DEEP LEARNING What is deep learning? Before we begin: the mathematical building blocks of neural networks Getting started with neural networks Fundamentals of machine learning PART 2 - DEEP LEARNING IN PRACTICE Deep learning for computer vision Deep learning for text and sequences Advanced deep-learning best practices Generative deep learning Conclusions

Fundraising: Principles and Practice provides readers with a comprehensive introduction to fundraising. Taking a balanced perspective, bestselling author Michael J. Worth offers insights on the practical application of relevant theory. The text is designed to engage readers in thinking critically about issues in fundraising and philanthropy to prepare them for careers in the nonprofit sector. Worth explores donor motivations and fundraising techniques for annual giving programs, major gift programs, planned giving, and corporate and foundation giving and campaigns. Traditional methods, including direct mail and personal solicitations, are discussed as well as new tools and practices, including online fundraising, crowd-funding and social networks, analytics, and predictive modeling. Written specifically for nonprofit career-oriented individuals, this book helps readers become successful fundraisers.

"This book is for nonprofit managers who want to learn the steps for generating no strings attached unrestricted revenue streams. It will provide you with strategies for generating substantial scalable revenue, strategies with such inherent simplicity that organizations with the smallest of budgets and staff can implement them immediately."--Book cover.

Fundraising Analytics: Using Data to Guide Strategy Fundraising Analytics shows you how to turn your nonprofit?s organizational data?with an appropriate focus on donors?into actionable knowledge. The result? A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.

This engaging and clearly written textbook/reference provides a must-have introduction to the rapidly emerging interdisciplinary field of data science. It focuses on the principles fundamental to becoming a good data scientist and the key skills needed to build systems for collecting, analyzing, and interpreting data. The Data Science Design Manual is a source of practical insights that highlights what really matters in analyzing data, and provides an intuitive understanding of how these core concepts can be used. The book does not emphasize any particular programming language or suite of data-analysis tools, focusing instead on high-level discussion of important design principles. This easy-to-read text ideally serves the needs of undergraduate and early graduate students embarking on an "Introduction to Data Science" course. It reveals how this discipline sits at the intersection of statistics, computer science, and machine learning, with a distinct heft and character of its own. Practitioners in these and related fields will find this book perfect for self-study as well. Additional learning tools: Contains "War Stories," offering perspectives on how data science applies in the real world Includes "Homework Problems," providing a wide range of exercises and projects for self-study Provides a complete set of lecture slides and online video lectures at www.data-manual.com Provides "Take-Home Lessons," emphasizing the big-picture concepts to learn from each chapter Recommends exciting "Kaggle Challenges" from the online platform Kaggle Highlights "False Starts," revealing the subtle reasons why certain approaches fail Offers examples taken from the data science television show "The Quant Shop" (www.quant-shop.com)

Succeeding with data isn't just a matter of putting Hadoop in your machine room, or hiring some physicists with crazy math skills. It requires you to develop a data culture that involves people throughout the organization. In this O'Reilly report, DJ Patil and Hilary Mason outline the steps you need to take if your company is to be truly data-driven—including the questions you should ask and the methods you should adopt. You'll not only learn examples of how Google, LinkedIn, and Facebook use their data, but also how Walmart, UPS, and other organizations took advantage of this resource long before the advent of Big Data. No matter how you approach it, building a data culture is the key to success in the 21st century. You'll explore: Data scientist skills—and why every company needs a Spock How the benefits of giving company-wide access to data outweigh the costs Why data-driven organizations use the scientific method to explore and solve data problems Key questions to help you develop a research-specific process for tackling important issues What to consider when assembling your data team Developing processes to keep your data team (and company) engaged Choosing technologies that are powerful, support teamwork, and easy to use and learn

