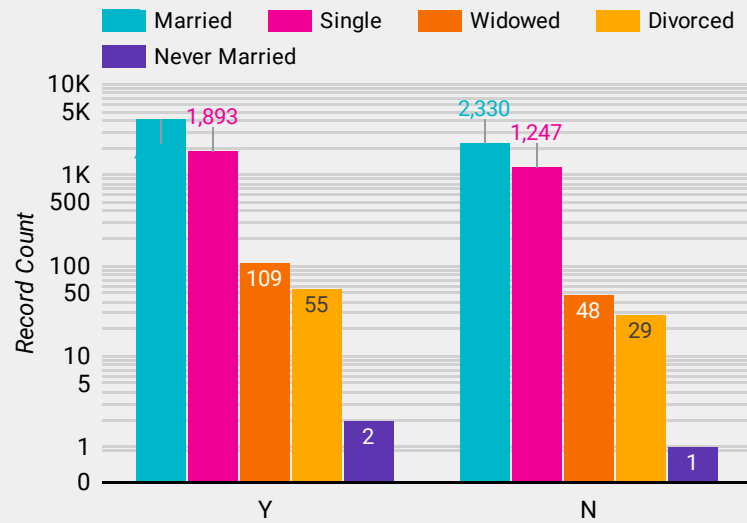
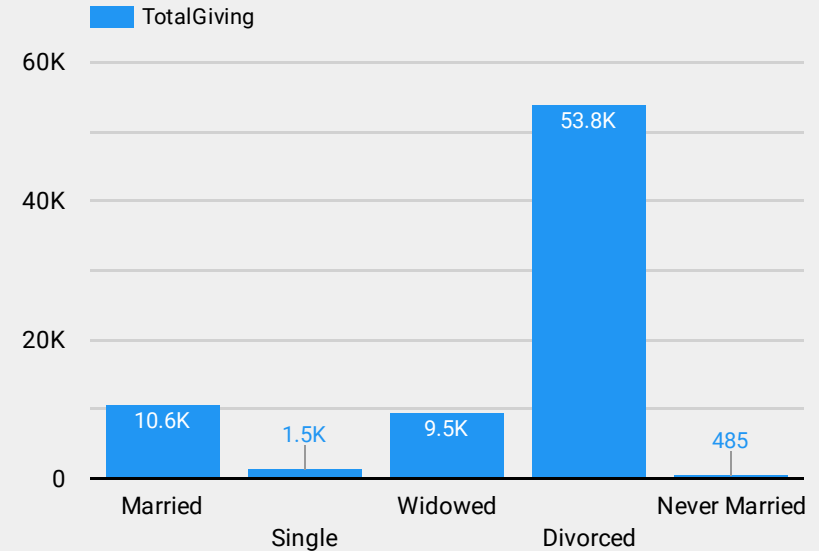


Marital Status as per Records



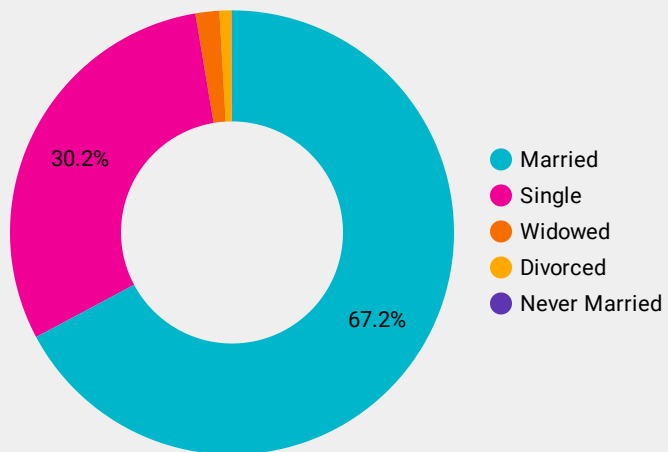
Married make up to be the majority among the listed Donors and Non Donors. 71% of the Marital Status data as Not Available.

Avg. Total Giving by Marital Status



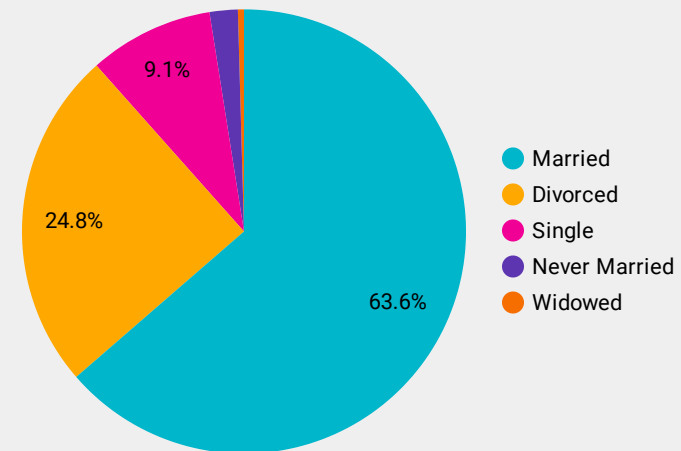
Divorced make up the majority of Avegrage Total Amount donated. 71% of the Marital Status data as Not Available.

