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## **Summary**

KeyDonor is an effective tool for the advancement shop that wants to take data mining into its own hands. It's simple, clean interface and visual tutorials will be especially helpful for researchers who are already keen to get started with mining and analytics but who lack a working knowledge of the underlying statistics. Though there were a few glitches, they were cosmetic and can easily be overcome. With a final coat of polish, I feel that KeyDonor can be a highly worthwhile investment for small- to medium-sized colleges/universities if it is deemed competitively priced.

## **Comprehensive Review**

I thought the layout and presentation were true high points. The programs hallmark, besides its broad array of statistical mechanisms, is its clean and simple design. Colors are appealing or at least not distracting, there does not appear to be anything unnecessarily fancy or extraneous<sup>1</sup>, and all the buttons and commands covered are intuitively labeled and placed. This cannot be taken for granted—and apparently it wasn't—since much of the implementation battle in modern offices concerns just these kinds of basic issues. At least a small kudos is in order from those of us who have used statistical software such as STATA. KeyDonor is a much more user friendly application and strikes a good balance between usability and statistical performance.

The narrator for the tutorial speaks clearly, slowly enough, and with enough intonation and personality to keep the student's attention. The general presentation style clearly and successfully caters to the dwindling attention span of today's professional office corps through its system of relatively short topics interspersed with interactive lessons. More than once I considered how such a tutorial might work with a group using a computer and projector—I don't believe any loss of appeal would be pronounced.

The interactive lessons themselves were very helpful for solidifying the statistical concepts. I think part of the divide between advancement shops taking on their own analytics versus farming them out centers on general unfamiliarity with how to conduct statistical analyses against the backdrop of high-value work time and perceived opportunity cost. However this may ultimately figure in directors' choices to help educate themselves or their staff on the usefulness of data mining, I found my six hours well invested. I've come away from my review of KeyDonor with a better handle on basic statistics and the elements of building a metric, or score, as yet another means to help identify strong candidates for solicitation and cultivation who might otherwise not receive sufficient attention.

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<sup>1</sup> If there was one "outlier," it would be the rotating rectangles used in the Index, Contents, and other options on the right side of the tutorial box. I think it would be more effective to simply have the appropriate box extend to the right or left of the selection.