**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.

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| --- | --- |
| **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

**SOLUTION**

**INTRODUCTION:**

**OBJECTIVES**

The 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.

**QUESTIONS:**

**Objective 1: Increase the number of donors in your database**

1. What demographic characteristics (e.g., gender, job field, state) are most common among current donors, and are there untapped demographics that should be targeted?
2. How does the donor's university affiliation (university) correlate with their likelihood to contribute? Are there specific universities with higher donor representation?
3. In which states (state) do we have the lowest donor representation, and what targeted strategies can be implemented to increase outreach in those regions?
4. Does the donor's second language (second\_language) influence their likelihood to donate, and how can language-specific communication strategies be optimized?

**Objective 2: Increase the donation frequency of your donors**

1. What are the common patterns in donation frequency (donation\_frequency), and how do these patterns vary across different donor segments?
2. Which communication channels (e.g., email, events) have the highest impact on increasing donation frequency, and how can communication strategies be tailored accordingly?
3. How does the level of engagement with communication (e.g., opening emails, participating in events) relate to increased donation frequency?
4. Do donors who participate in incentive programs contribute more frequently, and what types of incentives are most effective in encouraging regular donations?

**Objective 3: Increase the value of donations in your database**

1. What characteristics (e.g., job field, state, university) are common among high-value donors, and how can this information be used to identify and target potential major contributors?
2. How does the perception of the impact of donations influence the value of contributions, and how can communication strategies be adjusted to enhance this perception?
3. What trends are observed in major gifts, and are there specific factors (e.g., university affiliation, job field) that consistently contribute to larger donations?
4. How does the historical donation behavior of donors relate to the value of their contributions, and what strategies can be employed to convert regular donors into high-value contributors?

**General Insights:**

1. Can a multivariate analysis combining various donor characteristics provide more accurate predictions for future donor behavior and value?
2. Are there correlations between the variables of different objectives (e.g., does the frequency of donation relate to the value of donations), and how can these correlations be leveraged to optimize strategies?
3. Does the timing of outreach efforts (e.g., specific seasons, events) impact donor acquisition, frequency, or value, and how can the timing of campaigns be optimized?

**CONCLUSION AND RECOMMENDATION**

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