Donor Indicator by Marital Status



Marital Status: Married make up for majority donors. 71% of the Marital Status data as Not Available.

Avg Curr FY donations by Marital Status



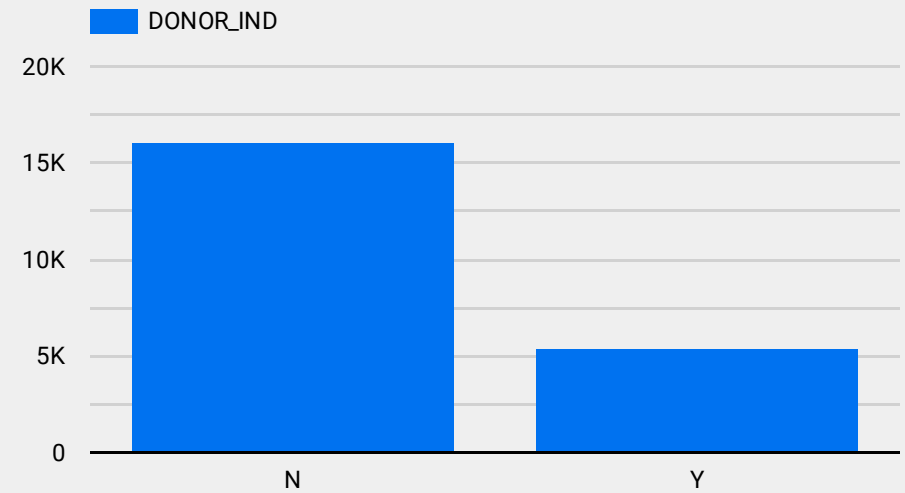
Married make up the majority of Avg Current Fiscal year donations. 71% of the Marital Status data as Not Available.

Donors by Wealth Rating

| | WEALTH_RATING | DONOR_IND ▾ |
|----|-------------------------|-------------|
| 1. | \$50,000-\$99,999 | 401 |
| 2. | \$1-\$24,999 | 379 |
| 3. | \$25,000-\$49,999 | 365 |
| 4. | \$100,000-\$249,999 | 328 |
| 5. | \$250,000-\$499,999 | 175 |
| 6. | \$500,000-\$999,999 | 56 |
| 7. | \$1,000,000-\$2,499,999 | 37 |
| 8. | \$2,500,000-\$4,999,999 | 3 |

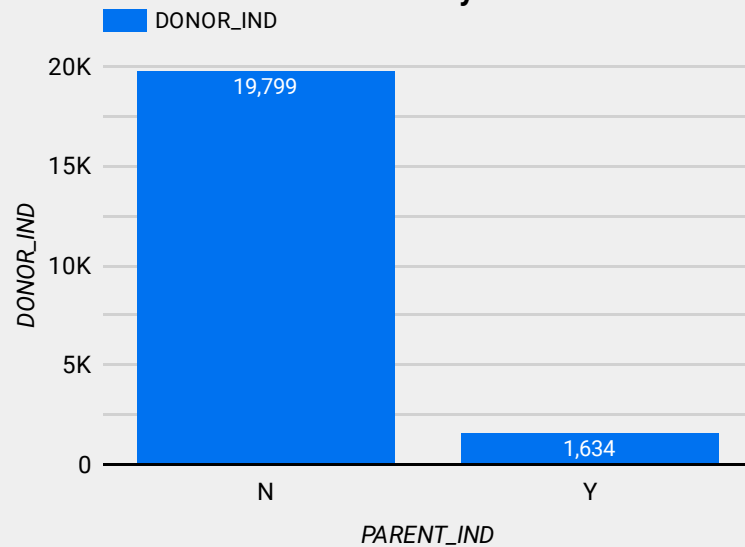
Majority of the actual Donors fall in the 50K-99K wealth rating level. 91% of the Wealth Rating data is Not Available

Donors by Alumnus Indicators



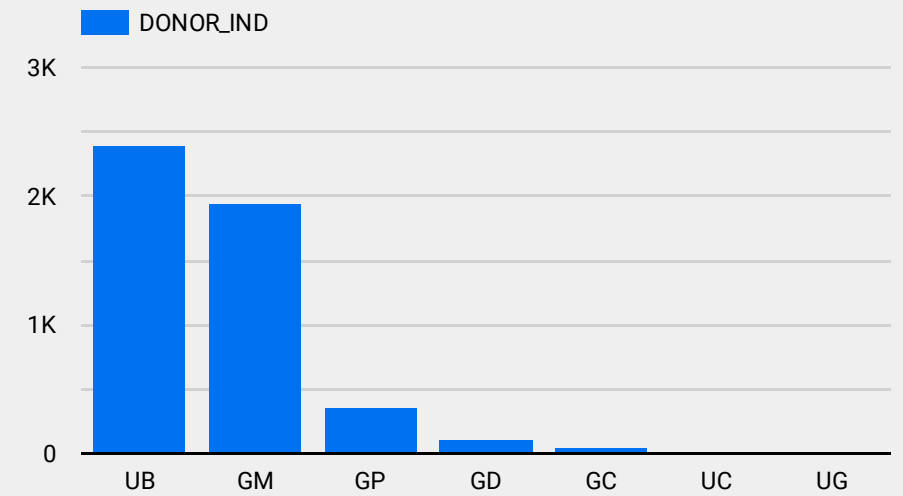
Majority of the actual Donors are not Red Cross Alumnus

