**Business Analytics Final Project**

**Team:**

* Sumedh Sudhakar Hegde
* Harsh Mangal

**ATTRIBUTES**

On looking at the data, we decided on the below as our attributes:

* Gender
* Age
* Marital status
* How likely are people to donated if they attended an event
* Geographic Distribution.

**PROBLEM APPROACH**

The 3 primary tables we looked at was CONSTUTUENT, TRANSACTIONS and EVENT\_ATTENDEE. Queries were written on SQL to understand the relationship between these tables.

On obtaining the numbers from the above queries, the same data was then visualized on Tableau.

See here: <https://tableau.admin.uillinois.edu/#/views/Hegde_Mangal_FinalProjectTableauDashboard/Dashboard2?:iid=6>

The results thus obtained matched the above results, and are displayed on the dashboard. Since the data is categorical, logistic regression has been carried out to predict the donors against each attribute considered. This has been achieved using R, and the results are recorded.

**ASSUMPTIONS**

The following two assumptions were on the given data

* It is clear on looking at various data points that as age increases, the donation amount increases as well.

This turned out to be a valid assumption on analysis of the data.

* The second assumption is that, more the number of people who attend events, the donation amount increases. However, after analyzing the data this assumption turned out void. The following observation is made

Of the 2000 people, 345 have attended an event, of which 250 have donated. Also of the 2000, 1000 have donated. Therefore, only 25% of those who donated have attended an event, but contribute to 75% of the total contribution. This translates to the result that attending an event increases the donation made by each person.