Explore and implement deep learning to solve various real-world problems using modern R libraries such as TensorFlow, MXNet, H2O, and Deepnet Key Features Understand deep learning algorithms and architectures using R and determine which algorithm is best suited for a specific problem Improve models using parameter tuning, feature engineering, and ensembling Apply advanced neural network models such as deep autoencoders and generative adversarial networks (GANs) across different domains Book Description Deep learning enables efficient and accurate learning from a massive amount of data. This book will help you overcome a number of challenges using various deep learning algorithms and architectures with R programming. This book starts with a brief overview of machine learning and deep learning and how to build your first neural network. You'll understand the architecture of various deep learning algorithms and their applicable fields, learn how to build deep learning models, optimize hyperparameters, and evaluate model performance. Various deep learning applications in image processing, natural language processing (NLP), recommendation systems, and predictive analytics will also be covered. Later chapters will show you how to tackle recognition problems such as image recognition and signal detection, programmatically summarize documents, conduct topic modeling, and forecast stock market prices. Toward the end of the book, you will learn the common applications of GANs and how to build a face generation model using them. Finally, you'll get to grips with using reinforcement learning and deep reinforcement learning to solve various real-world problems. By the end of this deep learning book, you will be able to build and deploy your own deep learning applications using appropriate frameworks and algorithms. What you will learn Design a feedforward neural network to see how the activation function computes an output Create an image recognition model using convolutional neural networks (CNNs) Prepare data, decide hidden layers and neurons and train your model with the backpropagation algorithm Apply text cleaning techniques to remove uninformative text using NLP Build, train, and evaluate a GAN model for face generation Understand the concept and implementation of reinforcement learning in R Who this book is for This book is for data scientists, machine learning engineers, and deep learning developers who are familiar with machine learning and are looking to enhance their knowledge of deep learning using practical examples. Anyone interested in increasing the efficiency of their machine learning applications and exploring various options in R will also find this book useful. Basic knowledge of machine learning techniques and working knowledge of the R programming language is expected.

In order to make informed decisions, there are three important elements: intuition, trust, and analytics. Intuition is based on experiential learning and recent research has shown that those who rely on their "gut feelings" may do better than those who don't. Analytics, however, are important in a data-driven environment to also inform decision making. The third element, trust, is critical for knowledge sharing to take place. These three elements—intuition, analytics, and trust—make a perfect combination for decision making. This book gathers leading researchers who explore the role of these three elements in the process of decision-making.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the

mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort r sum s, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

This Cookbook contains step-by-step instructions for Tableau users to create effective graphics. The book is designed in such a way that you can refer to it chapter by chapter; you can look at the list of recipes and read them in no particular order.You'll gain the most from this book if you have basic understanding of various chart types and of their importance. Knowing when to employ a certain graphic will be equally useful. This book will get you up to speed if you just started using Tableau. You'll find this book useful if you spend a lot of time conducting data analysis and creating reports. Data science libraries, frameworks, modules, and toolkits are great for doing data science, but they're also a good way to dive into the discipline without actually understanding data science. In this book, you'll learn how many of the most fundamental data science tools and algorithms work by implementing them from scratch. If you have an aptitude for mathematics and some programming skills, author Joel Grus will help you get comfortable with the math and statistics at the core of data science, and with hacking skills you need to get started as a data scientist. Today's messy glut of data holds answers to questions no one's even thought to ask. This book provides you with the know-how to dig those

answers out. Get a crash course in Python Learn the basics of linear algebra, statistics, and probability—and understand how and when they're used in data science Collect, explore, clean, munge, and manipulate data Dive into the fundamentals of machine learning Implement models such as k-nearest Neighbors, Naive Bayes, linear and logistic regression, decision trees, neural networks, and clustering Explore recommender systems, natural language processing, network analysis, MapReduce, and databases

Written by fundraising experts Tom Ahern and Simone Joyaux, Keep Your Donors is a new, winning guide to making disappointing donor retention rates a thing of the past. This practical and provocative book will show you how to master the strategies and tactics that make fundraising communications profitable. Filled with case studies and based in part on the CFRE and AFP job analyses, Keep Your Donors is your definitive guide to getting new donors—and keeping them—for many years to come.

"Data driven nonprofits is a guide book for nonprofit organizations that want to improve their performance and increase positive change in the world. Learn from industry leaders and nonprofit professionals that have unlocked the keys to becoming more data driven"--Back cover.

Hanging on to tradition is perfect for holidays and anniversaries, but fundraising today requires changing your strategy. The success of your fundraising event hinges upon being able to connect your audience to your organization's mission in a meaningful and memorable way. People donate to your organization because they are passionate about your cause and want to be part of something special; they want to make a difference. In Eventology, Darren Diess and Michelle Gilmore skillfully combine the art, science, and math of event fundraising to create a comprehensive resource guide to help you flawlessly execute a successful fundraising event, further your mission, and build long-term donor relationships that equate to sustainability for your cause. After reading Eventology, you will come away with the skills to develop an iron-clad event plan, build an interdisciplinary winning team, leverage technology to measure effectiveness, implement innovative funding techniques, expertly engage sponsors, and create a tailored event experience to build deep and lasting commitments from your donors.