Donors by Parent Indicator



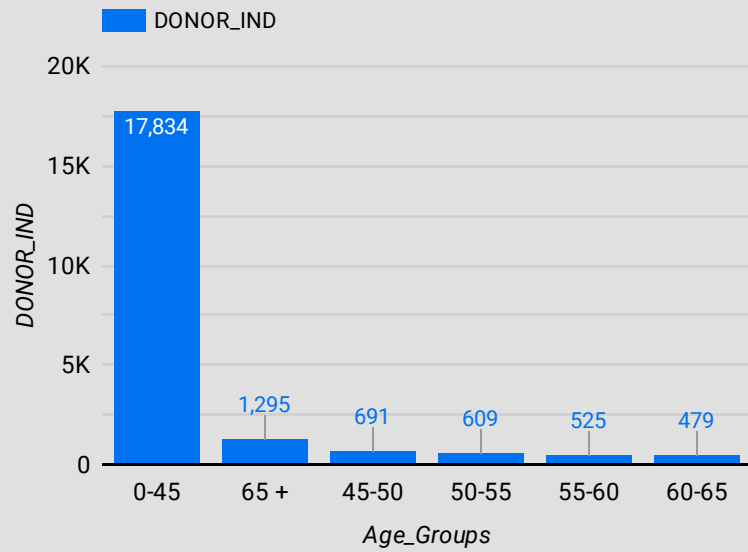
Majority of the Donors are not parents

Donors by Degree Level



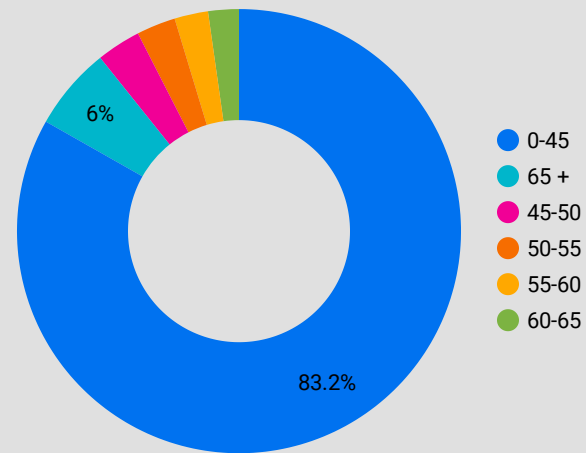
Majority of the actual Donors are at UB level.

Donors by Age Group



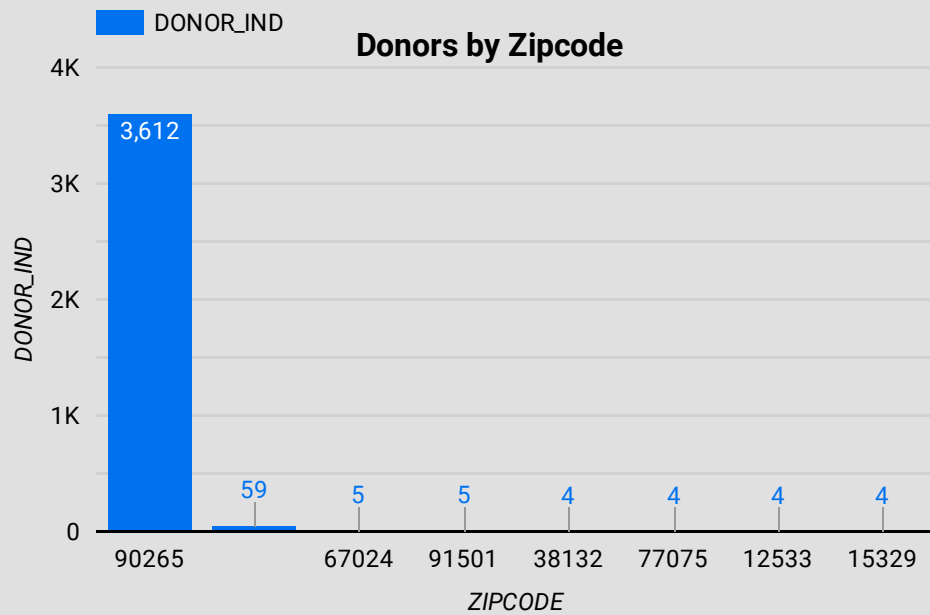
Majority of the donors are younger than 45

