Tableau dashboard story – HF: transcript

Analysis of charity data using Tableau

Using Tableau, I uploaded the charity dataset and used the tools within to find out what makes a successful campaign.

This dataset from Alphabet Soup contains 34, 299 applications. Of those applications we can see that a large majority were successful compared to unsuccessful.

Of the successful we can see that the type of organisation that was most successful is that classified as a Trust. Taking 75.61% of overall successful applications. Compared to that of a Corporation which only amounts to 0.18% of overall successful applications.

Let's look closer at the amount asked for from these successful campaigns.
The asked amount from the Trust organisations equates to 30, 456, 770, 364 that is 75.61% of the total successful campaigns. And only 13, 808 of the 34,299 applications.

So where is this money being spent.
Interestingly the spend is being used for preservation of the charity that is applying. 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. And despite thinking those with a lower income would be more successful we can see that those charities with an income of only 25,000 to 99,999 were most successful. A middle ground income charity. And again, they lead with preservation as their reason.

Looking at the amount asked for in relation to the income amount found within this data 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 and it is to be expected that 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