

The NGO path of events on Social Life Awareness in Cincinnati, Ohio

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1. Introduction

A Non-Government Organisation (NGO) plans to create a new path of events to grab donors to increase awareness of social life. The NGO that stands in the city of Cincinnati, Ohio will partnering with venues where people are present to have social life such as bar and café. The goal is not only for charity but also to lift visibility and increase sponsorship interest. To make this path of events run succes, the NGO set criterias as below:

1. The selected venues proximity must consist at least 2 bar and 2 cafés. The cluster of venues as availabe planned budget and location distance is max 7 venues.
2. All the venues candidate must have open hours around 3pm –10pm on every Saturdays as the day is considered the right time for having optimum participants.
3. The venues must also have a well-known reputation
4. The candidates for venues must not classified expensive.

A data scientist is needed to answers the requirement as part of the responsibility for the sponsors and donors involved. The methodology of analysis can be generalized to define recommendations for further NGO plan on the path of events in other cities.