

# Business Intelligence Analyst Technical Challenge GiveCampus 2025

**Role:** Business Intelligence Analyst

**Estimated Time:** 2–3 hours

## Overview

Welcome! As the next step in your candidacy, we'd like you to complete a short technical challenge designed to evaluate both your analytical methodology and your ability to generate actionable insights. You've been provided with data from an educational institution for the years **2023 and 2024**. Your task is to **analyze this data**, **explore trends and anomalies**, and present your findings. You have up to 72 hours to complete this challenge.

## What's Included

You'll find three CSV files:

1. **contributions.csv** – Includes all contributions (donations) made (contribution\_id, created\_at, cc\_type, donation\_type, value)
2. **designation\_selections.csv** – Serves as a bridge table linking contributions to **specific designations** (contributions can have one to many designations)
3. **designations.csv** – Contains designation metadata (e.g., fund names)

Note: The total of **VALUE** in **contributions.csv** should equal the total of **DESIGNATED\_VALUE** in **designation\_selections.csv**

## Your Task

Using the tool(s) of your choice (ex. **SQL, Python, R, BI platforms**) we'd like you to:

- **Join the datasets appropriately**
- **Conduct exploratory analysis**
- **Highlight any insights, trends, or anomalies you find interesting**
- **Summarize your findings in a presentation-ready format (PDF, Google Slides, or similar)**

We are not looking for a specific "correct" result—we are assessing your approach, tools, and business thinking.

## Questions to Guide Your Analysis

You do not need to answer all of these explicitly—but we encourage you to use them as starting points to guide your analysis and structure your insights.

### Business Trends & Insights

- What are the key **year-over-year trends in giving?**
- **Are there spikes or dips in contributions? Any hypotheses for why?**

- Which designations or funds receive the most and least support?
- Are there differences in behavior by donation type or payment method?
- What actionable insight(s) would you share with a school looking to optimize its fundraising strategy?

### Analytical Methodology & Tools

- What tool(s) did you choose and why?
- How did you approach joining and preparing the data?
- Did you find any data anomalies or inconsistencies?
- How did you verify data quality (e.g., sum of values aligning)?
- What would be your next steps if this were a live engagement with a school?

### Submission Instructions

Please submit a package of your findings. This should include:

- A short slide deck or memo (PDF or link)
- All the code you used for analysis in a zipped archive
- Screenshots or visuals from dashboards

We're evaluating your thinking, not just your output—feel free to annotate your visuals with assumptions or commentary.

### What Happens Next

After reviewing your submission, we may invite you to a technical interview where you'll:

- Walk us through your package
- Discuss your decision-making and methodology
- Answer a few follow-up technical questions with our Data Engineer and team members

This challenge is designed to take no more than 3–4 hours. If you find yourself going far beyond that, we encourage you to keep it high-level—we're looking for insight, not perfection.

Please let us know if you have any questions. We're excited to see how you approach this!