

INSIGHTS FROM EDUCATION FOR ALL SQL ANALYSIS AND RECOMMENDATIONS

1. From the data analysis on frequency of donation by total donation (Analysis 4), it is observed that Monthly donations have the least amount while yearly donations generated more funds.

Recommendation: Donors should be aware of several options of frequency of donation so they choose the best suitable for them

2. Human resources practitioners are the highest donors in terms of funds raised, while legal practitioners are the least.

Recommendation: More legal practitioners and workers from other job field should be invited to get involved in the activities of the charity, such as providing legal services. This would increase awareness about the cause of the Charity.

3. From analysis (9), so many states need better awareness of the activities of the Charity.

- **Recommendation:** Social media Platforms such as Instagram, Tiktok, Facebook, Youtube, etc should be employed to raise awareness of the charity.
- Reports and testimonials should be provided to available donors so they can understand the impacts of their donations and be encouraged to donate more frequently or more amount.
- More workers in the least donating work fields should be turned into the charity's brand ambassador
- Exclusive contents and reports should be provided to regular donors so as to ensure retention and increase their sense of belonging to a cause.
- Lastly, many payment options such as Paypal, transfers, cash donations, and other digital payment methods should be made available so donors can donate funds without constraints.