

Hire Heroes USA



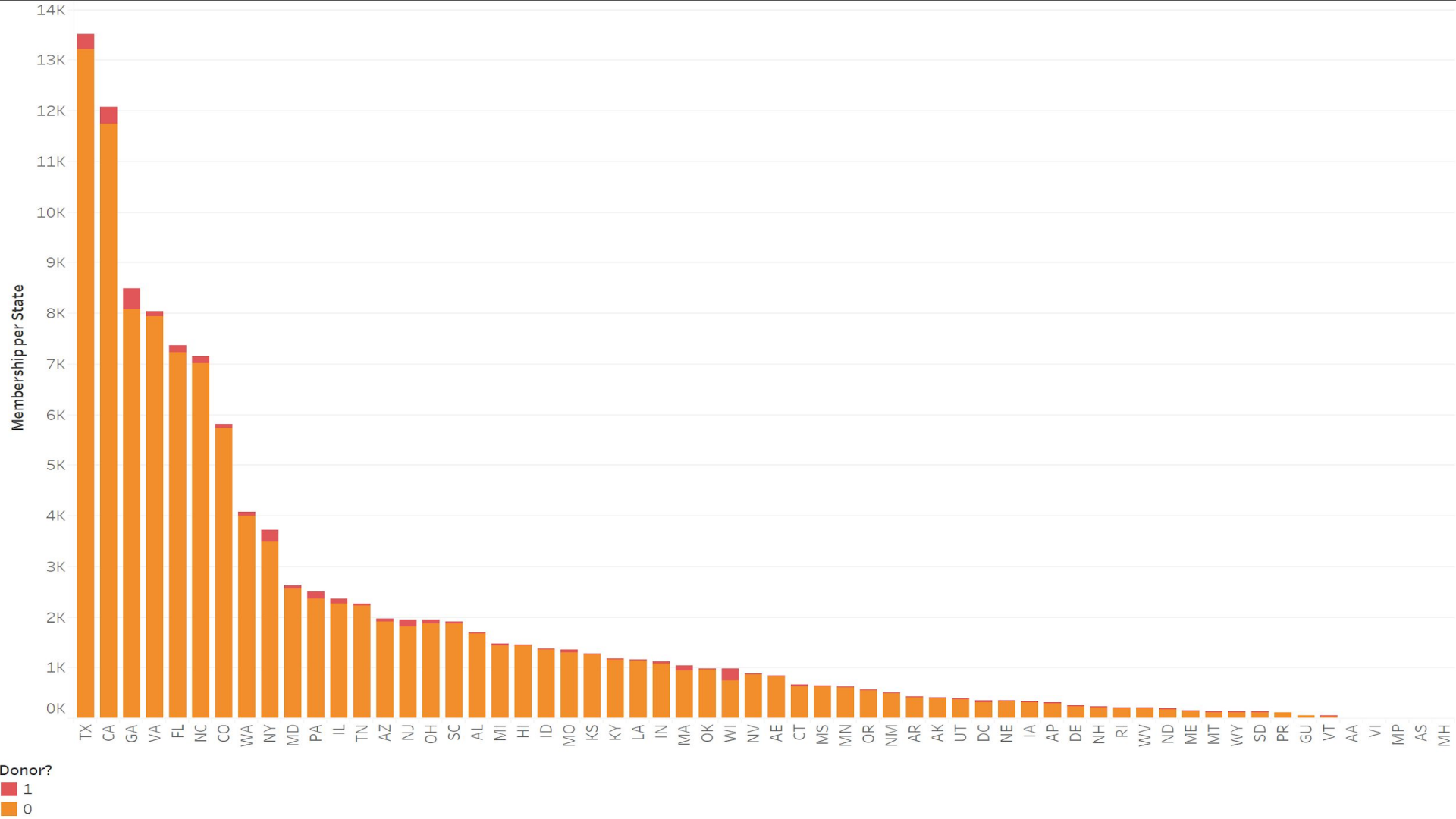
Effects of Donor Location and Fundraising Campaigns on Donation
Amounts