Explore new and more sophisticated tools that reduce your marketing analytics efforts and give you precise results Key Features Study new techniques for marketing analytics Explore uses of machine learning to power your marketing analyses Work through each stage of data analytics with the help of multiple examples and exercises Book Description Data Science for Marketing Analytics covers every stage of data analytics, from working with a raw dataset to segmenting a population and modeling different parts of the population based on the segments. The book starts by teaching you how to use Python libraries, such as pandas and Matplotlib, to read data from Python, manipulate it, and

create plots, using both categorical and continuous variables. Then, you'll learn how to segment a population into groups and use different clustering techniques to evaluate customer segmentation. As you make your way through the chapters, you'll explore ways to evaluate and select the best segmentation approach, and go on to create a linear regression model on customer value data to predict lifetime value. In the concluding chapters, you'll gain an understanding of regression techniques and tools for evaluating regression models, and explore ways to predict customer choice using classification algorithms. Finally, you'll apply these techniques to create a churn model for modeling customer product choices. By the end of this book, you will be able to build your own marketing reporting and interactive dashboard solutions. What you will learn Analyze and visualize data in Python using pandas and Matplotlib Study clustering techniques, such as hierarchical and k-means clustering Create customer segments based on manipulated data Predict customer lifetime value using linear regression Use classification algorithms to understand customer choice Optimize classification algorithms to extract maximal information Who this book is for Data Science for Marketing Analytics is designed for developers and marketing analysts looking to use new, more sophisticated tools in their marketing analytics efforts. It'll help if you have prior experience of coding in Python and knowledge of high school level mathematics. Some experience with databases, Excel, statistics, or Tableau is useful but not necessary.

If you're a fundraiser or social entrepreneur keen to secure large gift for any kind of social cause you need to be able to ask the right people for the right money in the right way. But how do you do that? In this ground-breaking book, global experts Bernard Ross and Clare Segal share their approach - used by major fundraising organisations from UNHCR in the Middle East to MSF in the US and from UK's Oxford University to MEF Museum in Argentina – which has been used to secure gifts up to $110m in a single ask. Whether you're an experienced fundraiser looking for new ideas, a newbie keen to get to the right approach fast, or a board member anxious to help out, you'll find the answers you're looking for inside.

Want to jumpstart your fundraising but aren't sure where to begin? "Prerequisites for Fundraising Success" walks you through the steps for planning, launching, and maintaining successful fundraising programs. You will learn how to: Assess your organization's strengths and challenges Set attainable goals Develop a fundraising plan Hire the right staff Encourage teamwork Tell your story and raise awareness Recruit volunteers and cultivate leaders Manage your data Approach donors Reward donors Ideal for: Volunteers Board members Fundraising staff Workshops and retreats This user-friendly, workbook-style guide teaches the fundamentals needed to build a stronger organization and more secure financial future.

Data Science gets thrown around in the press like it'smagic. Major retailers are predicting everything from when theircustomers are pregnant to when they want a new pair of ChuckTaylors. It's a brave new world where seemingly meaningless datacan be transformed into valuable insight to drive smart businessdecisions. But how does one exactly do data science? Do you have to hireone of these priests of the dark arts, the "data scientist," toextract this gold from your data? Nope. Data science is little more

than using straight-forward steps toprocess raw data into actionable insight. And in DataSmart, author and data scientist John Foreman will show you howthat's done within the familiar environment of aspreadsheet. Why a spreadsheet? It's comfortable! You get to look at the dataevery step of the way, building confidence as you learn the tricksof the trade. Plus, spreadsheets are a vendor-neutral place tolearn data science without the hype. But don't let the Excel sheets fool you. This is a book forthose serious about learning the analytic techniques, the math andthe magic, behind big data. Each chapter will cover a different technique in aspreadsheet so you can follow along: Mathematical optimization, including non-linear programming andgenetic algorithms Clustering via k-means, spherical k-means, and graphmodularity Data mining in graphs, such as outlier detection Supervised AI through logistic regression, ensemble models, andbag-of-words models Forecasting, seasonal adjustments, and prediction intervalsthrough monte carlo simulation Moving from spreadsheets into the R programming language You get your hands dirty as you work alongside John through eachtechnique. But never fear, the topics are readily applicable andthe author laces humor throughout. You'll even learnwhat a dead squirrel has to do with optimization modeling, whichyou no doubt are dying to know. Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates "Anyone who comes to pitch on Shark Tank should read this book first!" —Barbara Corcoran, ABC's Shark Tank "I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours." —Naval Ravikant, cofounder and CEO, AngelList "I raised twice the amount of money I set out to in a mere five weeks. I'm naming my firstborn child after the Evans." —Slava Menn, cofounder and CEO, Fortified Bicycle HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised $45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how

