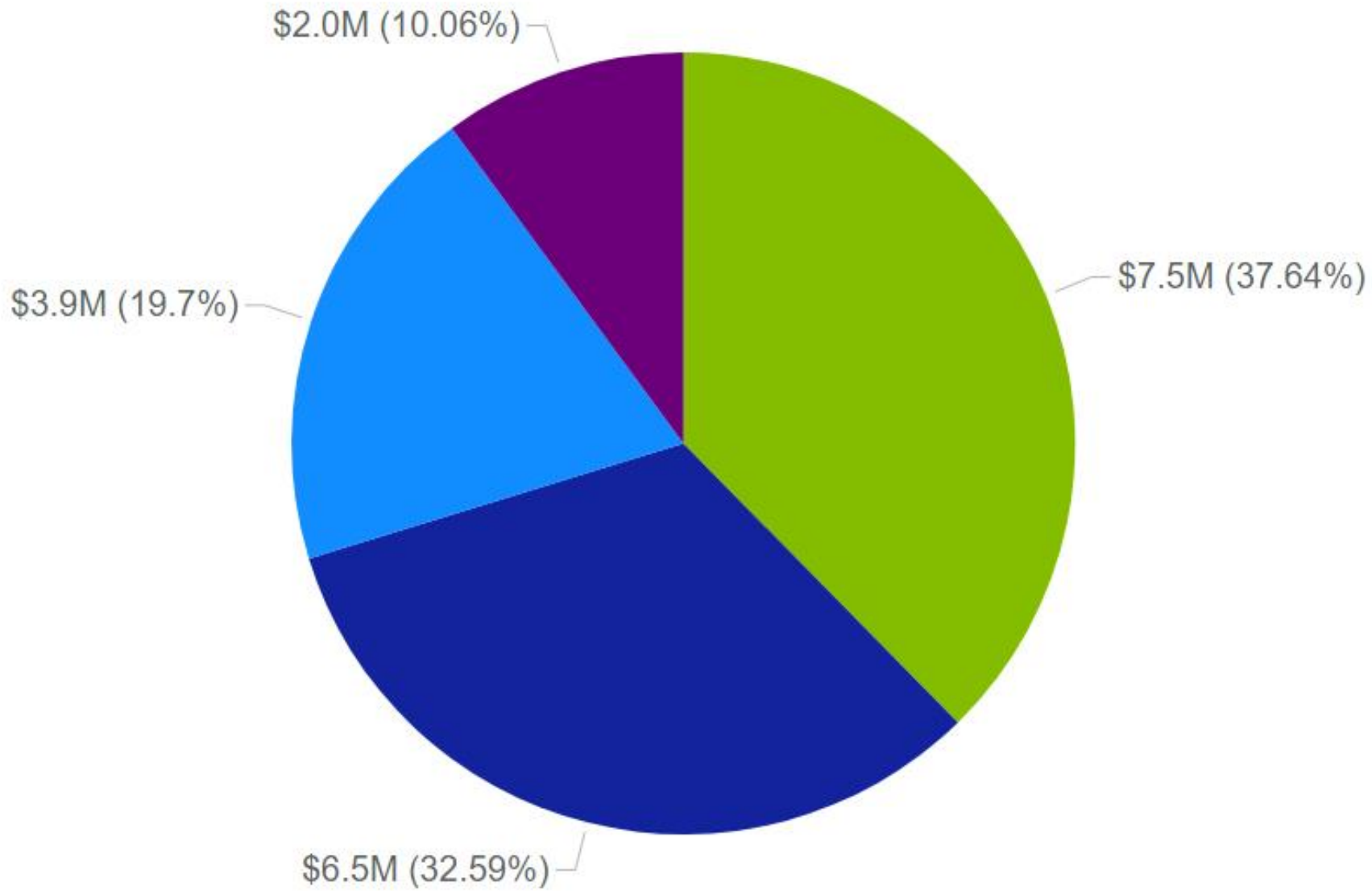
CTF Gender Analysis

Team Thunderbirds

5 Year Revenue

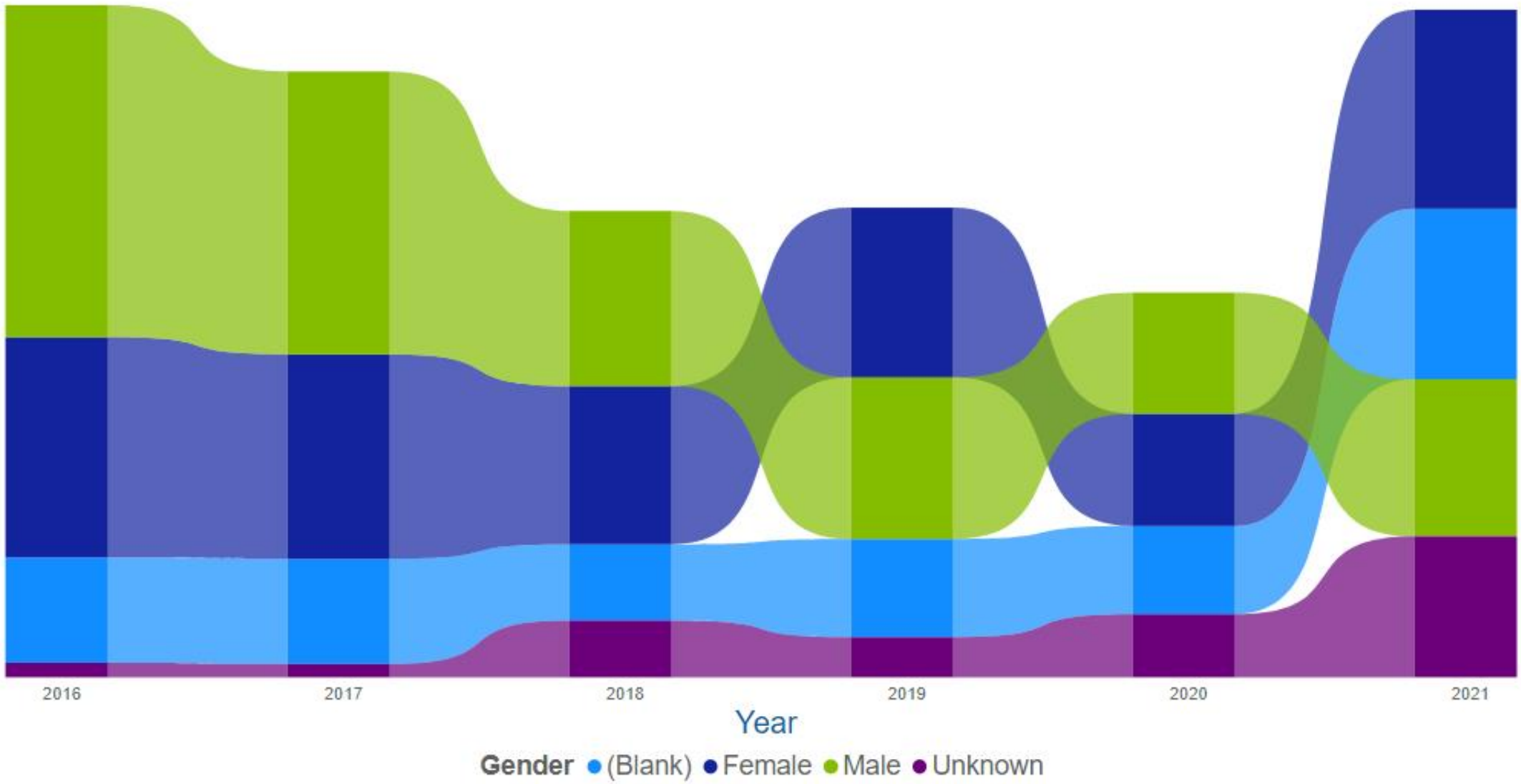
American Airlines

Revenue by Gender

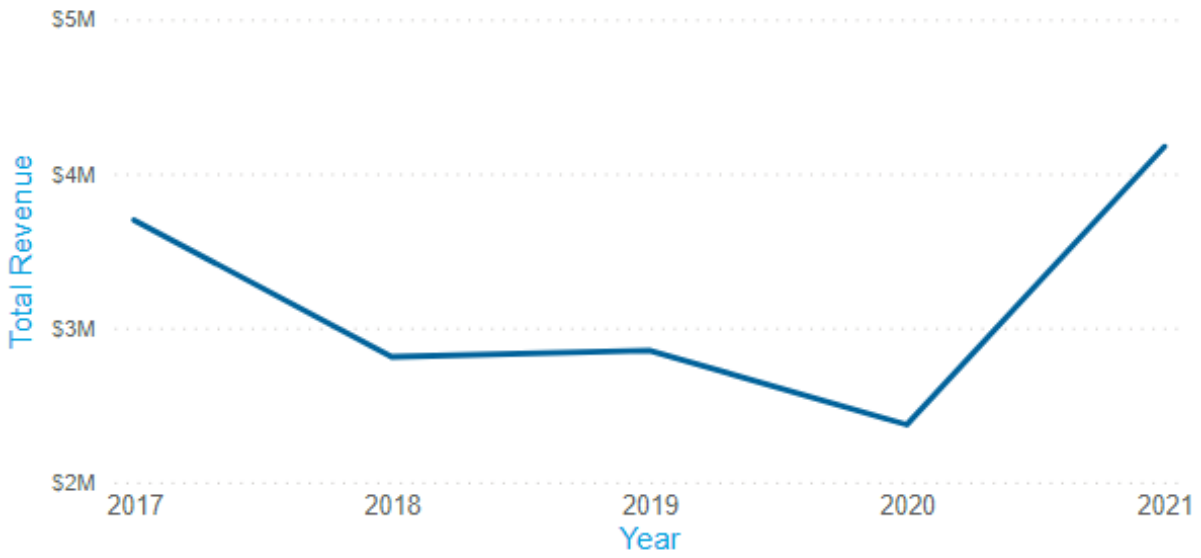


