### Data Specialist Evaluation Task – Data Fundraising

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# OVERVIEW



You’ve been given a dataset containing results from a Fundraising platform which raises money for projects globally.

The platform allows people to upload campaigns and receive pledges. Campaigns have a deadline date and if the pledge goal is not met by the deadline, then the campaign fails.

# CORE QUESTIONS

Using this dataset, please help us answer some of the following questions:

1. What factors determine how successful a campaign is?
2. What factors determine failure?
3. Are there characteristics of the campaign initiator that determine success in the campaign?
4. Are certain categories, currencies, or countries that are more successful at receiving pledges?
5. What data can we collect to improve monitoring and learning from campaigns?

# DATASET DETAIL

* The dataset contains 20,000 observations across multiple years.
* Each row represents a single campaign
* Fundraising happens in multiple currencies and multiple countries
* There is limited data on the gender and age of the campaign initiator
* The variable “backers\_24hours” is the number of backers who have pledged to the campaign in the first 24 hours.

# DELIVERABLES

1. Presentation (no more than 40 slides) of the results answering the **Core Questions**, and addressing the key sections from the overview document:
   1. Context and Data Audit – Details on the specifics of the dataset, the primary summary statistics of interest, and any limitations to generalizability for the partner.
   2. New Measures Constructed – Many of these datasets will include transaction or engagement data, and your ability to construct new outcomes out of high frequency is one way to produce novel insights.
   3. Segmentation and Groups of Interest – What natural groups are emerging in the dataset, and how can we connect these to a relatable population for the partner? What are the primary behavioral / activity differences between any groups proposed?
   4. Potential Behavioral Insights – Where are potential behavioral biases observable in the dataset?
   5. Areas for Further Analysis - Your time will be limited, and we don’t expect everyone to produce the most complex models possible, so propose what you would do if you had 4 more days on the dataset, and why you feel it is important.
   6. Proposed New Measures – Beyond new analysis, there are likely also measures that would have contributed significantly to the analysis provided they were in the data collection tool. Share any primary metrics of interest, as well as your rationale for inclusion.
2. Script file (Stata do file or R file) outlining the analysis