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Business Issue: Analyze charitable giving in the United States by examining data on tax-exempt organizations.

Business Objective: To identify trends and patterns in charitable giving in the US, in order to inform and optimize donation campaigns and outreach efforts.

Proposed Data Analysis: The dataset contains information on tax-exempt organizations, including their income and asset amounts, as well as their NTEE codes and activity classifications. By analyzing this data, we can identify which types of organizations receive the most donations and which ones are struggling. We can also examine geographical trends in charitable giving and identify areas with low donation rates. Additionally, we can use data visualization techniques to present this information in a user-friendly way for stakeholders to make data-driven decisions.

Data set: https://www.kaggle.com/datasets/crawford/us-charities-and-nonprofits