PROFESSIONAL BACKGROUND

I am a graduate of biochemistry from the University of Port Harcourt, Nigeria. I graduated in the year 2018 with a CGPA of 4.15/5.00. I have completed my mandatory 1year service to humanity where I performed in the capacity of a classroom teacher.

In 2016, I worked with National Agency for Food and Drug Administration and Control (NAFDAC)., Nigeria as a research intern. I currently work with the Rivers State Judiciary as a Higher Registrar. I have a passion for planning and organizing weddings, as a result I work part-time with an Events Planning Organization in Nigeria. I also use my free-time in volunteering, I volunteer with Prime Cornerstone Afro Initiative (PCAI) a social development organization that functions in various focus areas such as health, environment, education, aid & relief, culture and economic empowerment.

I have gained a lot of soft and hard skills in my various areas of functions such as organizational skills, budgeting, people management, database management, qualitative and quantitative analysis, time management.

I have decided to learn a tech skill and I chose Data Analysis hence my participation in Entry Level trainings.

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INTRODUCTION

Project Background

As a Data Analyst working for the charity, Education for All; the Head of Fundraising has asked me to present the data on donor insights and donation rates. Within the Fundraising team, my objectives are to; Increase the number of donors in your database, increase the donation frequency of your donors and increase the value of donations in your database.

Business problem

To use insights generated from the data provided to come up with strategies to increase value and frequency of donations for the following year.

ROOT CAUSE ANALYSIS PROCESS

1. Why do we need to come up with strategies to increase value and frequency of donations for the following year?
   Because the previous strategies may not have yielded as much as we want
2. Why did the previous strategies not yield as much donations?
   Because they were targeted at just one set of people or they were not carried out properly
3. Why were they not carried out properly?
   Maybe the Fundraising team were not briefed properly on how to carry out the strategies effectively.
4. Why was the team not briefed properly?
   It may have been an oversight of the head of fundraising
5. Why?
   Maybe the head of fundraising thought that the team may have understood the strategies and how to go about implementing them.

INSIGHTS FROM THE DATASET

I have gathered insights from the Datasets provided which are;

- Donation Data
- Donor Data

From the datasets I have been able to gather insights such as;

- The top 20 state with highest number of donors
- the number of donors for each job field
- the total of donations
- the donation frequency of each individual on a yearly, monthly, once and weekly basis
- the number of donations yearly, monthly, weekly, once

- the sum of donations yearly, monthly, weekly, once
- number of female/males that donated
- the sum of donation made by females/males

Using the following SQL syntax;

SELECT state, COUNT () from Donation_Data GROUP by state ORDER BY COUNT () DESC LIMIT 20;

**Shows top 20 state with highest number of donors

SELECT job_field, COUNT () from Donation_Data GROUP by job_field ORDER BY COUNT () DESC;

** Shows the number of donors for each job field

SELECT SUM (donation) FROM Donation_Data;

** Shows the total of donations

SELECT Donation_Data.first_name, Donation_Data.last_name, Donor_Data2.donation_frequency

FROM Donation_Data JOIN Donor_Data2 on Donation_Data.id = Donor_Data2.id WHERE donation_frequency = "Yearly";

** Shows the donation frequency of each individual yearly

SELECT COUNT (donation_frequency) FROM Donor_Data2 WHERE donation_frequency = "Yearly";

** Shows the number of donations yearly

SELECT SUM (donation) FROM Donation_Data JOIN Donor_Data2 ON Donation_Data.id = Donor_Data2.id WHERE donation_frequency = "Yearly";

**Shows the sum of donations yearly

SELECT Donation_Data.first_name, Donation_Data.last_name, Donor_Data2.donation_frequency

FROM Donation_Data JOIN Donor_Data2 on Donation_Data.id = Donor_Data2.id

WHERE donation_frequency = "Weekly";

** Shows the donation frequency of each individual weekly

SELECT COUNT (donation_frequency) FROM Donor_Data2 WHERE donation_frequency = "Weekly";

** Shows the number of donations weekly

SELECT SUM (donation) FROM Donation_Data JOIN Donor_Data2 ON Donation_Data.id = Donor_Data2.id WHERE donation_frequency = "Weekly";

**Shows the sum of donations weekly

SELECT Donation_Data.first_name, Donation_Data.last_name, Donor_Data2.donation_frequency

FROM Donation_Data JOIN Donor_Data2

ON Donation_Data.id = Donor_Data2.id WHERE donation_frequency = "Monthly";

** Shows the donation frequency of each individual monthly

SELECT COUNT (donation_frequency) FROM Donor_Data2 WHERE donation_frequency = "Monthly";

** Shows the number of donations monthly

SELECT SUM (donation) FROM Donation_Data JOIN Donor_Data2 ON Donation_Data.id = Donor_Data2.id

WHERE donation_frequency = "Monthly";

**Shows the sum of donations monthly

SELECT Donation_Data.first_name, Donation_Data.last_name, Donor_Data2.donation_frequency

FROM Donation_Data

JOIN Donor_Data2

ON Donation_Data.id = Donor_Data2.id

WHERE donation_frequency = "Once";

