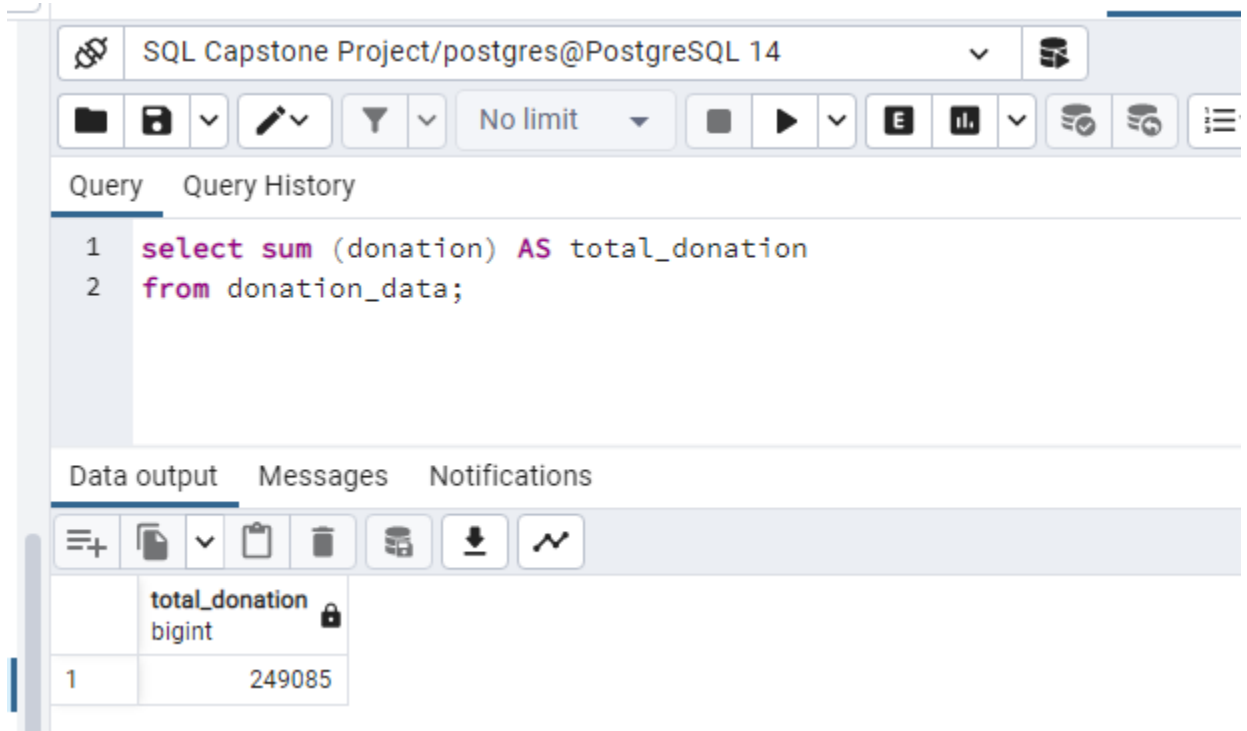# NAME: ENIOLA OSHUNDIYA

PROJECT: EDUCATION FOR ALL FUND RAISING

You're a Data Analyst working for the charity Education for All. You have been asked by the Head of Fundraising to present the data on donor insights and donation rates. Within the Fundraising team, your objectives are to:

• Increase the number of donors in your database

• Increase the donation frequency of donors.

• Increase the value of donations in your database.

In two weeks, your team is having a fundraising strategy meeting for the following year, and you need to present insights from the donation data to inform your fundraising strategy and increase donations.

1. Total Donation

2. Total Donation by Gender


```
1  select gender, sum (donation) AS total_donation
2  from donation_data
3  group by gender;
```

	gender character varying (50)	total_donation bigint
1	Female	121457
2	Male	127628

3. Total donation and number of donation by gender


```
1  select gender, sum (donation) AS total_donation, count (donation) AS Donation_count
2  from donation_data
3  group by gender;
```

	gender character varying (50)	total_donation bigint	donation_count bigint
1	Female	121457	508
2	Male	127628	492

4. Total donation made by frequency of donation

Query   Query History

```sql
1   select distinct (donation_frequency), sum (donation) AS total_donation
2   from donor_data JOIN donation_data ON donation_data.id = donor_data.id
3   group by donation_frequency;
```