Donor Percentage by Age Group



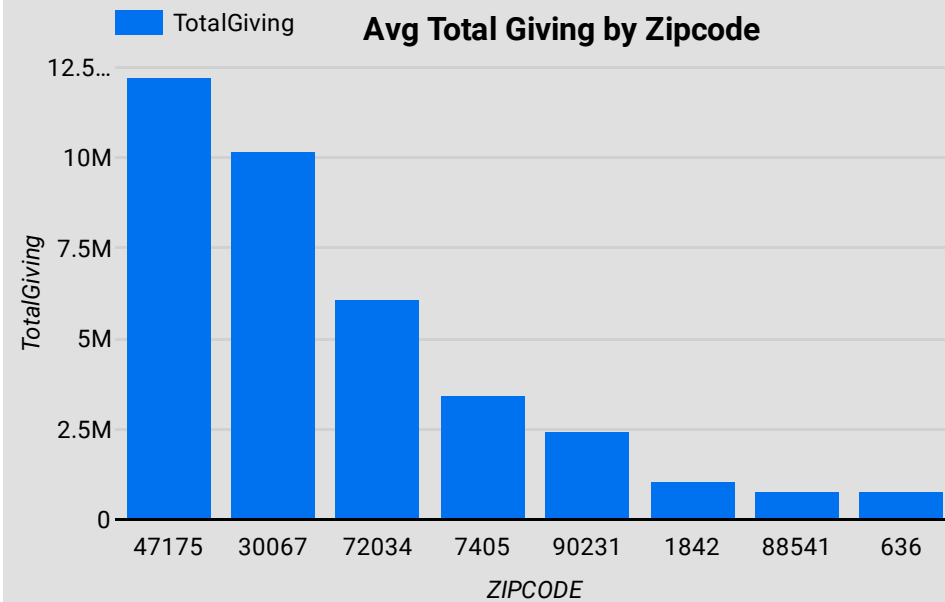
82% of the Donors are younger than 45 years

Donors by Zipcode

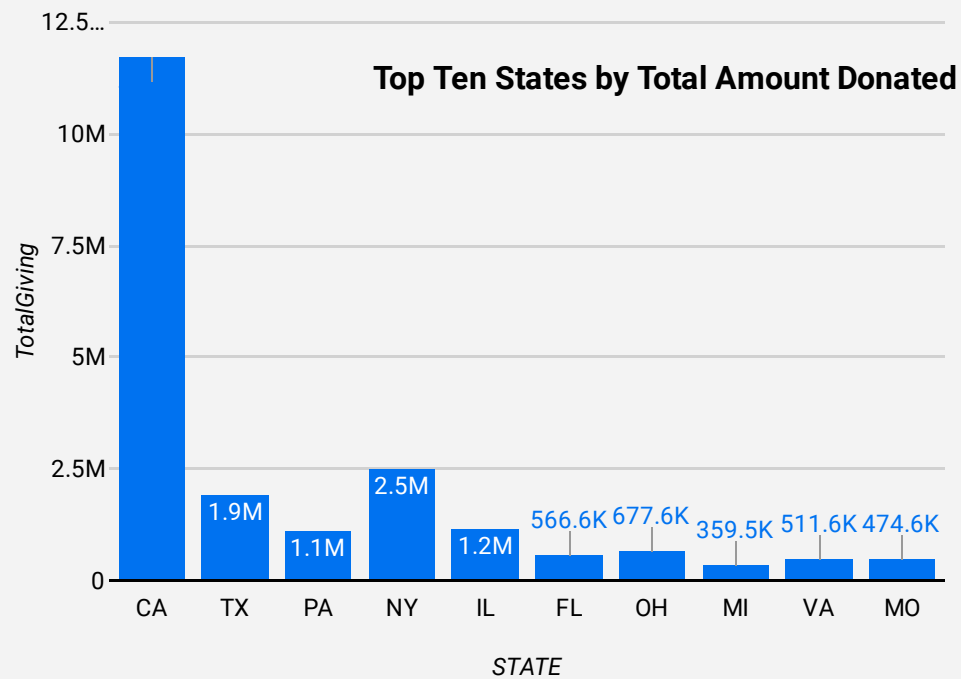


Majority of the people donating are in Malibu, California with 3,612 donors.