Revenue by Gender and Year

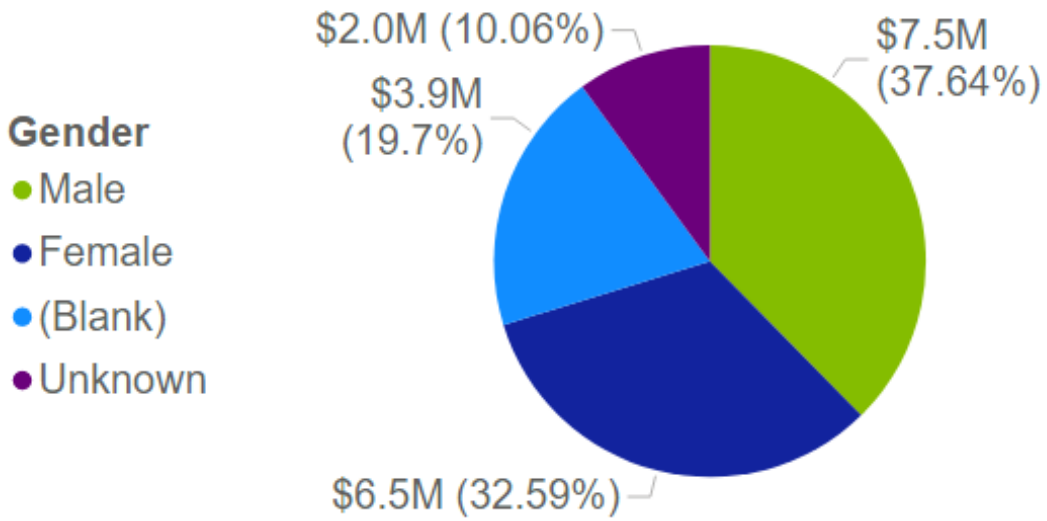
American Airlines



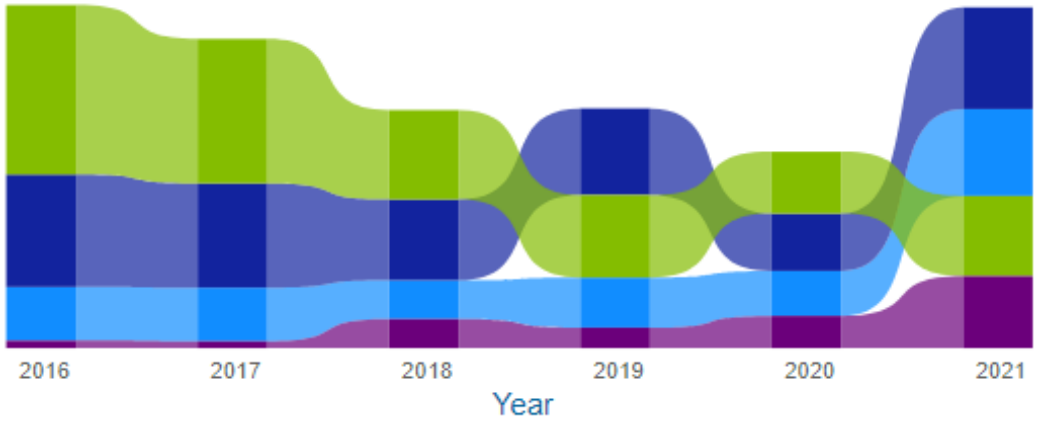
5 Year Revenue



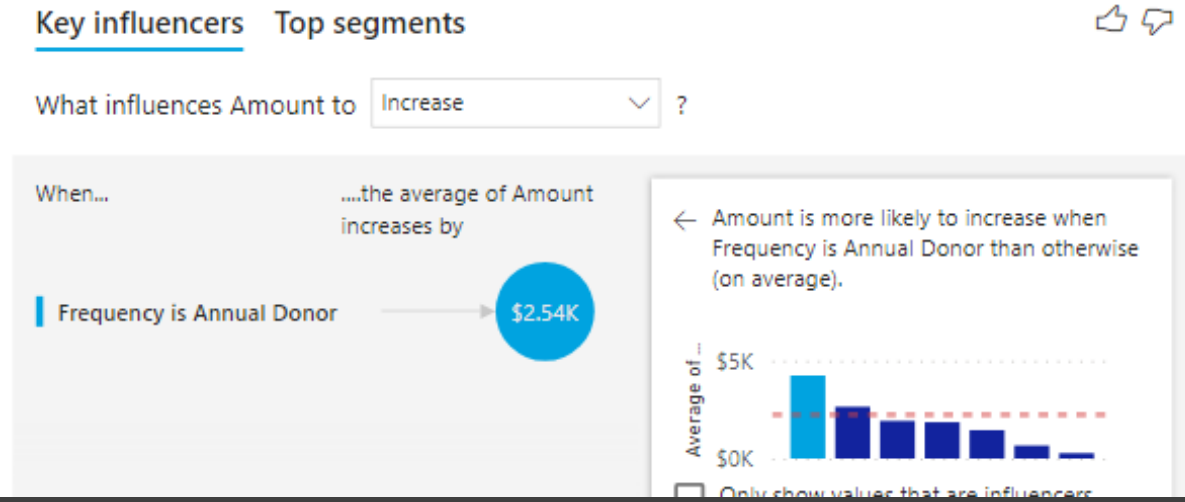