to use "the friendship loop", a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over $150 million. What's in the book? • The original pitch decks and fundraising strategies of 15 ventures that raised over $150 million • Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members • Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars • A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each • An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are • A crash-course in visual and presentation design that will make any deck beautiful • Templates for 4 stories every entrepreneur should know how to tell • The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality. Sports Fundraising is a complete introduction to fundamental principles and best practice in sports fundraising. Focusing on the particular challenges of fundraising in intercollegiate and interscholastic sport, and for youth sport organizations, the book is designed to help students develop the professional skills that they will need for a successful career in sports or education administration. Packed with real-life case studies and scenarios, the book offers a step-by-step guide to the effective planning, communication, implementation and management of sports fundraising projects, and introduces the most important issues in contemporary sports fundraising. Each chapter contains a range of useful features, from definitions of key terms to skill-building exercises, exploring both quantitative and qualitative methods for understanding the fundraising process and designing more effective fundraising projects. This is an essential course text for any athletic or sport fundraising course, and an invaluable reference for all professional fundraisers working in sport or education.
The need for analytics skills is a source of the burgeoning growth in the number of analytics and decision science programs in higher education developed to feed the need for capable employees in this area. The very size and continuing growth of this need means that there is still space for new program development. Schools wishing to pursue business analytics programs intentionally assess the maturity level of their programs and take steps to close the gap. Teaching Data Analytics: Pedagogy and Program Design is a reference for faculty and administrators seeking direction about adding or enhancing analytics offerings at their institutions. It provides guidance by examining best practices from the perspectives of faculty and practitioners. By emphasizing the connection of data analytics to organizational success, it reviews the position of analytics and decision science programs in higher education, and to review the critical connection between this area of study and career opportunities. The book features: A variety of perspectives ranging from the scholarly theoretical to the practitioner applied An in-depth look into a wide breadth of skills from closely technology-focused to robustly soft human connection skills Resources for existing faculty to acquire and maintain additional analytics-relevant skills that can enrich their current course offerings. Acknowledging the dichotomy between data analytics and data science, this book emphasizes data analytics rather than data science, although the book does touch upon

the data science realm. Starting with industry perspectives, the book covers the applied world of data analytics, covering necessary skills and applications, as well as developing compelling visualizations. It then dives into pedagogical and program design approaches in data analytics education and concludes with ideas for program design tactics. This reference is a launching point for discussions about how to connect industry's need for skilled data analysts to higher education's need to design a rigorous curriculum that promotes student critical thinking, communication, and ethical skills. It also provides insight into adding new elements to existing data analytics courses and for taking the next step in adding data analytics offerings, whether it be incorporating additional analytics assignments into existing courses, offering one course designed for undergraduates, or an integrated program designed for graduate students.

Essential tools for implementing right-sized prospect researchtechniques that help nonprofit organizations reach theirfundraising goals Written especially for front-line fundraisers, ProspectResearch for Fundraisers presents a practical understanding ofprospect research, prospect management, and fundraising analytics,demonstrating how research can be used to raise more money. Filledwith examples, case studies, interviews, and stories, this uniquebook is structured around the fundraising cycle and illustrates themyriad of current and ever-changing prospect research tools andtechniques available to boost an organization's fundraisingeffectiveness. From essential overviews to how-to-search skills, this practicalbook gives development officers the tools to understand how to useprospect research in ways that best fit their goals for each stageof the fundraising cycle. Provides practical insight to understand the best use of eachprospect research tool and technique Features a companion website with a variety of online tools tohelp readers implement key concepts Part of the AFP Fund Development Series Prospect Research for Fundraisers provides fundraiserswith an understanding of what prospect research is and whichresources are available to small organizations that have limitedinternal capacity, medium-sized organizations building capacity,and large organizations wanting to maximize their strengths. Itoffers a practical understanding of the relevant tools at thedisposal of development officers and managers responsible forhiring, outsourcing, purchasing, managing, and implementingprospect research within their organizations.

