

# How AI is Revolutionizing Data Analysis For Nonprofits





## The Traditional Data Analysis Workflow

Have you ever had a breakthrough idea after identifying a trend in the types of donors making larger gifts to your organization? Naturally, you'd want to engage similar individuals or organizations in your fundraising efforts. But first, it's essential to validate this trend with data.

If the data is straightforward, you might generate a standard report. However, most analyses of this nature are more complex. Typically, this means reaching out to your database administrator, IT team, or a consultant to create a new report to confirm your idea. You explain your needs, they add your request to their queue, and then you wait. In an ideal scenario, you get a response within a few hours, but more often, it takes a day or two, or even longer.

Even then, the initial report might not fully address your request, necessitating further clarification and additional waiting. This cycle of back-and-forth has been the norm for the past 30 years since nonprofits started using specialized CRM software for fundraising.

**But now, AI is transforming this workflow.**

# The AI Transformation

With the help of AI data analysts, you can go from question to answer in just a minute or two and sometimes in as little as 10 seconds. How is this possible?

AI data analysts are becoming as capable as typical human analysts in interpreting your requests. A tool like [Xpress Analytics](#) from Reporting Xpress allows you to ask your questions or make your requests in English as if you were emailing or speaking to a human data analyst.

The AI data analysts may not always grasp what you were asking for on the first try; neither do humans. But you can quickly clarify or adjust your request and get a revised response almost instantly. AI can compose complex SQL queries exponentially faster than any human, and using SQL is far quicker for answering complex data questions in Excel, the go-to tool for many human analysts.

## Efficiency and Flexibility

The typical turnaround time from request to answer with an AI data analyst is about 10 seconds. If the AI data analyst doesn't understand your question, you can rephrase it or switch to another AI data analyst from a pool, each powered by a different AI model. There is no one clear best AI model yet. They are all improving rapidly, and there is a fair amount of capability leapfrogging occurring. Additionally, some models may be better than others at interpreting or answering certain types of requests, so there is a significant advantage in being able to switch between several, which Xpress Analytics enables easily.

The most significant advantage between working with humans and directly with AI lies in the cycle time—working directly with AI averages about 10 seconds per interaction. This means you can get to an answer much more quickly.

The description " Exponentially Faster" is often incorrectly applied in marketing materials because most people don't really understand what it means, but in this case, it is absolutely accurate.



## The Future of Data Analysis for Nonprofits

Even if you're not yet comfortable interacting with AI, equipping your human data analysts with AI tools enables them to get answers much faster. Knowing they can fulfill your request in minutes makes them more likely to prioritize your requests.

In short, AI is revolutionizing the way nonprofits conduct data analysis, making the process faster and more efficient than ever before. Nonprofits that harness data to their advantage, just like leading for-profit companies, will be the most effective and successful.

Tools like Xpress Analytics from Reporting Xpress are leading the way toward this transformation.