Revenue by Gender

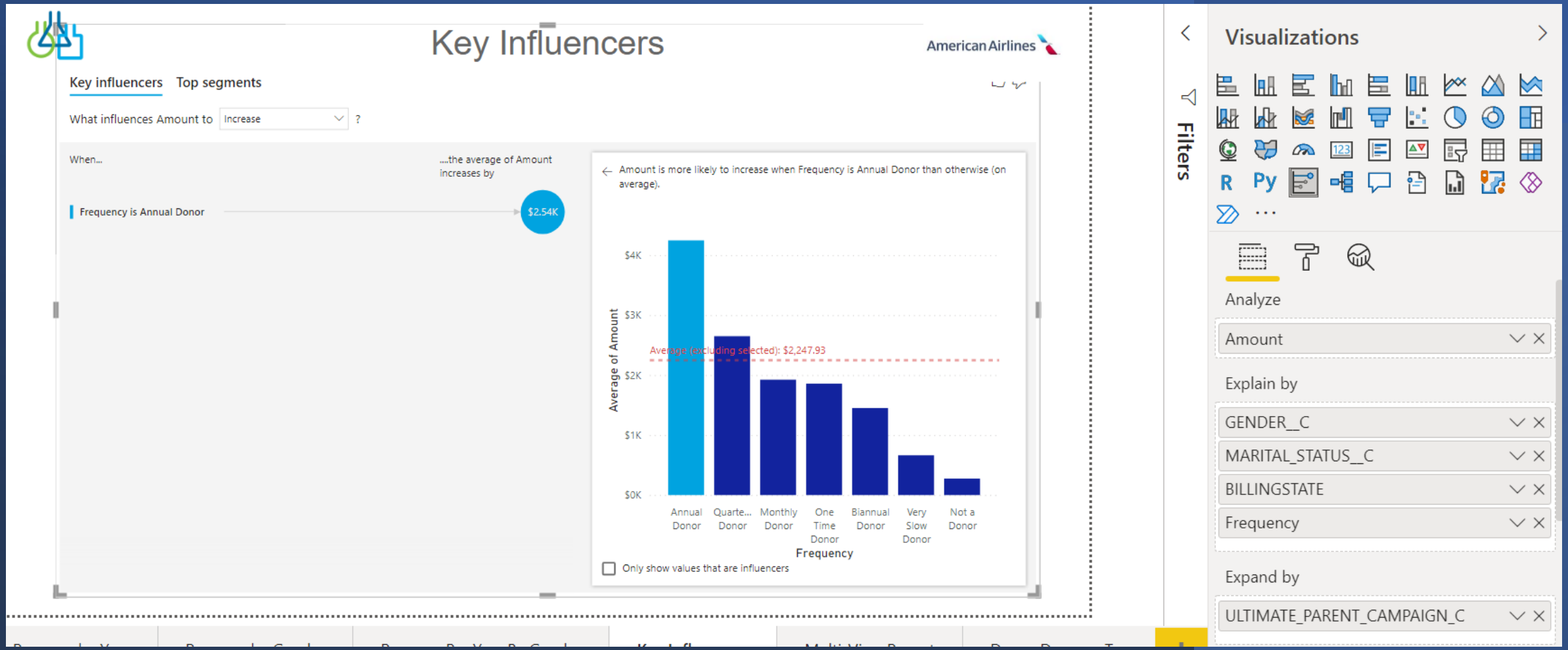


Revenue by Gender and Year

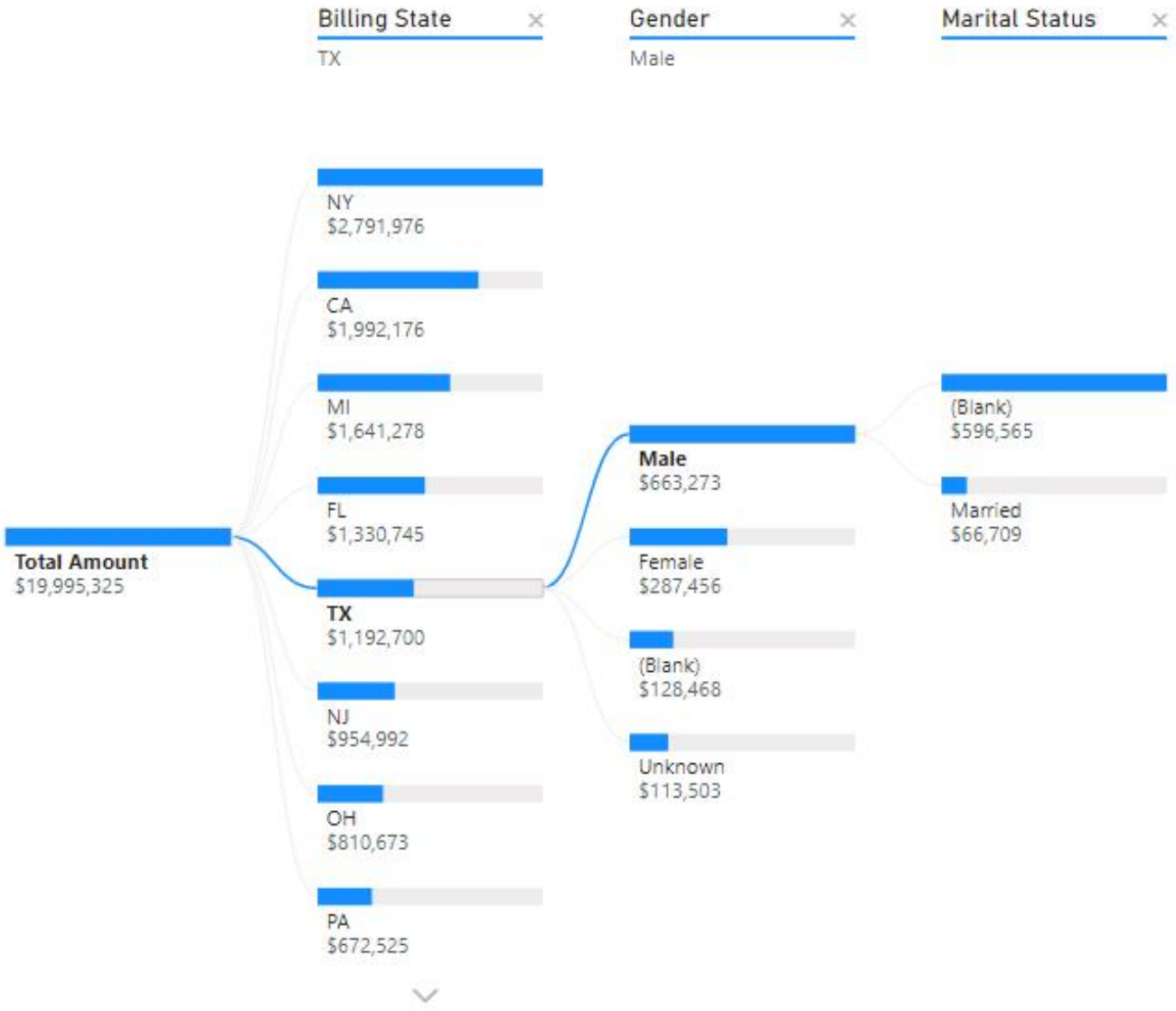


Key Influencers



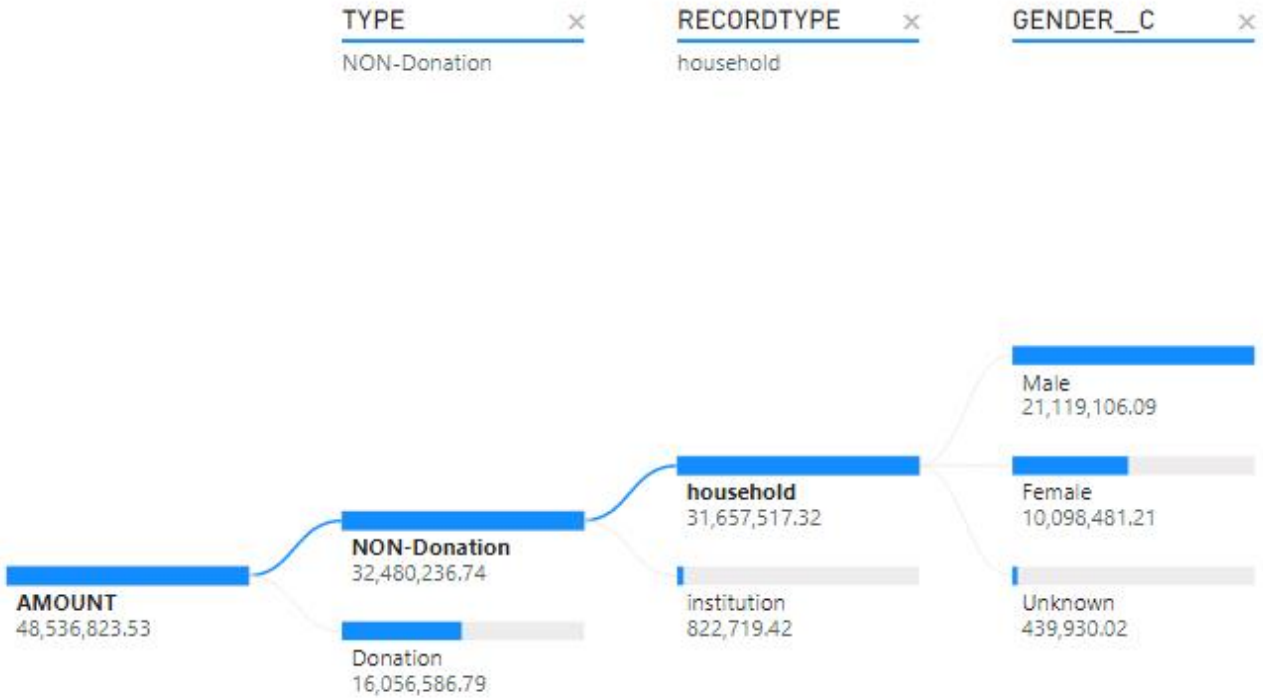

Key Influencers
American Airlines
Key influencers
Top segments
What influences Amount to
Increase
?
When...
....the average of Amount increases by
Frequency is Annual Donor
$2.54K
Amount is more likely to increase when Frequency is Annual Donor than otherwise (on average).
$4K
$3K
$2K
$1K
$0K
Average of Amount
Average (excluding selected): $2,247.93
Annual Donor
Quarte... Donor
Monthly Donor
One Time Donor
Biannual Donor
Very Slow Donor
Not a Donor
Frequency
Only show values that are influencers
Filters
Visualizations
Analyze
Amount
Explain by
GENDER__C
MARITAL_STATUS__C
BILLINGSTATE
Frequency
Expand by
ULTIMATE_PARENT_CAMPAIGN_C