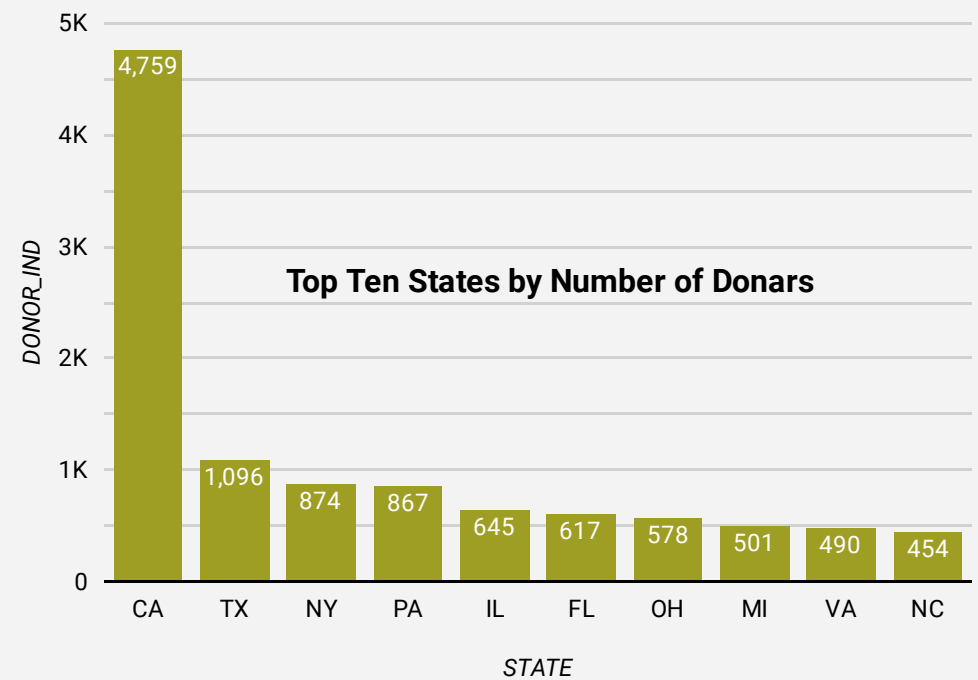
Avg Total Giving by Zipcode



The maximum average donations are from Taswell, Indiana.

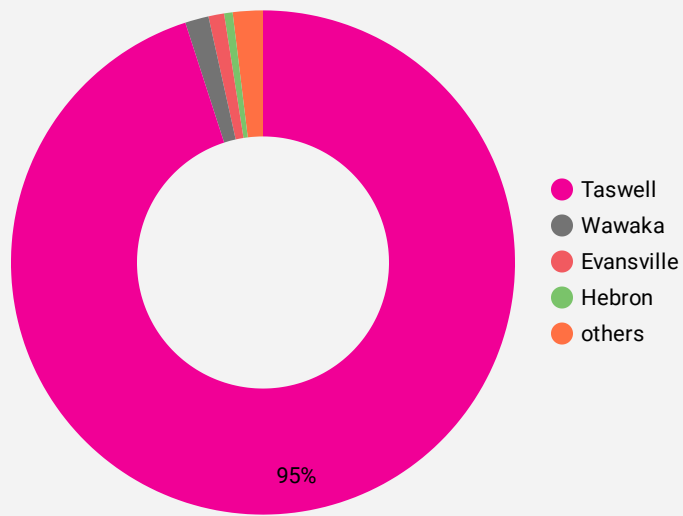


Total Donations from Indiana are the highest.



The highest number of Donars are from California. Though the Maximum total donations come from Indiana, Indiana is not among the Top Ten Donars by number. This means the fewer individuals donating in Indiana are donating much larger amounts compared to other states.

Top Cities by Total Amount Donated in Indiana



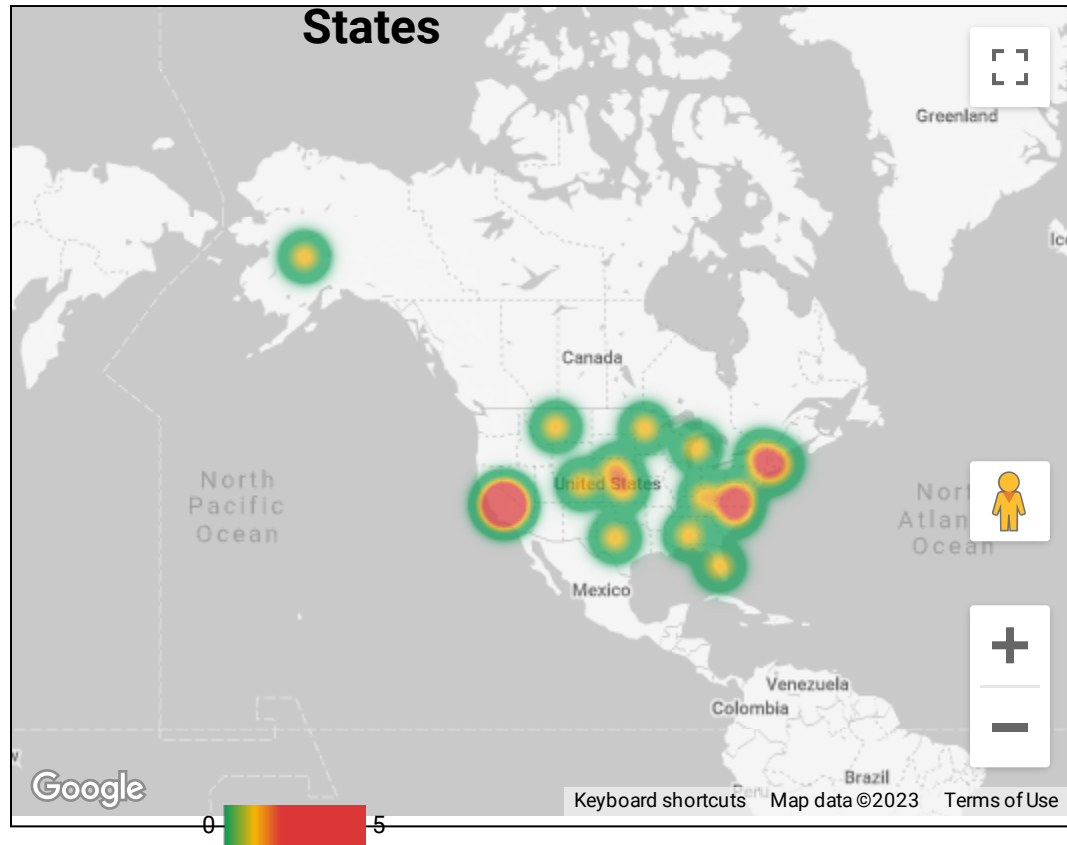
Taswell accounted for a huge majority 95% of the donations from Indiana.

