# Analyzing Impacts of Volunteering Behavior at GivePulse

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#### Introduction

GivePulse (<u>www.givepulse.com</u>) is a technology company connecting NGOs and volunteers. They offer an online platform for people to search and register for volunteer opportunities, and for NGOs to manage their activities.

The purpose of this project is to apply data analytics skills to explore the hidden facts and possible patterns and insights of volunteering events and their social impacts.

### **Procedure & Activities**

#### Data Collection and Preparation

- Review and understand data and variables from GivePulse
- Collect data from GivePulse database and public resources
- Data Cleaning and error fixing

# ExplorationExplore interesting to

- Explore interesting topics and decide approaches and tools
- Descriptive Statistics

#### Analysis

- Explore insights and patterns among variables
- Aggregate data and analysis results
- Explore their correlations
- Graphs & Visualizations

### **Tools Used**





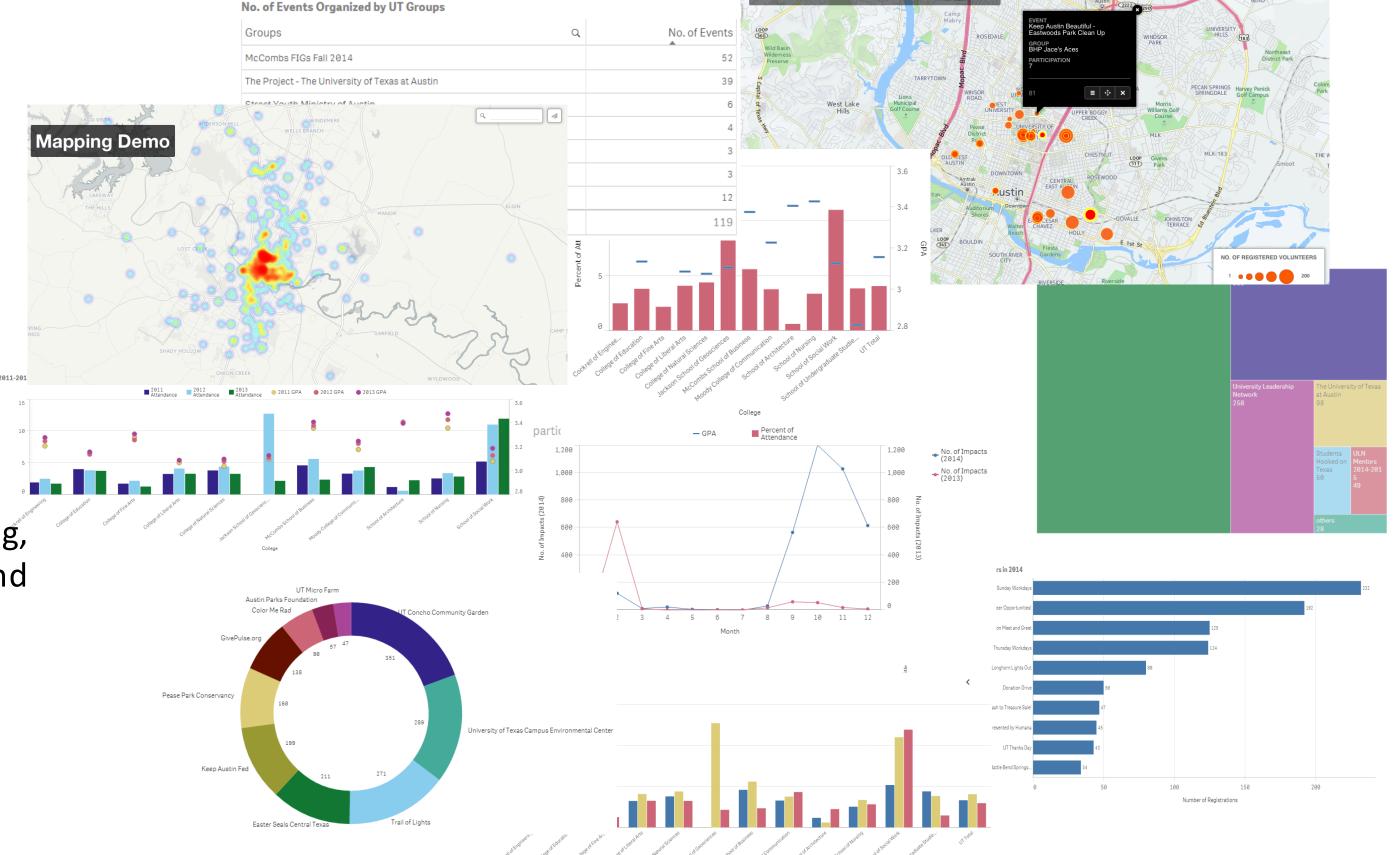




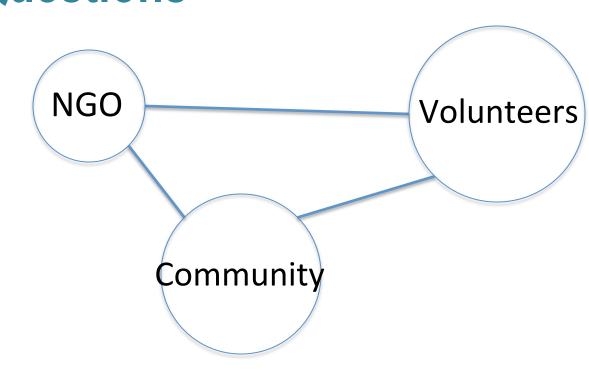
# **Outputs**

- Descriptive statistics on volunteers and NGOs (amount, categories, events organized, locations, participation, network, trend, etc...);
- Mappings of locations of participants/ events/NGOs/...;
- Heat maps of social impacts (number of hours, participants, events, etc...);
- Volunteering and crime rate;
- Attendance of "The Project UT";
- Participation Rate & average GPA;
- **>** ...

## **Visualization Demos**



# Questions



Q1: How is the current situation of volunteering, in terms of NGOs organizing events and volunteers registering for opportunities.

**Q2**: Does volunteering have positive impacts on the community circumstance, for example, reducing the crime rate in that community.

Q3: Does volunteer experience have positive impacts on a student's academic performance?

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