



Client Success Story

Modernizing Advancement Analytics at Northwestern University



Client

Northwestern University is a private research university based in Evanston, Illinois. Northwestern encompasses 3,300 full-time faculty members, 21,000 graduate and undergraduate students, and over 6,500 full- and part-time staff.



Issue

University Alumni Relations and Development (ARD) planned to transition to a Salesforce-based CRM to enhance advancement activities. As part of this transition, ARD sought to update its reporting

platforms to enable an effective integration with the new CRM and support reporting and analytics needs across the organization.



Approach

Defining the Reporting Strategy

Deloitte conducted interviews with ARD leadership and stakeholders and analyzed existing approaches to reporting and analytics. Based on that analysis, the team recommended the leading use of available reporting technologies and identified enhancements to data governance and data management to promote more effective use of high-quality data.

Building the Data Mart and Business Intelligence Foundation

Deloitte designed and built processes to extract, transform, and load data from Salesforce into an enterprise data warehouse for analysis and reporting on University donors, gifts and pledges, stewardship activities, and prospect and proposal management. The work included developing the data extraction and staging approach, identifying and modeling data mart dimensions and facts, creating self-service models and presentation layers, and designing canned reports.

Expanding Data Warehouse Support

To further strengthen reporting capabilities, the team provided additional support to build data warehouse capacity for ARD's needs. This included developing a point-in-time snapshot capture process for key gift data and providing guidance on incremental refreshes, delete handling, and slowly changing dimension type 2 data.

By building foundational analytics capabilities, Deloitte helped make high-quality data more reliably and efficiently available to consumers. The resulting self-service query packages gave ARD leadership and staff the ability to access, understand, and analyze data more easily, reducing dependency on IT and accelerating decision-making processes.



Impact

The project helped Northwestern to enhance its reporting platform strategy by expanding data accessibility and improving efficiency and ease of use across reporting tools. A focus on self-service options also enabled data users and analytics teams to develop, maintain, and meet analytics demand more effectively.

For more information, please contact us.

Betty Fleurimond

Principal, US Higher Education Leader
Deloitte Consulting LLP
bfleurimond@deloitte.com
+1 202 365 5568

Pete Fritz

Principal, Higher Education
Deloitte Consulting LLP
pfritz@deloitte.com
+1 215 779 4467

Kim Dunham

Senior Manager, Higher Education
Deloitte Consulting LLP
kdunham@deloitte.com
+1 617 416 6096



For more information, visit www.deloitte.com/highereducation or email highereducation@deloitte.com.

Deloitte.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2026 Deloitte Development LLC. All rights reserved.