Top Six Cities by Total Amount Donated

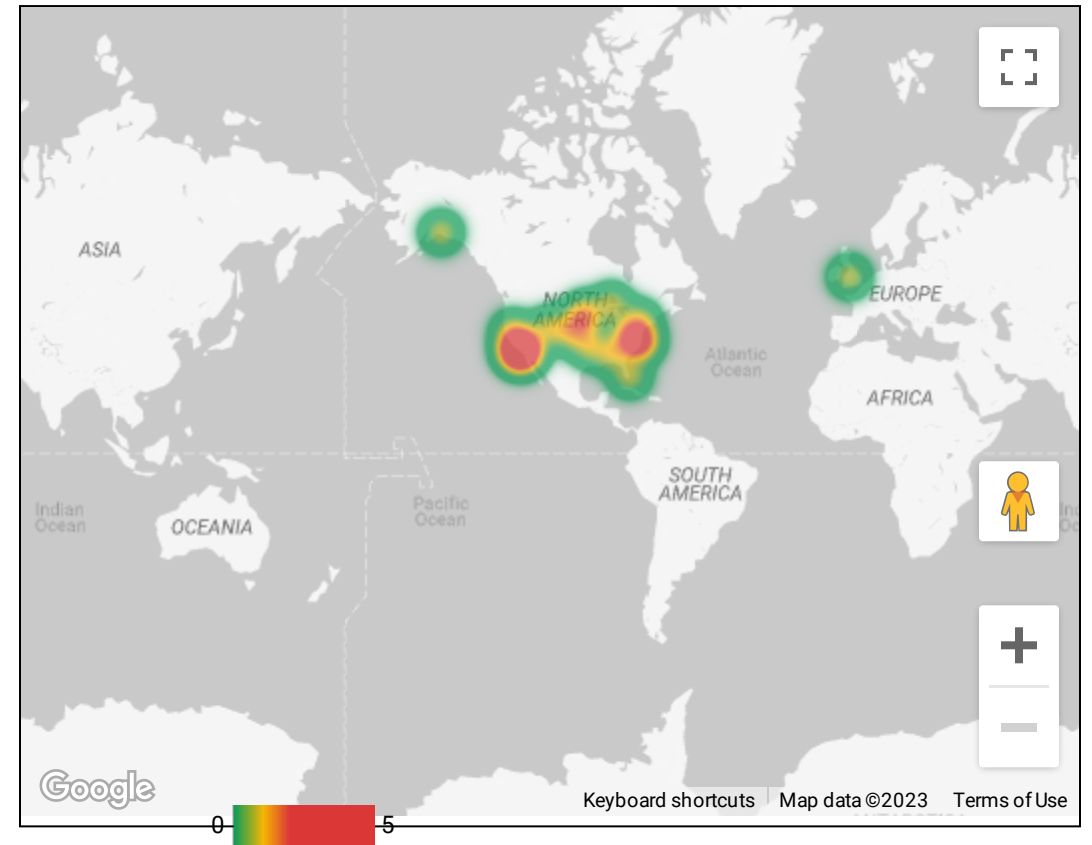
| | CITY | STATE | TotalGiving |
|----|------------|-------|-------------|
| 1. | San Jose | CA | 63,956 |
| 2. | Bellevue | WA | 2,305 |
| 3. | Mills | NM | 70 |
| 4. | Boca Raton | FL | 305 |
| 5. | Durkee | OR | 25 |
| 6. | Goodells | MI | 1,200 |

The top Donations came from San Jose, California. However, California was ranked third in Total Giving by State. This means that the total Amount donated by all the cities combined in Indiana is higher than the other Cities and States.

