Education For All

SQL 10ALYTICS PROJECT

The Project Aims

- Boosting the frequency of donations from supporters
- Enhancing the monetary value of donations within the database
- Expanding the donor base in the database

Total sum of donate on in $

Query | Query History

```
4
5  -- how much is the total donation
6  SELECT
7      COALESCE(SUM(donation), 0) AS TotalDonation
8  FROM donation_data;
9
10
11
12
```

Data Output | Messages | Graph Visualiser | Notifications

	totaldonation bigint
1	249085

The total donation in $ and number of donation by gender

Query | Query History

```
29
30  -- show the total donation and number of donation by gender
31
32  SELECT gender,
33      COALESCE(SUM(donation),0) AS TotalDonation,
34          COUNT (*) AS NumberofDonations
35  FROM donation_data
36  GROUP BY gender
37
38
39
```

Data Output | Messages | Notifications

	gender character varying (50)	totaldonation bigint	numberofdonations bigint
1	Female	121457	508
2	Male	127628	492

Total donation in $ made by frequency of donation

Query | Query History

```
40  -- Total donation made by frequency of donation
41
42  SELECT
43      d2.donation_frequency,
44      COALESCE(SUM(d1.donation), 0) AS TotalDonation
45  FROM donation_data as d1
46  JOIN donor_data d2
47  ON d1.id = d2.id
48  GROUP BY d2.donation_frequency
49  ;
```

Data Output | Messages | Notifications

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

Total donation and The number donation in $ by Job field

Query | Query History

```sql
-- Total donatoin and number donation by job field
SELECT d1.job_field,
    COALESCE(SUM(d1.donation), 0) AS TotalDonation,
    COUNT(*) AS NumberOfDonations
FROM donation_data d1
JOIN donor_data d2 ON d1.id = d2.id
GROUP BY d1.job_field
ORDER BY d1.job_field;
```

Data Output | Messages | Notifications

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

Total donation and the number of donation in $ greater $200

Query | Query History

```sql
-- Total donation and number of donation above $200

SELECT
    COALESCE(SUM(d1.donation), 0) AS TotalDonation,
    COUNT(*) AS NumberOfDonations
FROM donation_data d1
JOIN donor_data d2 ON d1.id = d2.id
WHERE d1.donation > 200;

```

Data Output | Messages | Notifications

	totaldonation bigint	numberofdonations bigint
1	205892	586

Total donation and the number of donation in $ less than $200

Query | Query History

```
68
69  -- Total donation and number of donation below $200
70  SELECT
71      COALESCE(SUM(d1.donation), 0) AS TotalDonation,
72      COUNT(*) AS NumberOfDonations
73  FROM donation_data d1
74  JOIN donor_data d2 ON d1.id = d2.id
75  WHERE d1.donation < 200;
76
```

Data Output | Messages | Notifications

	totaldonation bigint	numberofdonations bigint
1	42593	411

Top 10 state with the highest total donation in $

Query | Query History

```sql
-- which top 10 state contributes the highest donation
SELECT d1.state,
    COALESCE(SUM(d1.donation), 0) AS TotalDonation
FROM donation_data d1
JOIN donor_data d2 ON d1.id = d2.id
GROUP BY d1.state
ORDER BY TotalDonation DESC
LIMIT 10;
```

Data Output | Messages | Notifications

	state character varying (50)	totaldonation bigint
1	California	30264
2	Texas	24097
3	Florida	20562
4	New York	14759
5	Virginia	10750
6	Illinois	8674
7	District of Columbia	8376
8	Tennessee	8316
9	Georgia	8046
10	Ohio	6876

The Top 10 state that contributed the least donation

Query | Query History

```
86  -- which top 10 state contributes the least donations
87  SELECT d1.state,
88      COALESCE(SUM(d1.donation), 0) AS TotalDonation
89  FROM donation_data d1
90  JOIN donor_data d2 ON d1.id = d2.id
91  GROUP BY d1.state
92  ORDER BY TotalDonation asc
93  LIMIT 10;
94
```

Data Output | Messages | Notifications

	state character varying (50)	totaldonation bigint
1	Wyoming	232
2	Maine	258
3	South Dakota	401
4	North Dakota	651
5	Alaska	734
6	West Virginia	793
7	South Carolina	819
8	New Hampshire	841
9	Hawaii	875
10	Montana	1009

The car brand of the top 10 contributor along with the overall donated amount in $

Query | Query History

```
108
109  -- what are the top 10 cars driven by the highnest donors
110  SELECT donor_data.id, car, SUM(donation)
111  FROM donor_data
112  JOIN donation_data ON donation_data.id = donor_data.id
113  GROUP BY donor_data. id, car
114  ORDER BY SUM(donation) DESC
115  LIMIT 10;
```

Data Output | Messages | Graph Visualiser | Notifications

	id integer	car character varying (100)	sum bigint
1	264	Lexus	500
2	139	Ford	500
3	35	Buick	499
4	769	Mazda	499
5	480	MINI	498
6	965	Hyundai	497
7	500	Dodge	494
8	76	Chevrolet	494
9	969	GMC	494
10	565	Ford	493

Total rows: 10 of 10 | Query complete 00:00:00.235

Recommendations

- The distribution of the total donations in dollars is heavily influenced by the top 5 states (California, Texas, Florida, New York, and Virginia). This skew is primarily attributed to the population concentration in the first 4 states. To address this, I suggest implementing heightened awareness programs and increased advertising efforts in other states, particularly in Illinois, Ohio, Georgia, North Carolina, Michigan, and New Jersey. It's worth nothing that Virginia, despite contributing 2.57%, rank 12th in state population distribution, falling below the highlighted states as per information available at https://www.Infoplease.com/us/states/state-population-by-rank.
- The outlined strategy also serves the purpose of augmenting the frequency of the donations from contributors in the highlighted states. While it might be contended that Virginia is home to some of the wealthiest individuals in the United State, data from https://www.edudwar.com/top-10-richest-states-in-usa/ indicates that Virginia holds the 10th position among the richest states in the country.

Thanks You

Juehimen@gmail.com