** Shows the donation frequency of each individual once

SELECT COUNT (donation_frequency) FROM Donor_Data2 WHERE donation_frequency = "Once";

** Shows the number of donations once

SELECT SUM (donation) FROM Donation_Data JOIN Donor_Data2 ON Donation_Data.id = Donor_Data2.id

WHERE donation_frequency = "Once";

**Shows the sum of donations once

SELECT COUNT(gender) FROM Donation_Data WHERE gender = 'Female';

**Shows no. of female gender that donated

SELECT SUM (donation) FROM Donation_Data WHERE gender = 'Female';

** Shows the sum of donation made by females

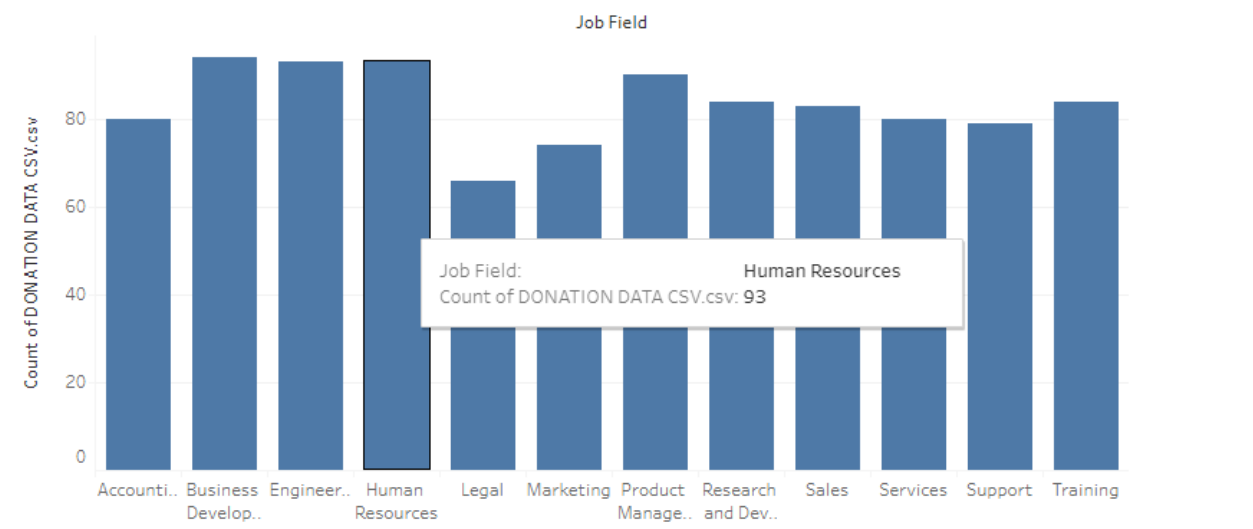SELECT COUNT(gender) FROM Donation_Data WHERE gender = 'Male';

**Shows no. of male gender that donated

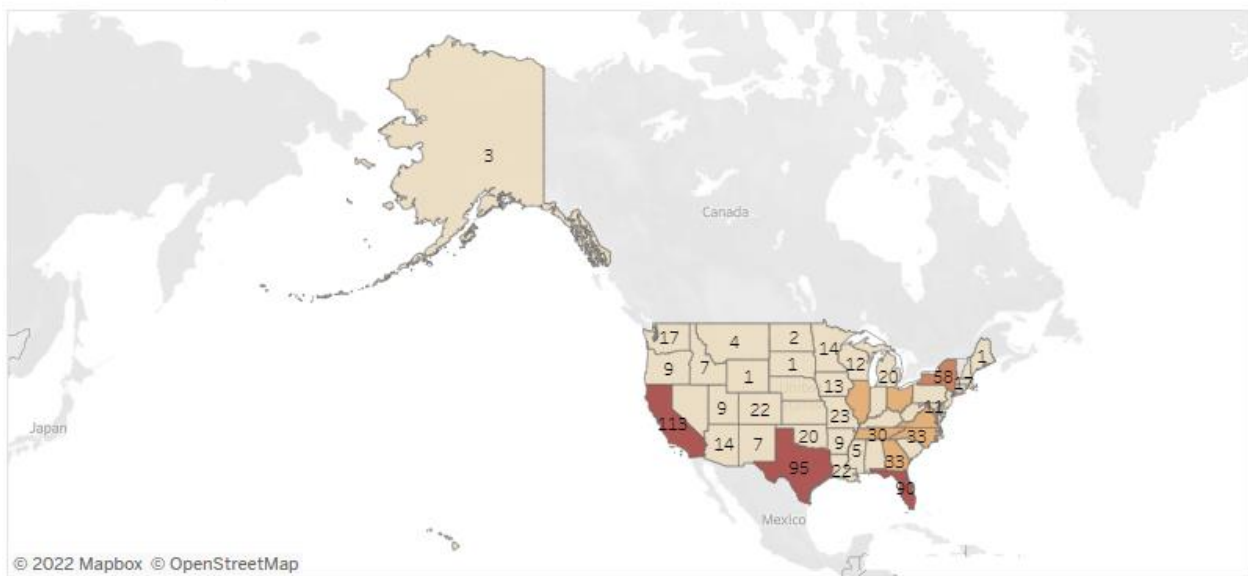SELECT SUM (donation) FROM Donation_Data WHERE gender = 'Male';

