

## EDUCATION FOR ALL FUNDRAISING

pgAdmin 4

File Object Tools Help

Dashboard Properties SQL Statistics Dependencies Dependents SQL Capstone/postgres@PostgreSQL 15\* SQL Capstone

SQL Capstone/postgres@PostgreSQL 15

No limit

Query Query History

```
1 select * from donation_data
2
3 -- A. how much is the total donation
4 select sum(donation) as donation
5 from donation_data;
6
7
8
9
10
11
```

Data Output Messages Notifications

	donation	bigint
1	249085	

Total rows: 1 of 1 Query complete 00:00:00.331

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Servers (PostgreSQL)

SQL Capstone/postgres@PostgreSQL 15

Query Query History

```
-- B. What is the total donation by gender
select gender, sum(donation)
from donation_data
group by gender
order by sum(donation) desc;
```

Data Output Messages Notifications

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

Total rows: 2 of 2 Query complete 00:00:00.398

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Dashboard Properties SQL Statistics Dependencies Dependents SQL Capstone/postgres@PostgreSQL 15\* SQL Capstone

Servers (PostgreSQL)

SQL Capstone/postgres@PostgreSQL 15

Query Query History

```
--C. Show the total donation & number of donation by gender
select gender, sum (donation), count(*)
from donation_data
group by gender;
```

Data Output Messages Notifications

	gender character varying (50)	sum bigint	count bigint
1	Female	121457	508
2	Male	127628	492

Total rows: 2 of 2 Query complete 00:00:00.445

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Servers (1) SQL Capstone/postgres@PostgreSQL 15

PostgreSQL 15

Data

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Query Query History

```
20
21 -- D.Total donation made by frequency
22 select *from donation_data
23 select *from donor_data
24
25 select d.donation,dd.donation_frequency
26 from donation_data d
27 join donor_data dd
28 on d.id = dd.id;
29
30
31
```

Data Output Messages Notifications

	donation integer	donation_frequency character varying (100)
1	28	Daily
2	292	Yearly
3	178	Weekly
4	304	Weekly
5	219	Yearly
6	100	Often
7	255	Weekly

Total rows: 1000 of 1000 Query complete 00:00:00.295

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Dashboard Properties SQL Statistics Dependencies Dependents SQL Capstone/postgres@PostgreSQL 15\* SQL Capstone

SQL Capstone/postgres@PostgreSQL 15

No limit

Query Query History

```
30
31 -- E. Total donation & number of donation by job field
32 select job_field , sum (donation) , count (*)
33 from donation_data
34 group by job_field;
35
36
37
38
39
40
41
```

Data Output Messages Notifications

	job_field character varying (50)	sum bigint	count bigint
1	Marketing	18255	74
2	Training	21721	84
3	Product Management	22798	90
4	Research and Development	22862	84
5	Business Development	22266	94
6	Sales	19009	83
7	Support	19475	79

Total rows: 12 of 12 Query complete 00:00:00.380

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Servers (PostgreSQL)

SQL Capstone/postgres@PostgreSQL 15

Query Query History

```
36
37 -- F. Total donation & number of donation above $200
38 select sum(donation) as donation , count (*)
39 from donation_data
40 where donation >= 200;
41
42
43
44
45
46
47
```

Data Output Messages Notifications

	donation bigint	count bigint
1	206492	589

Total rows: 1 of 1 Query complete 00:00:00.322

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File Object Tools Help

Dashboard Properties SQL Statistics Dependencies Dependents SQL Capstone/postgres@PostgreSQL 15\* SQL Capstone

Servers (PostgreSQL)

SQL Capstone/postgres@PostgreSQL 15

Query Query History

```
42
43 -- G.Total donation & number of donation below $200
44 select sum(donation) as donation , count (*)
45 from donation_data
46 where donation <= 200;
47
48
49
50
51
52
53
```

Data Output Messages Notifications

	donation bigint	count bigint
1	43193	414

Total rows: 1 of 1 Query complete 00:00:00.401

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File Object Tools Help

Dashboard Properties SQL Statistics Dependencies Dependents SQL Capstone/postgres@PostgreSQL 15\* SQL Capstone

SQL Capstone/postgres@PostgreSQL 15

No limit

Query Query History

```
48
49 -- H. Which top 10 states contribute the best donation
50 select state, sum(donation)
51 from donation_data
52 group by state
53 order by sum(donation) desc
54 limit 10;
55
56
```

Data Output Messages Notifications

	state character varying (50)	sum 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

Total rows: 10 of 10 Query complete 00:00:00.281

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File Object Tools Help

SQL Capstone/postgres@PostgreSQL 15\*

SQL Capstone/postgres@PostgreSQL 15

Query

```
-- I. Which top 10 states contributes the least donation
select state, sum(donation)
from donation_data
group by state
order by sum(donation) asc
limit 10;
```

Data Output

	state character varying (50)	sum 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

Total rows: 10 of 10 Query complete 00:00:00.303



The screenshot shows the pgAdmin 4 interface. The 'Query' tab is active, displaying the following SQL query:

```

65
66 -- J. What are the top 10 cars driven by the highest donors
67 select dd.car,d.donation
68 from donor_data dd
69 join donation_data d
70 on dd.id = d.id
71 order by (donation) desc
72 limit 10;
73

```

The 'Data Output' tab shows the results of the query in a table with two columns: 'car' (character varying (100)) and 'donation' (integer). The results are as follows:

	car	donation
1	Ford	500
2	Lexus	500
3	Mazda	499
4	Buick	499
5	MINI	498
6	Hyundai	497
7	Dodge	494
8	GMC	494
9	Chevrolet	494
10	Mercedes-Benz	493

The status bar at the bottom indicates: Total rows: 10 of 10 Query complete 00:00:00.345

## Insights

- Total donation is \$249,085.
- Male donated the most money with \$127,628.
- Most people donated above \$200 with a total sum of \$206,492.
- California has the most donations with \$30,264 and Wyoming has the least with \$232

## Recommendation

1. Most highest donation is from top 5 states (California, Texas, Florida, New York & Virginia) . This is largely due to the population distribution for the first 4 states. I recommend an increase in awareness programs in other states especially Illinois, Ohio, Georgia, North Carolina, Michigan & New Jersey.
2. The above strategy also doubles to increase frequency of donations by donors in the aforementioned states.