Donor Decomposition Tree



Combined Decomposition Tree

American Airlines



Type of Credit by Gender

TYPEOFCREDIT ×
HardCredit

GENDER_C ×

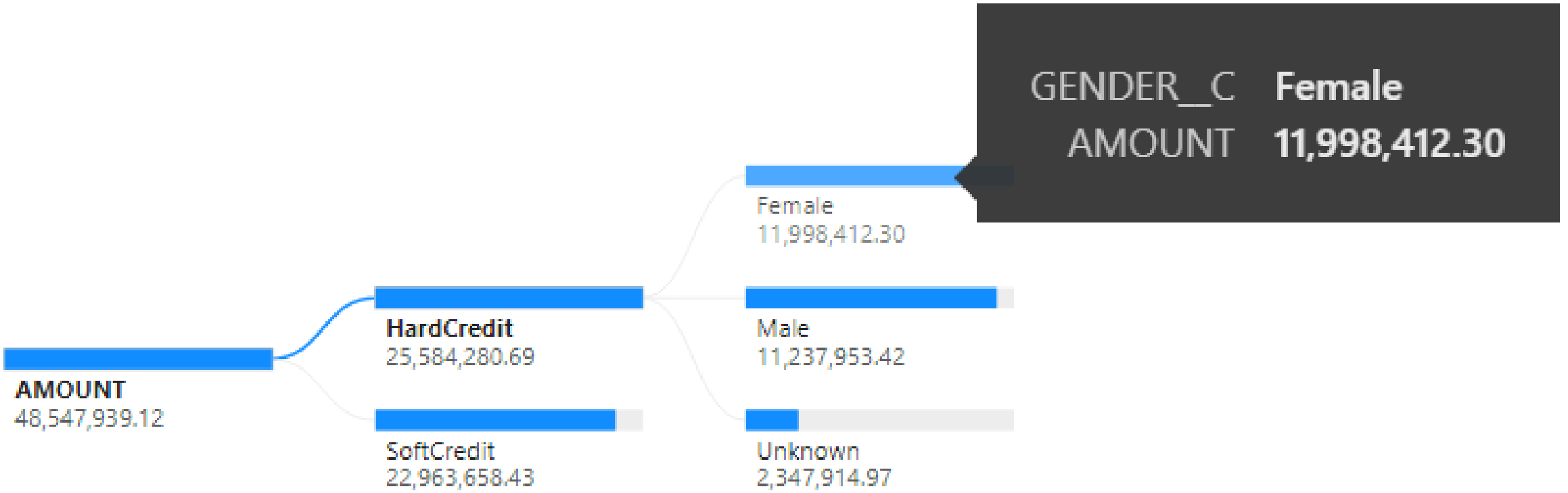


Tableau - Book1

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard | Show Me

Data | Analytics

Clipboard_20211111T134...

Custom SQL Query (SRC_...

Search

Folders

- BILLINGCITY
- BILLINGSTATE
- CLOSEDATE
- DONOR_FREQUENCY_C...
- GENDER__C
- ID
- MARITAL_STATUS__C
- NAME
- NPE01__SYSTEM_ACCO...
- OPP_CLOSE_YEAR
- SOLICITOR_TYPE__C
- ULTIMATE_PARENT_CA...
- *Measure Names*
- AMOUNT
- AVERAGE_DONATION_...
- NPO02__AVERAGEAMO...
- NPO02__LARGESTAMO...
- NPO02__LASTOPPAMO...
- NPO02__TOTALOPPAM...
- STAYCLASSY_CLASSY...

