**EDUCATION FOR ALL**

Read the Business Problem below.

You’re a Data Analyst working for the charity, Education for All. You have been asked by the Head of Fundraising to present the data on donor insights and donation rates.  
  
Within the Fundraising team, your objectives are to:

* Increase the number of donors in your database
* Increase the donation frequency of your donors.
* Increase the value of donations in your database.

In two weeks, your team is having a fundraising strategy meeting for the following year, and you need to present insights from the donation data to inform your fundraising strategy and increase donations.

Use the datasets EFO\_Donation\_Data and EFO\_Donor\_Data below to answer the business problem. These are the same datasets provided during the previous modules and also attached below.

|  |  |
| --- | --- |
| **EFO\_Donation\_Data**  Contains the following data | **EFO\_Donor\_Data**  Contains the following data |
| **Id:** Donor ID **first\_name:**Donor first name **last\_name:** Donor last name **email:** Donor email address **gender:** Donor gender **job\_field:** Donor job field **donation:** Donation amount **state:** Donor state of residence (US) **shirt\_size**: = Donor t-shirt size | **Id:** Donor ID **donation\_frequency:** Frequency of donation **university:** Donor University attended **car:** Donor car make **second\_language:** Donor second language **favourite\_colour:** Donor favourite colour **movie\_genre:** Donor favourite movie genre |

**Queries to consider:**

JOIN

ORDER BY

WHERE

BETWEEN

AND

OR

SUM()

COUNT()

AVG()

GROUP BY

HAVING