Data output   Messages   Notifications

	donation_frequency character varying (100)	total_donation bigint
1	Daily	29249
2	Monthly	26870
3	Never	34263
4	Often	28476
5	Once	32666
6	Seldom	30650
7	Weekly	31645
8	Yearly	35266

5. Total donation and number of donation by job field

```
1  select job_field, sum (donation) AS total_donations_jobfield,
2  count (donation) as donation_count FROM donation_data group by job_fields
```

Data output   Messages   Notifications

	job_field character varying (50) 🔒	total_donations_jobfield bigint 🔒	donation_count bigint 🔒
1	Marketing	18255	74
2	Training	21721	84
3	Product Management	22798	90
4	Research and Develo…	22862	84
5	Business Development	22266	94
6	Sales	19009	83
7	Support	19475	79
8	Legal	17309	66
9	Accounting	20504	80
10	Services	19858	80
11	Human Resources	23060	93
12	Engineering	21968	93

6. Total donation and number of donations above $200

Query   Query History

```
1  select sum (donation) as sum_of_donation_200,
2  count (donation) as above_counts_of_200
3  from donation_data where donation >200;
```

Data output   Messages   Notifications

	sum_of_donation_200 bigint 🔒	above_counts_of_200 bigint 🔒
1	205892	586

7. Total donation and number of donations below $200

```
1   select sum (donation) as sum_of_donation_200,
2   count (donation) as above_counts_of_200
3   from donation_data where donation <200;
```

Data output   Messages   Notifications

	sum_of_donation_200 🔒 bigint	above_counts_of_200 🔒 bigint
1	42593	411

8. Top 10 states that contributes the highest donation

Query   Query History

```
1   select state, max(donation) from donation_data
2   group by state limit 10;
```

Data output   Messages   Notifications

	state character varying (50) 🔒	max integer 🔒
1	Oklahoma	418
2	North Carolina	423
3	Colorado	459
4	Mississippi	482
5	Florida	492
6	Delaware	499
7	Nevada	491
8	Louisiana	493
9	New York	500
10	West Virginia	184

9. Top 10 states that contributes the least donations

```
1  select state, min (donation) from donation_data
2  group by state
3  order by min (donation) limit 10;
```

Data output   Messages   Notifications

	state character varying (50)	min integer
1	Alabama	5
2	Oklahoma	5
3	Colorado	6
4	California	6
5	North Carolina	6
6	Missouri	6
7	Florida	7
8	Ohio	7
9	Texas	7
10	Tennessee	9

10. Top 10 cars driven by the highest donors

```
1   select donor_data.car as top_donor_cars,
2   max (donation_data.donation) as total_cars from donation_dat
3   join donor_data on donor_data.id = donation_data.id
4   group by donor_data.car order by max (donation_data.donation
5   LIMIT 10;
```

Data output   Messages   Notifications

	top_donor_cars 🔒 character varying (100)	total_cars 🔒 integer
1	Foose	69
2	Peugeot	73
3	Daewoo	232
4	Eagle	254
5	Lotus	277
6	Ram	290
7	Austin	299
8	Daihatsu	301
9	Rolls-Royce	307
10	Bentley	339

RECOMMEDATIONS

1) To Increase the Number of Donors:

Peter Singer's column in the U.S. about Trump's unethical aid cuts states that the general belief is that it is the government's responsibility to provide for charity. As a result, it is crucial to disseminate compelling and informative content to educate the public about the significant role of charity in society. This should include specific examples of how our charity organization has utilized previously received funds to bridge the gap and support individuals in need.

2) To Increase the Donation Frequency of Donors:

Based on this data, it can be observed that a significant portion of donors make annual contributions, which can lead to delays in the implementation of charity programs. To address this issue, stakeholders and donors should be educated about the impact of funding delays on program timelines. Furthermore, donors, particularly those in fields such as Marketing, Sales, and Services that typically have more frequent payment cycles, should be encouraged to make more regular contributions.

3) To Increase The value of donations:

After completing steps 1 and 2, there should be a noticeable increase in the value of donations. As a result, it would be beneficial to encourage states with lower levels of contributions to our charity. Additionally, it may be worth investigating whether there is a correlation between their beliefs and traditions regarding charitable giving and the broader society.