10Alytics

data & strategy

Education for All Fundraising

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 your 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.

Dataset

Use the datasets Donation_Data and Donor_Data below to answer the business problem.

Donation_Data
Contains the following data:

id Donor ID
first_name Donor first name
last_name Donor last name
email Donor email address
gender Donor gender
job_field Donor job field
donation Donation amount
state Donor state of residence (US)
shirt_size = Donor t-shirt size

Donor_Data
Contains the following data:

id Donor ID
donation_frequency Frequency of donation
university Donor University attended
car Donor car make
second_language Donor second language
favourite_colour Donor favourite colour
movie_genre Donor favourite movie genre

Download Donation_Data HERE

Download Donor_Data HERE

Queries to Consider

1. JOIN
2. ORDER BY
3. WHERE
4. BETWEEN
5. AND
6. OR
7. SUM()
8. COUNT()
9. AVG()
10. GROUP BY
11. HAVING

Task

- Import the data supplied into PostgreSQL
- Click **HERE** for guide on how to import the data into PostgreSQL
- Write SQL code to extract the following insights from the dataset that will help with the business problem
  a) How much is the total donation?
  b) What is the total donation by gender?
  c) Show the total donation and number of donations by gender
  d) Total donation made by frequency of donation
  e) Total donation and number of donation by Job field
  f) Total donation and number of donations above $200
  g) Total donation and number of donations below $200
  h) Which top 10 states contributes the highest donations
  i) Which top 10 states contributes the least donations
  j) What are the top 10 cars driven by the highest donors

How you will Submit

- Please, feel free to include any other analysis that will add more value to your analysis and insights

- You will submit a pdf report of all your solutions

- Take a snapshot of all your queries and input in your submission

- What are your recommendations based on the insights you generated from the solutions to:

  - Increase the number of donors in your database
  - Increase the donation frequency of your donors.
  - Increase the value of donations in your database

All the best!!