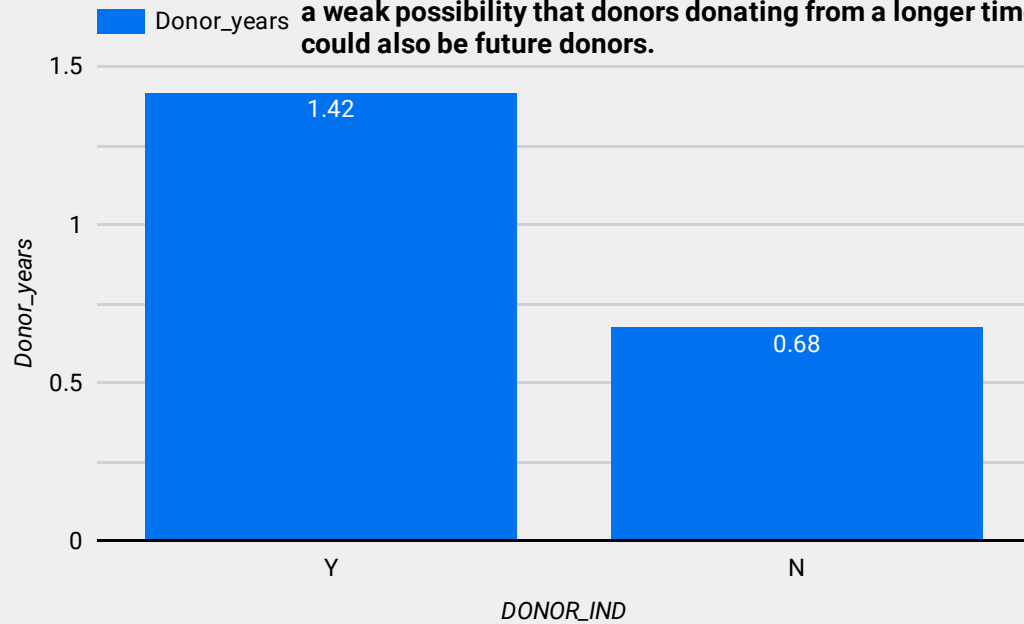
Donor Indicator by States



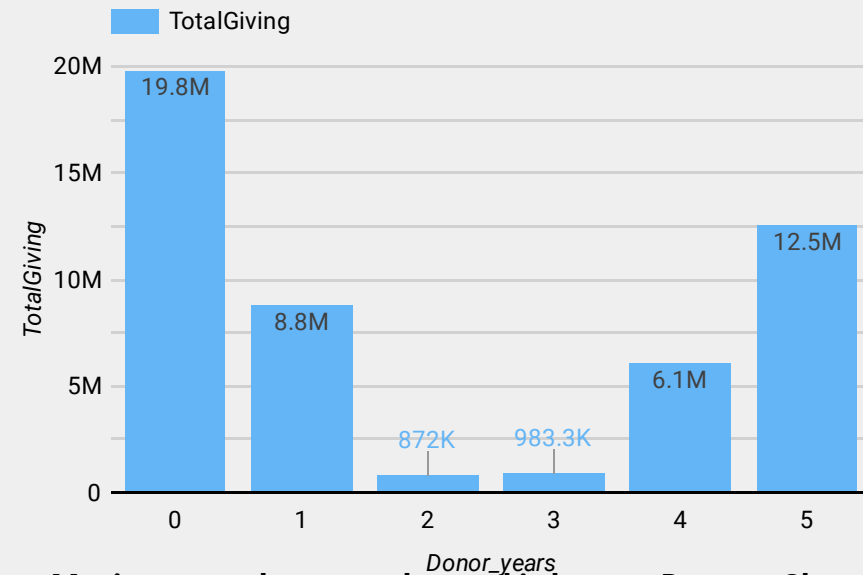
Donar Indicator by Cities



Donor Indicator has a Positive but weak relationship with Donor Years. It has a Pearson's correlation of +0.15. This has a weak possibility that donors donating from a longer time, could also be future donors.