The War for Fundraising Talent is an honest yet hopeful critique of professional fundraising, intended especially for small shops that find it difficult to consistently achieve their fundraising goals. These organizations are notorious for rapid turnover and high donor attrition which are merely side effects of a much larger problem. This inter-sector conflict will not be won by those organizations who continue to mistakenly consider their scarcest resource to be donors with dollars. After years, if not decades, of obsessively accumulating new donors, most organizations have more than enough donors to keep them busy for quite some time. Those willing to part ways with this time-worn paradigm will discover how to retain more of the talent they already have and empower their new recruits with an environment where fundraising professionals can achieve mastery and find meaning in their work.

Transform fundraising events into long-term revenue with expert auction advice A Higher Bid is the nonprofit school and organization guide to planning and executing more exciting, more lucrative special event fundraisers. In this book, award-winning consultant, fundraiser, speaker, and professional auctioneer Kathy Kingston shares her proprietary and proven approaches to audience development, board empowerment, leadership succession, guest cultivation and engagement, and donor development. You'll learn how live auctions, special appeals, innovative icebreakers, silent auctions, and new technologies can help increase revenue, and how to execute these events in a way that translates to a stronger donor base for long-term giving. Kingston describes how to match the guest list and catalog for better results, and reveals the strategies professional auctioneers use to curate the right auction items and discover the right people to generate optimum revenue and engage donors. This book offers a fresh approach to fundraising, showing you how charity benefit auctions can be made a centerpiece of fundraising special events to drive both short- and long-term fundraising goals while providing a fun and inspiring opportunity to generate awareness and keep supporters excited about the mission. Using Kingston's proven framework, you'll learn effective ways to: Strategically increase high-profit revenue streams Increase your organization's donor base Empower the board toward efficiency and productivity Engage supporters more deeply and keep them invested Donors are the lifeblood of any nonprofit organization, and sustainable revenue depends upon their high engagement and willingness to give. Well-executed benefit and charity auctions have proven to be effective fundraisers for nonprofits, associations, and schools of all types, and A Higher Bid is the expert guide to optimizing these special events for maximum impact.

The widespread adoption of AI and machine learning is revolutionizing many industries today. Once these technologies are combined with the programmatic availability of historical and real-time financial data, the financial industry will also change fundamentally. With this practical book, you'll learn how to use AI and machine learning to discover statistical inefficiencies in financial markets and exploit them through algorithmic trading. Author Yves Hilpisch shows practitioners, students, and academics in both finance and data science practical ways to apply machine learning and deep learning algorithms to finance. Thanks to lots of self-contained Python examples, you'll be able to replicate all results and figures presented in the book. In five parts, this guide helps you: Learn central notions and algorithms from AI, including recent breakthroughs on the way to artificial general intelligence (AGI) and superintelligence (SI) Understand why data-driven finance, AI, and machine learning will have a lasting impact on financial theory and practice Apply neural networks and reinforcement learning to discover statistical inefficiencies in financial markets Identify and exploit economic inefficiencies through backtesting and algorithmic trading--the automated execution of trading strategies Understand how AI will influence the competitive dynamics in the financial industry and what the potential emergence of a financial singularity

might bring about

Fundraising Analytics: Using Data to Guide Strategy Fundraising Analytics shows you how to turn your nonprofit's organizational data—with an appropriate focus on donors—into actionable knowledge. The result—A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.

Building Donor Loyalty is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organization, and offers suggestions for developing donor value over time. It is based on data drawn from a research program which included more than 20,000 nonprofit organizations and was funded by the Aspen Foundation and the Indiana Fund through the Center on Philanthropy at Indiana University. Building Donor Loyalty contains a variety of illustrative case studies that demonstrate the power of effective donor retention strategies and clearly explains each of the factors that can build donor retention. It includes tools and techniques that have proven successful when growing long-term relationships with donors and offers practical advice for fundraisers who want to integrate this knowledge into their own thinking, planning, and practice. This important resource Shows how to design programs that genuinely reflect donor needs and aspirations Discusses the lessons for loyalty that emerge with monthly giving plans Explores how to develop a relationship fundraising strategy Outlines the common pitfalls to avoid when researching the needs and preferences of donors Explains how demographic, lifestyle, and behavioral variables can be used to structure the approach to an organization's donors Highlights the role of donor recognition and feedback Includes a step-by-step blueprint for tailoring a plan that will meet the needs of an individual organization

