



# REPORT FOR CHARITY ON EDUCATION FOR ALL

**10 ALYTIC PROJECT  
PRESENTED BY NENE**

# Introduction

This project entails data presentation insight from the two sets of data which are the Donation\_Data and Donor\_Data received from 10 Alytics.

The title of this project is Education for all Fundraising. The data set given to us both contain different pieces of information related to donors' biodata and their donations.

The task required is to devise strategies of increasing funds for Education for All charity organizations, using the provided data. The task required include:

1. Increase the number of donors in the database
2. Increase the donation frequency of your donors.
3. Increase the value of donations in your database.

All data were imported into the SQL tool using Postgres

were queried with different codes to obtain all necessary insights to explain and increase donations.

It was observed from the query that more females donated more than the males, but a total sum of donations from both genders (Male and Female) shows that the men had the highest sum of donations. Donations above \$200 was more than donations below \$200. It is also important to note that under the Frequency\_table, we had more donations yearly and less donations monthly. Also, donors were higher from certain states than others. The fundraising team should put in place more efforts in getting donors to donate consistently and for every donor, there should be a token of appreciation like awards and recognitions.

1). How much is the total donation?

```
SELECT SUM (donation)
FROM donation_data
```

Output Explain Messages Notifications

sum	
bigint	
	249085

2). What is the total donation by gender?

```
SELECT gender, SUM (donation)
FROM donation_data
GROUP BY gender
```

ta Output Explain Messages Notifications

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

3). Show the total donation and number of donations by gender

```
SELECT gender, SUM (donation), COUNT (donation)
FROM donation_data
GROUP BY gender
```

a Output Explain Messages Notifications

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

#### 4). Total donation made by frequency of donation

```
SELECT donation_frequency, SUM (donation)
FROM donation_data
JOIN donor_data
ON donation_data.id = donor_data.id
GROUP BY donation_frequency
```

[Output](#) [Explain](#) [Messages](#) [Notifications](#)

donation_frequency character varying (100)	sum bigint	
Once	32666	
Weekly	31645	
Daily	29249	
Yearly	35266	
Seldom	30650	
Monthly	26870	
Often	28476	
Never	34263	

#### 5). Total donation and number of donations by Job field

```
SELECT job_field, SUM (donation), COUNT (donation)
FROM donation_data
GROUP BY job_field
```

[Output](#) [Explain](#) [Messages](#) [Notifications](#)

job_field character varying (50)	sum bigint	count bigint	
Marketing	18255	74	
Training	21721	84	
Product Management	22798	90	
Research and Development	22862	84	
Business Development	22266	94	
Sales	19009	83	
Support	19475	79	
Legal	17309	66	
Accounting	20504	80	
Services	19858	80	
Human Resources	23060	93	
Engineering	21968	93	

6). Total donation and number of donations above \$200

```
SELECT SUM (donation), COUNT (donation)
FROM donation_data
WHERE donation > 200
```

[Output](#) [Explain](#) [Messages](#) [Notifications](#)

	sum bigint		count bigint	
	205892		586	

7). Total donation and number of donations below \$200

```
SELECT SUM (donation), COUNT (donation)
FROM donation_data
WHERE donation < 200
```

[Output](#) [Explain](#) [Messages](#) [Notifications](#)

	sum bigint		count bigint	
	42593		411	

8). Which top 10 states contributes the highest donations

```
SELECT state,SUM (donation)
FROM donation_data
GROUP BY state
ORDER BY SUM (donation) DESC
LIMIT 10
```

Output Explain Messages Notificati

state	sum
character varying (50)	bigint
California	30264
Texas	24097
Florida	20562
New York	14759
Virginia	10750
Illinois	8674
District of Columbia	8376
Tennessee	8316
Georgia	8046
Ohio	6876

9). Which top 10 states contributes the least donations

```
SELECT state,SUM (donation)
FROM donation_data
GROUP BY state
ORDER BY SUM (donation) ASC
LIMIT 10
```




Output Explain Messages Notifications

state	sum
character varying (50)	bigint
Wyoming	232
Maine	258
South Dakota	401
North Dakota	651
Alaska	734
West Virginia	793
South Carolina	819
New Hampshire	841
Hawaii	875
Montana	1009

10). What are the top 10 cars driven by the highest donors

```
SELECT "donor_data" .car, SUM (donation_data.donation)
FROM donation_data
JOIN donor_data
ON donation_data.id = donor_data.id
GROUP BY "donor_data".car
ORDER BY SUM ("donation_data".donation) DESC
LIMIT 10;
```

[Output](#) [Explain](#) [Messages](#) [Notifications](#)

 car character varying (100) 	sum bigint 
Ford	22706
Chevrolet	19875
Toyota	14123
GMC	10145
Mitsubishi	10001
Dodge	9479
Pontiac	9331
Honda	9201
Volkswagen	8964
BMW	8608



# Recommendations

Proper awareness and sensitization should be done by the charity organization to inform the public or people about the importance of their good will donations to the organization. This same act should be carried out in states that recorded low donations. This will help increase the donations received.

The charity organization should also partner with organizations, societies, people, etc who share in their vision to enhance easy access to donations.

Donors should be consistently recognized and appreciated with gift items and awards to further strengthen their donation commitments to the organization and also get more people involved to donate as well.