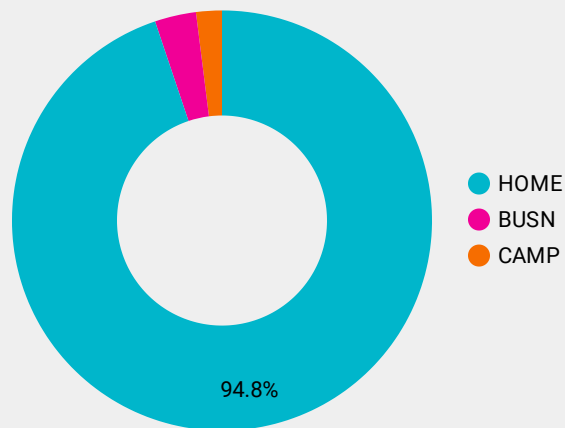


Top 6 Total Giving by Donor years

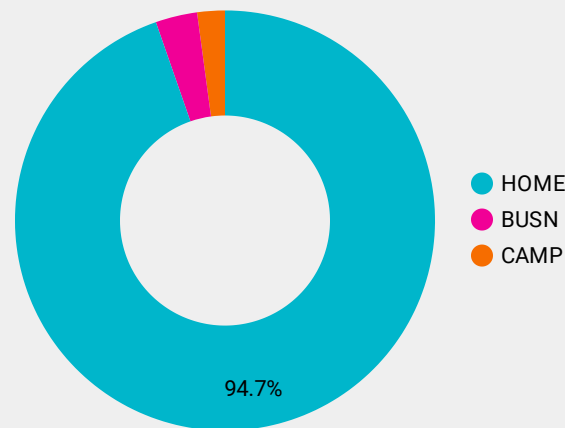


Maximum total amount donated is by new Donars. Close to \$ 20 Million was raised by donors who never donated earlier.

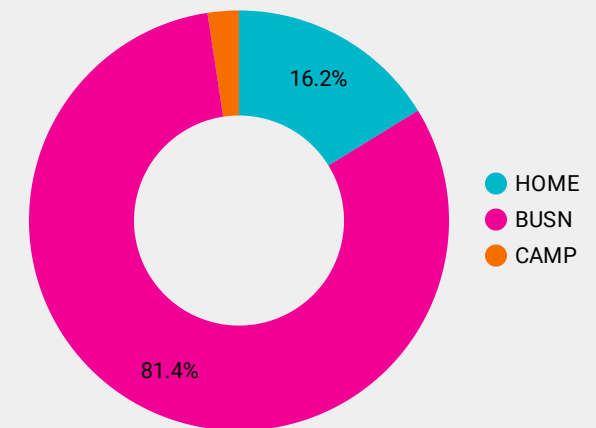
Actual Donors vs Address type



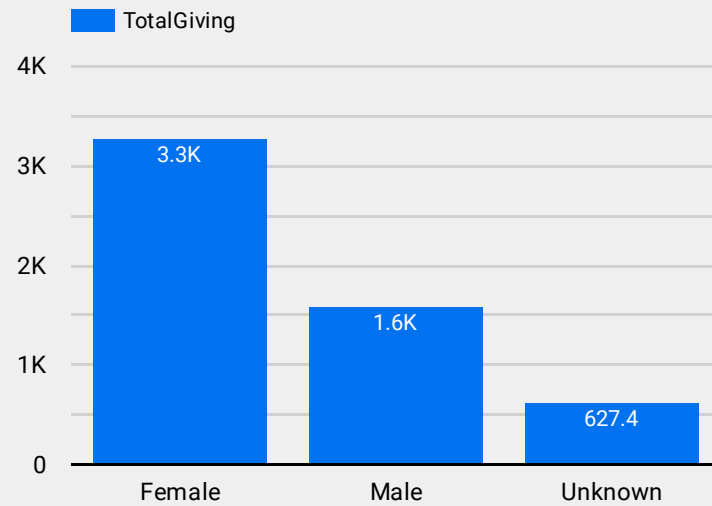
All Potential Donors on list vs Address type



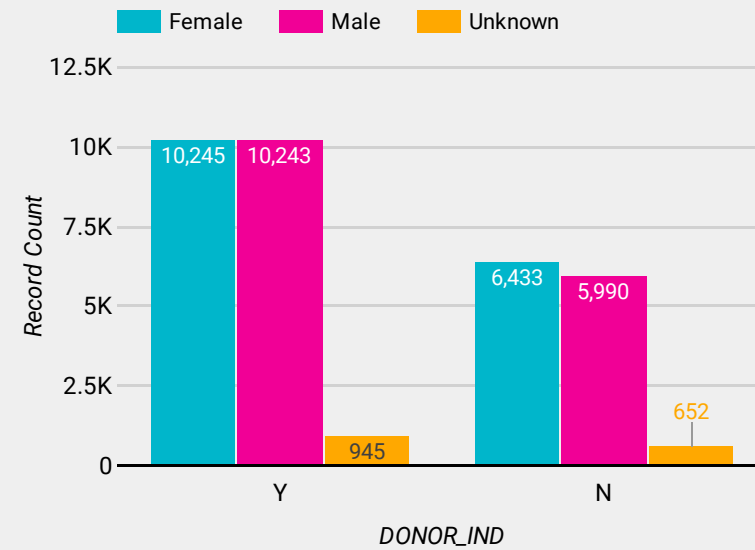
Avg. Total giving vs Address type



Almost 95% of the Actual donors are Home owners. On the potential Donor list, 94.7% are home owners. But of the Avg. total amount donated, 81.4% of the amount was donated by Businesses.



Females have contributed to a majority of the Average donations. So this proves that Female Donors have contributed a larger amount when compared to Male donors.



In the data that has been given, Females make up for a slightly larger count of donors by an extremely small margin.