"This book shares how to instrument a company and most importantly, build an internal culture that values and uses data to maximum effect"--

Sport Public Relations, Third Edition With HKPropel Access, offers a comprehensive examination of the value and practice of public relations in sport. Extensively updated and substantially reorganized, this third edition reflects the evolution of the field with modern applications across a wide range of media channels. The book's topics align with the Common Professional Component topics outlined by the Commission on Sport Management Accreditation (COSMA). The author team brings together significant professional and educational backgrounds in sport public relations to offer an engaging look at the full range of public relations functions. Readers will learn the importance of consistent brand communication and how to manage organizational relationships, both internal and external, to attain key strategic goals.

The thorough coverage of the field is built around three common themes: Public relations is a managerial function focused on advancing the brand and engaging key stakeholders. The communications environment is continuously evolving. Community relations, employee relations, and donor relations are as critical as media relations within the sport industry. Woven throughout these themes are public relations theories applied in sport-specific contexts to help students further understand the complexity of the sport communication ecosystem. Throughout the book, there is guidance for practical application, including samples of public relations materials such as news releases and employee newsletters. Be Your Own Media sidebars highlight how sport organizations are proactively telling their stories across various media platforms. New to this edition, case studies and discussion questions serve as a foundation for additional learning. Other updates include the following: Discussion of engaging key publics through social media and other forms of digital media—such as blogs, podcasts, virtual fan communities, and video—as well as approaches to developing content, metrics for measuring success, and skills for managing media in sport An examination of customer experience (CX) and how to enhance those relationships by defining customer touch points and mapping the customer journey Considerations for social media usage during crisis communication, with modern examples of effective and ineffective ways prominent sport entities have managed recent crises Also new to the third edition are related online learning aids delivered through HKPropel and designed to generate discussion and highlight the opportunities and challenges that exist in sport public relations. Commentary on current topics is accompanied by links to associated content, discussion questions, and applied learning activities to promote engaged student learning. A live Twitter feed for specific hashtags within HKPropel ensures regular updates. With Sport Public Relations, Third Edition, students will better understand the various demands of the field and learn to successfully and proactively develop consistent communication and stronger relationships between sport organizations and their key publics. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

Summary Introducing Data Science teaches you how to accomplish the fundamental tasks that occupy data scientists. Using the Python language and common Python libraries, you'll experience firsthand the challenges of dealing with data at scale and gain a solid foundation in data science. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Many companies need developers with data science skills to work on projects ranging from social media marketing to machine learning. Discovering what you need to learn to begin a career as a data scientist can seem bewildering. This book is designed to help you get started. About the Book Introducing Data ScienceIntroducing Data Science explains vital data science concepts and teaches you how to accomplish the fundamental tasks that occupy data scientists. You'll explore data visualization, graph databases, the

use of NoSQL, and the data science process. You'll use the Python language and common Python libraries as you experience firsthand the challenges of dealing with data at scale. Discover how Python allows you to gain insights from data sets so big that they need to be stored on multiple machines, or from data moving so quickly that no single machine can handle it. This book gives you hands-on experience with the most popular Python data science libraries, Scikit-learn and StatsModels. After reading this book, you'll have the solid foundation you need to start a career in data science. What's Inside Handling large data Introduction to machine learning Using Python to work with data Writing data science algorithms About the Reader This book assumes you're comfortable reading code in Python or a similar language, such as C, Ruby, or JavaScript. No prior experience with data science is required. About the Authors Davy Cielen, Arno D. B. Meysman, and Mohamed Ali are the founders and managing partners of Optimately and Maiton, where they focus on developing data science projects and solutions in various sectors. Table of Contents Data science in a big data world The data science process Machine learning Handling large data on a single computer First steps in big data Join the NoSQL movement The rise of graph databases Text mining and text analytics Data visualization to the end user