Pages

Filters

Marks

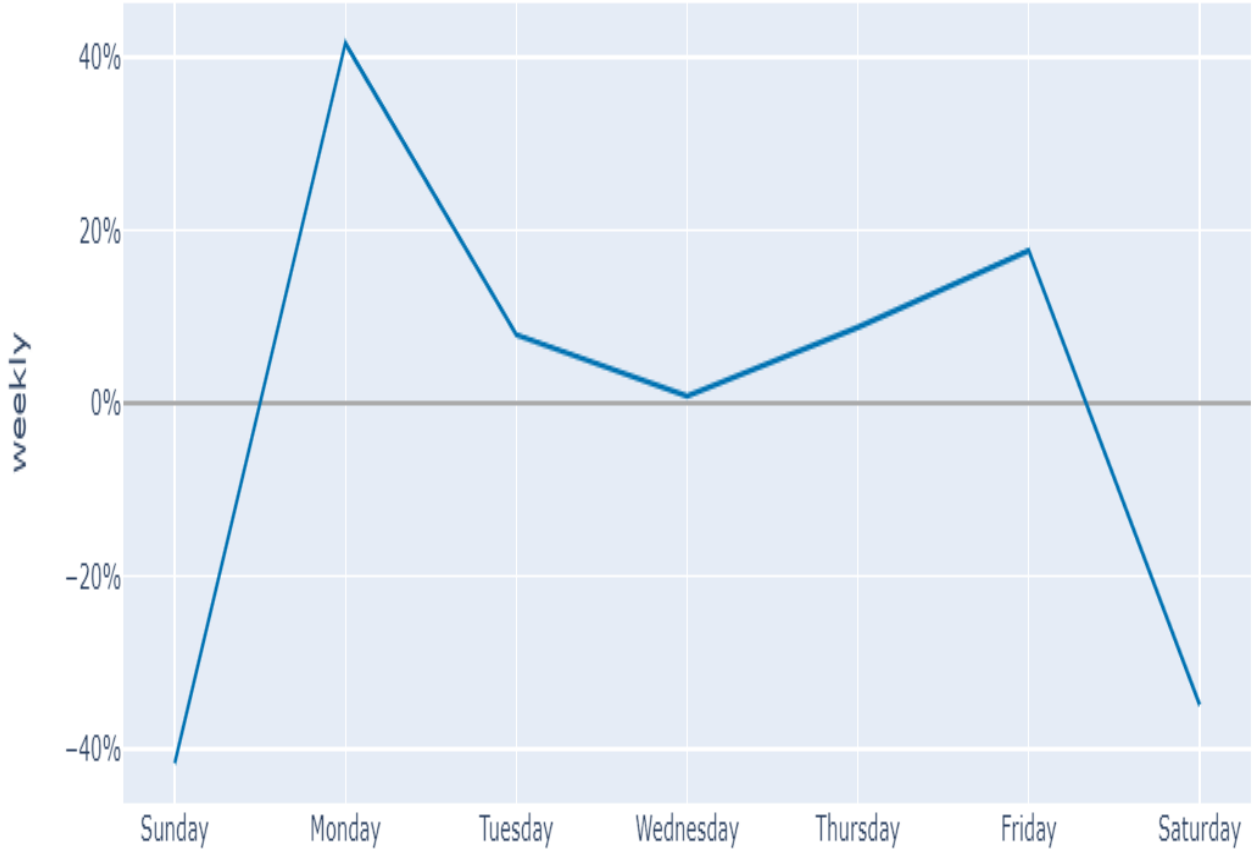
Automatic

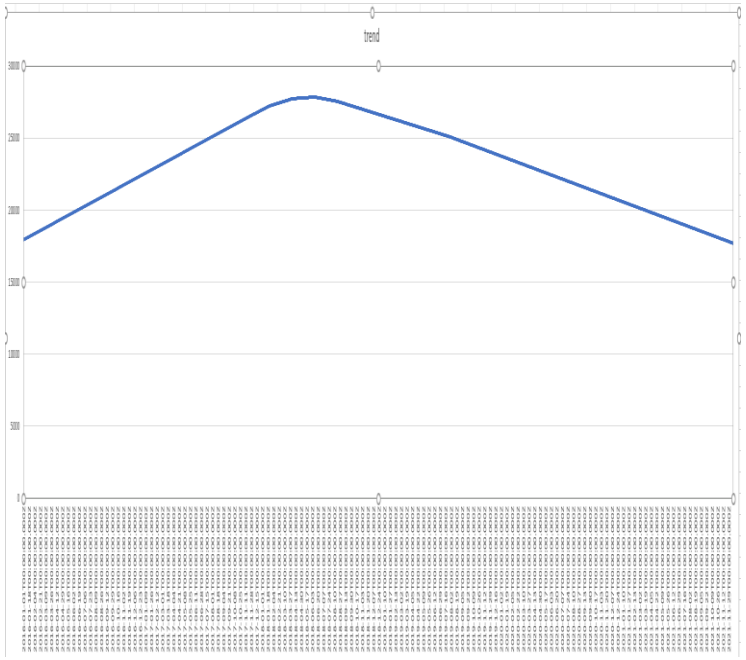
Color | Size | Label | Detail | Tooltip | Path

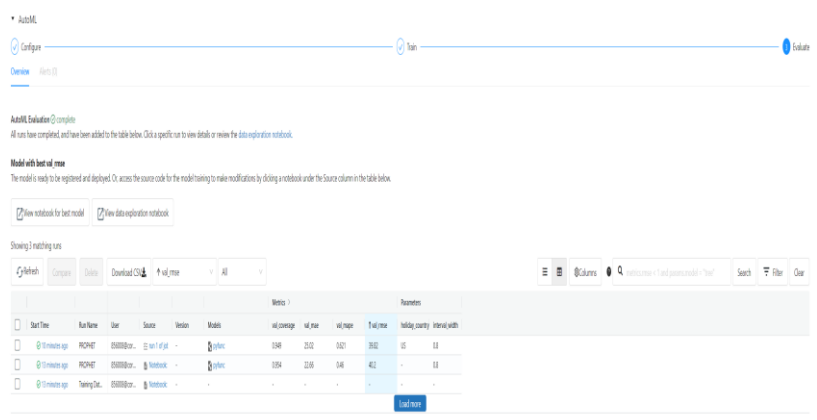
Columns: GENDER__C | YEAR(CLOSEDATE)

Rows: Forecast indicator | SUM(AMOUNT)

Data Source | By Gender | By State | By State and Gender | Sheet 3 | Sheet 4


weekly
40%
20%
0%
−20%
−40%
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday


trend



Thank You!!

So much fun!!!!