

Tableau dashboard story – HF: transcript

Analysis of charity data using Tableau

Using Tableau we can see that of the successful campaigns the majority are classified as a Trust. Taking 75.61% of overall successful applications. That's 13, 808 of the 34,299 applications. Compared to Corporation which only amounts to 0.18%, 33 applications.

Looking closer at the amount asked for from these successful campaigns, classified as a Trust we see again the percentage takes a majority of 88.61 of the total.

So where is this money being spent.

Interestingly the spend is being used for preservation of the charity. Making preservation the top reason for charity applications at 84.55%. That's 8,380 applications.

What this data set gives us is the income amount of the charity. We believed that those with a lower income would be more successful. But as you can see that those charities with an income of 25,000 to 99,999 were most successful. Leading with preservation.

In relation to the income amount found we can see that those with a higher income 50M+ ask for more compared to those with a lower income amount. This is not surprising as if they have a higher income it is to be expected as they need a larger amount to sustain their charity.

Overall, with these finding I have concluded that for a campaign to be successful they need to have the following attributes...

1. Have an income amount of 25,000 to 99,999
2. Be needing the money to preserve the charity
3. And be a Trust, rather than an Association, Corporation or Co-operative