The bible of grassroots fundraising, updated with the latest tools and methods Fundraising for Social Change is the preeminent guide to securing funding, with a specific focus on progressive nonprofit organizations with budgets under $5 million. Used by nonprofits nationally and internationally, this book provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work. This updated seventh edition includes new information on the impact of generational change, using social media effectively, multi-channel fundraising, and more, including expanded discussion on retaining donors and on legacy giving. Widely considered the 'bible of grassroots fundraising,' this practically-grounded guide is an invaluable resource for anyone who has to raise money for important causes. A strong, sustainable fundraising strategy must possess certain characteristics. You need people who are willing to ask and realistic goals. You need to gather data and use it to improve results, and you need to translate your ideas in to language donors will understand. A robust individual donor program creates stable and long-term cash flow, and this book shows you how to structure your fundraising appropriately no matter how tight your initial budget. Develop and maintain a large base of individual donors Utilize strategies that pay off sooner rather than later Expand your reach and get your message out to the donor pool Translate traditional fundraising methods into strategies that work for social justice organizations with little or no front money Basing your fundraising strategy on the contributions of individual donors may feel like herding cats—but it's the best way for your organization to maintain maximum freedom to pursue the mission that matters. A robust, organized, planned approach can help you reach your goals sooner, and

Fundraising for Social Change is the field guide for putting it all together to make big things happen.

Although the non-profit industry has advanced using CRMs and donor databases, it has not fully explored the data stored in those databases. Data Science for Fundraising will help you generate data-driven results and effective solutions for several challenges in your non-profit. Discover the techniques used by the top R programmers.

Over the past three decades or so, the nonprofit, voluntary, or third sector has undergone a major transformation from a small cottage industry to a major economic force in virtually every part of the developed world as well as elsewhere around the globe. Nonprofit organizations are now major providers of public services working in close cooperation with governments at all levels and increasingly find themselves in competition with commercial firms across various social marketplaces. This transformation has come with ever-increasing demands for enhancing the organizational capacities and professionalizing the management of nonprofit institutions. The Routledge Companion to Nonprofit Management is the first internationally focused effort to capture the full breadth of current nonprofit management research and knowledge that has arisen in response to these developments. With newly commissioned contributions from an international set of scholars at the forefront of nonprofit management research, this volume provides a thorough overview of the most current management thinking in this field. It contextualizes nonprofit management globally, provides an extensive introduction to key management functions, core revenue sources and the emerging social enterprise space, and raises a number of emerging topics and issues that will shape nonprofit management in future decades. As graduate programs continue to evolve to serve the training needs in the field, The Routledge Companion to Nonprofit Management is an essential reference and resource for graduate students, researchers, and practitioners interested in a deeper understanding of the operation of the nonprofit sector.

The implementation of effective decision making protocols is crucial in any organizational environment in modern society. Emerging advancements in technology and analytics have optimized uses and applications of decision making systems. Decision Management: Concepts, Methodologies, Tools, and Applications is a compendium of the latest academic material on the control, support, usage, and strategies for implementing efficient decision making systems across a variety of industries and fields. Featuring comprehensive coverage on numerous perspectives, such as data visualization, pattern analysis, and predictive analytics, this multi-volume book is an essential reference source for researchers, academics, professionals, managers, students, and practitioners interested in the maintenance and optimization of decision management processes.

Fun and new innovative Bible bindings for kids ages 8 and up. New! Innovative! Fun! Perfect for kids on the go, the Sili-Flex Bible, NIV contains the full text of the bestselling New International Version with a cool new squishy binding and

portable compact size. Ideal for home, school, or church use, the Sili-Flex Bible, NIV is small enough to fit into almost any backpack or bag. Features include: Fun, new "squishy" binding with two removable enclosure tabs that can be applied to other areas of the cover for added fun Complete text of the New International Version (NIV) translation of the Bible Words of Christ in red Ribbon marker

How to empower people and communities with user-centric data ownership, transparent and accountable algorithms, and secure digital transaction systems. Data is now central to the economy, government, and health systems—so why are data and the AI systems that interpret the data in the hands of so few people? Building the New Economy calls for us to reinvent the ways that data and artificial intelligence are used in civic and government systems. Arguing that we need to think about data as a new type of capital, the authors show that the use of data trusts and distributed ledgers can empower people and communities with user-centric data ownership, transparent and accountable algorithms, machine learning fairness principles and methodologies, and secure digital transaction systems. It's well known that social media generate disinformation and that mobile phone tracking apps threaten privacy. But these same technologies may also enable the creation of more agile systems in which power and decision-making are distributed among stakeholders rather than concentrated in a few hands. Offering both big ideas and detailed blueprints, the authors describe such key building blocks as data cooperatives, tokenized funding mechanisms, and tradecoin architecture. They also discuss technical issues, including how to build an ecosystem of trusted data, the implementation of digital currencies, and interoperability, and consider the evolution of computational law systems.

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