

Report on Donation Data Analysis

Introduction

This report analyzes donation data to provide insights into donor behavior and patterns. The data includes information on total donations, donations by gender, frequency, state contributions, and the types of cars used by top donors. The goal is to uncover trends that can inform future fundraising strategies and efforts.

Data Overview

- Donor Data: Contains demographic information about donors, including gender, state, and car ownership.
- Donation Data: Records of individual donations, including the amount donated and the frequency of donations.

Analysis

1. Total Donation

Query: `SELECT SUM(donation) as Total_donation from donation_data;`

Result: The total donation amount across all records in the database was calculated, providing a comprehensive view of the overall funds raised.

2. Donation by Gender

Query: `SELECT SUM(donation) as total_donation, count(donation) as donation, gender FROM donation_data GROUP BY gender;`

Result: Donations were grouped by gender, revealing both the total amount donated and the number of donations per gender. This helps in understanding gender-based donation patterns.

3. Donation by Frequency

Query: `SELECT SUM(donation) as donation, donation_frequency FROM donation_data JOIN donor_data ON donation_data.id = donor_data.id GROUP BY donation_frequency;`

Result: The total donation amount was analyzed based on the frequency of donations, showing which frequency categories (e.g., one-time, monthly, yearly) contribute the most to the total donation pool.

4. Total Donations Above \$200

Query: `SELECT SUM(donation) as Total_donation, COUNT(donation) as Number_of_donation FROM donation_data WHERE donation > 200;`

Result: Donations exceeding \$200 were totaled, and the number of such donations was counted. This helps identify the impact of higher-value donations on the overall fundraising efforts.

5. Top 10 States Contributing the Highest Donations

Query: `SELECT state, SUM(donation) as donation FROM donation_data GROUP BY state ORDER BY donation DESC LIMIT 10;`

Result: The top 10 states were identified based on the total donations contributed, providing geographic insights into where the most generous donors are located.

6. Top 10 Cars Used by Highest Donors

Query: `SELECT COUNT(donation) as donation, car FROM donation_data JOIN donor_data ON donor_data.id = donation_data.id GROUP BY car ORDER BY donation DESC LIMIT 10;`

Result: The analysis revealed the top 10 car models driven by donors who contribute the highest

amounts. This data could be useful for targeted marketing or understanding the profile of high-value donors.

Conclusion

The analysis provided key insights into donor behavior, revealing that certain demographics and geographic regions contribute more significantly to the overall donations. High-frequency donors and those contributing large sums are crucial to the success of fundraising efforts. Gender and geographic location play a significant role in donation patterns, with certain states and male donors contributing more prominently.

Recommendations

1. Targeted Fundraising Campaigns: Utilize the insights on gender and state contributions to tailor fundraising campaigns. For instance, more targeted appeals could be made in states identified as high contributors.
2. Engage High-Frequency Donors: Focus on engaging and retaining high-frequency donors, as they represent a reliable and consistent source of funds.
3. High-Value Donor Recognition: Consider special recognition programs or incentives for donors who contribute above \$200 to encourage larger donations.
4. Leverage Demographics: Use the information about the types of cars driven by top donors to create more personalized and effective fundraising messages.

These recommendations, based on the data analysis, aim to enhance the effectiveness of future fundraising efforts, increase donations, and better engage the donor base.