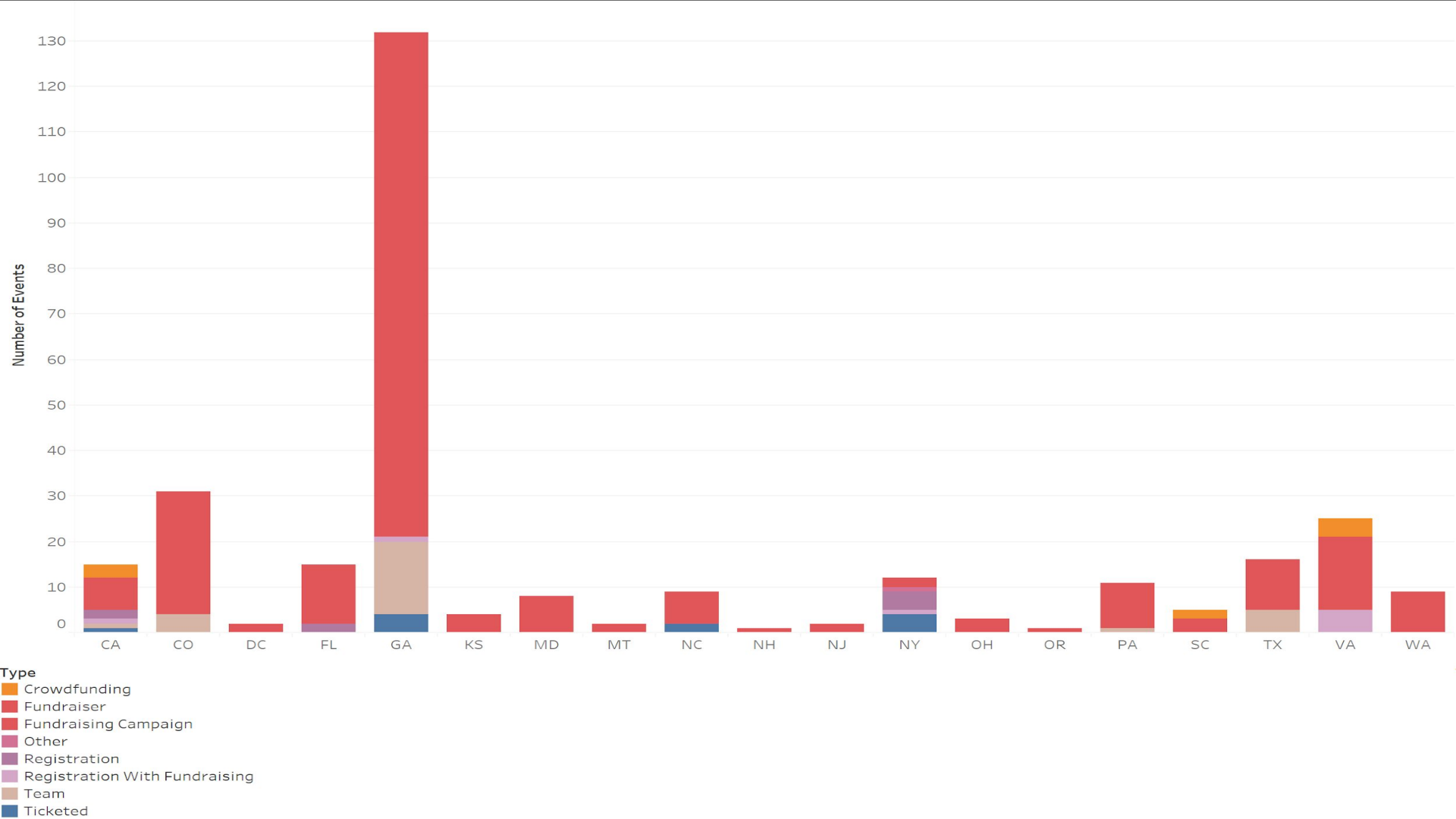
Problem and Motivation:

Hire Heroes USA, is an organization with a mission to “empower U.S. active military, veterans, and spouses to succeed in the civilian workforce.”

Information:

- Current Growth - \$9.4M to \$9.7M
 - Want to know:
 - How geography relates to donor behavior
 - Which locations to target for fundraising
 - Provided:
 - Data Tables
 - Data Dictionary
-





Tools and Analytics:

- Tools:
 - Microsoft Excel
 - Tableau Prep
 - Tableau Desc
- Analytics
 - Visualizations
 - Comparisons
 - Validation

