

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:

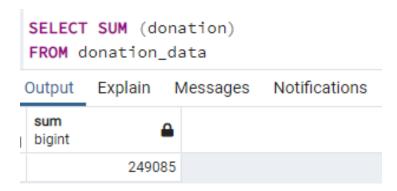
- 1. Increase the number of donors in the database
- 2. Increase the donation frequency of your donors.
- 3. Increase the value of donations in your database.

All data were imported into the SQL tool using Postgres

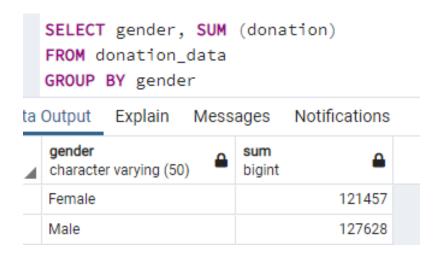
were queried with different codes to obtain all necessary insights to explain and increase donations.

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.

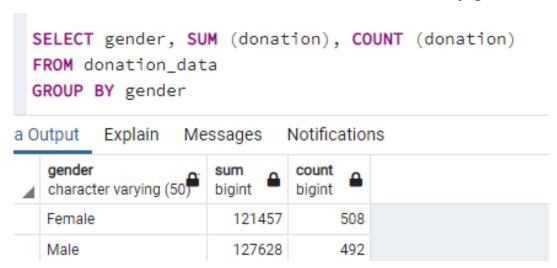
1). How much is the total donation?



2). What is the total donation by gender?



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



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
```

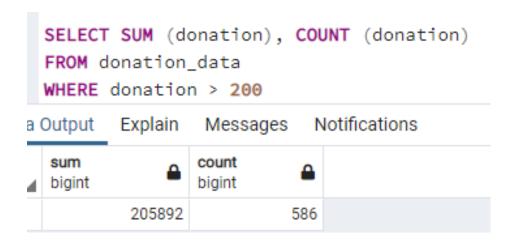
a Output Explain Messages		ssages	Notifications
4	donation_frequency character varying (100)	sum bigint ♠	
	Once	32666	
	Weekly	31645	
	Daily	29249	
	Yearly	35266	
	Seldom	30650	
	Monthly	26870	
	Often	28476	
	Never	34263	

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

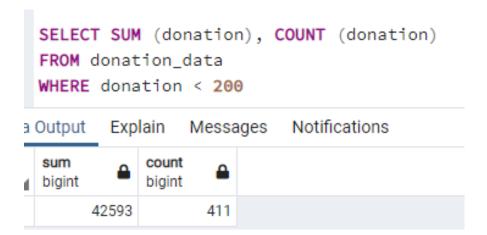
SELECT job_field, SUM (donation), COUNT (donation)
FROM donation_data
GROUP BY job_field

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



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



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 Me	essages Notificati
state character varying (50)	sum 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

10	Dutput	Explain Mess		sages Notif		cations
4	state charact	er varying (5	0)	sum bigint	<u></u>	
	Wyomin	g			232	
	Maine				258	
	South D	akota			401	
	North D	akota			651	
	Alaska				734	
	West Vi	rginia			793	
	South C	arolina			819	
	New Ha	mpshire			841	
	Hawaii				875	
	Montan	а			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;
a Output Explain
                  Messages
                              Notifications
   car
                         sum
  character varying (100)
                         bigint
   Ford
                                22706
                                19875
   Chevrolet
   Toyota
                                14123
   GMC
                                10145
   Mitsubishi
                                10001
   Dodge
                                 9479
   Pontiac
                                 9331
   Honda
                                 9201
   Volkswagen
                                 8964
```

8608

BMW

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.