** Shows the sum of donation made by males

TABLEAU VISUALIZATION

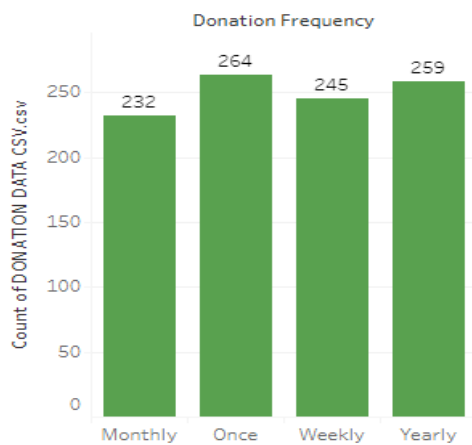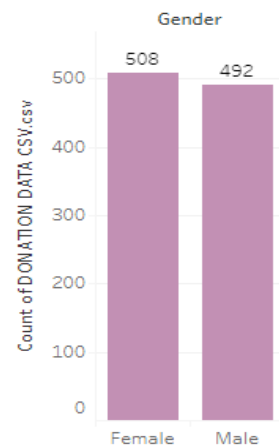## the no. of donations per job field

no. of donors per state

value of donations per donation frequency

Donation Fr..	
Monthly	59,680
Once	64,586
Weekly	59,152
Yearly	65,667

the no. of donors per donation frequency

Donation Frequency

no. of donors per gender

Gender

The sum of donation per gender

127,628   121,457

no. of donors per job field

Job Field

Job Field	Count
Accounti..	80
Business Develop..	94
Engineer..	93
Human Resources	93
Legal	66
Marketing	74
Product Manage..	90
Research and Dev..	84
Sales	83
Services	80
Support	79
Training	84

Count of DONATION DATA CSV.csv
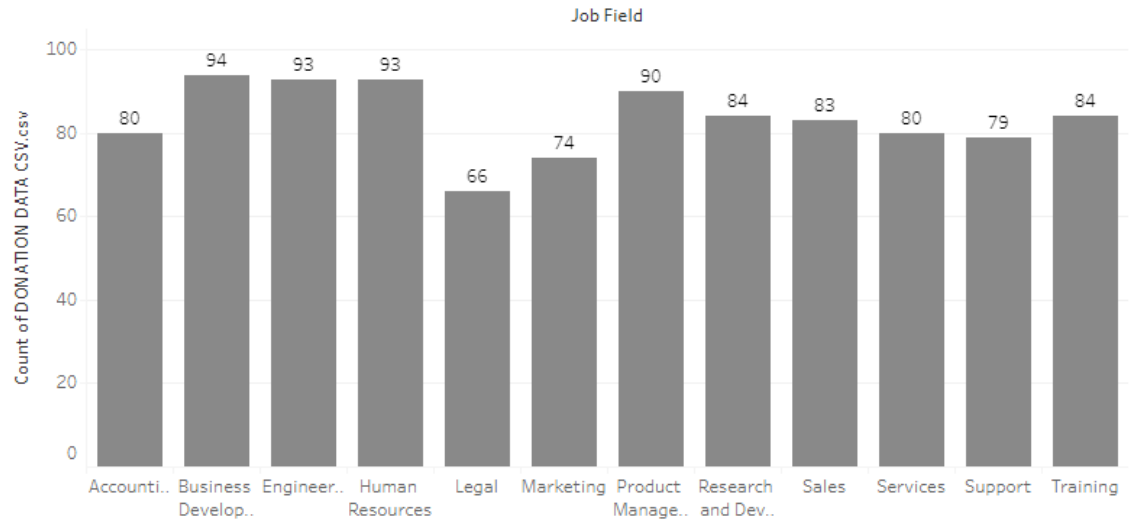
FINDINGS AND RECOMMENDATIONS

The total of donations for the previous year is 249,085.

There are a higher number of donors of 264 on a once frequency and higher sum of donations on a yearly basis with 65,667. In this finding I think donors who donated once may have forgotten about the Education for All charity donations, so I will recommend that in the following year, reminders are sent to all donors on a timely manner either weekly, quarterly or monthly.

Florida, Texas and California had the highest total number of donors of 90 and above, in this case I will recommend that much publicity should be put into other states to increase the knowledge about the Education for All charity and the work being done.

Project management, engineering and human resources have the highest number of donors of above 90. It maybe that the fundraising team might have reached out to those within their circle which are project managers, engineers and HR. I will recommend that people who are outside their usual circle of acquaintance should also be reached out to.

CONCLUSION

To increase donations for the following year, there should be better, more attractive measures/strategies that should be put in place to attract donors from diverse job fields and locations. Strategies such as showing what their donations did in the previous year, awards and incentives to donors in a timely manner should be implemented. Some donors might arrange their financial timetable for donation in a method more convenient for them, however, reminders should be sent out to all donors to prompt them to donate.