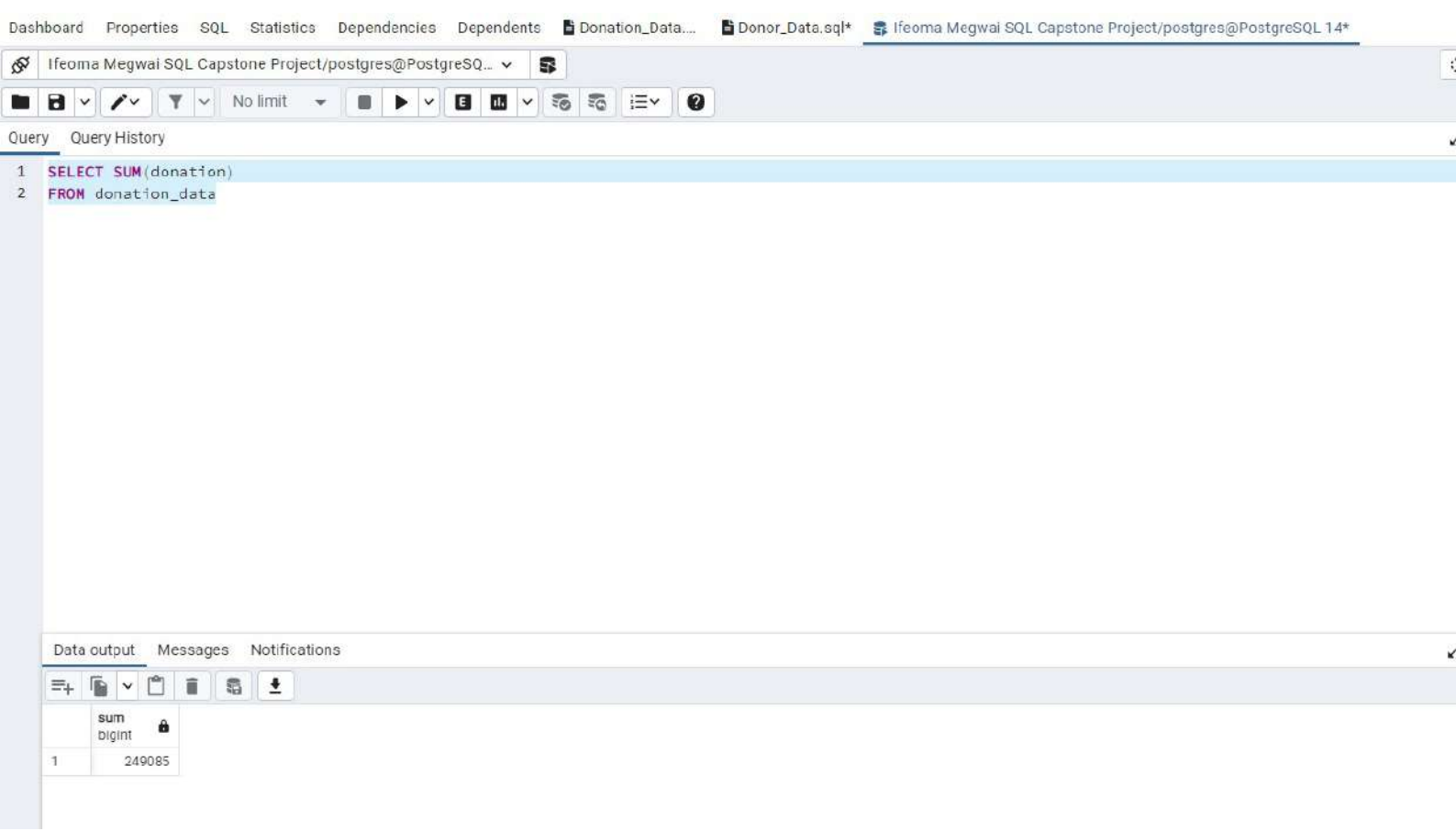
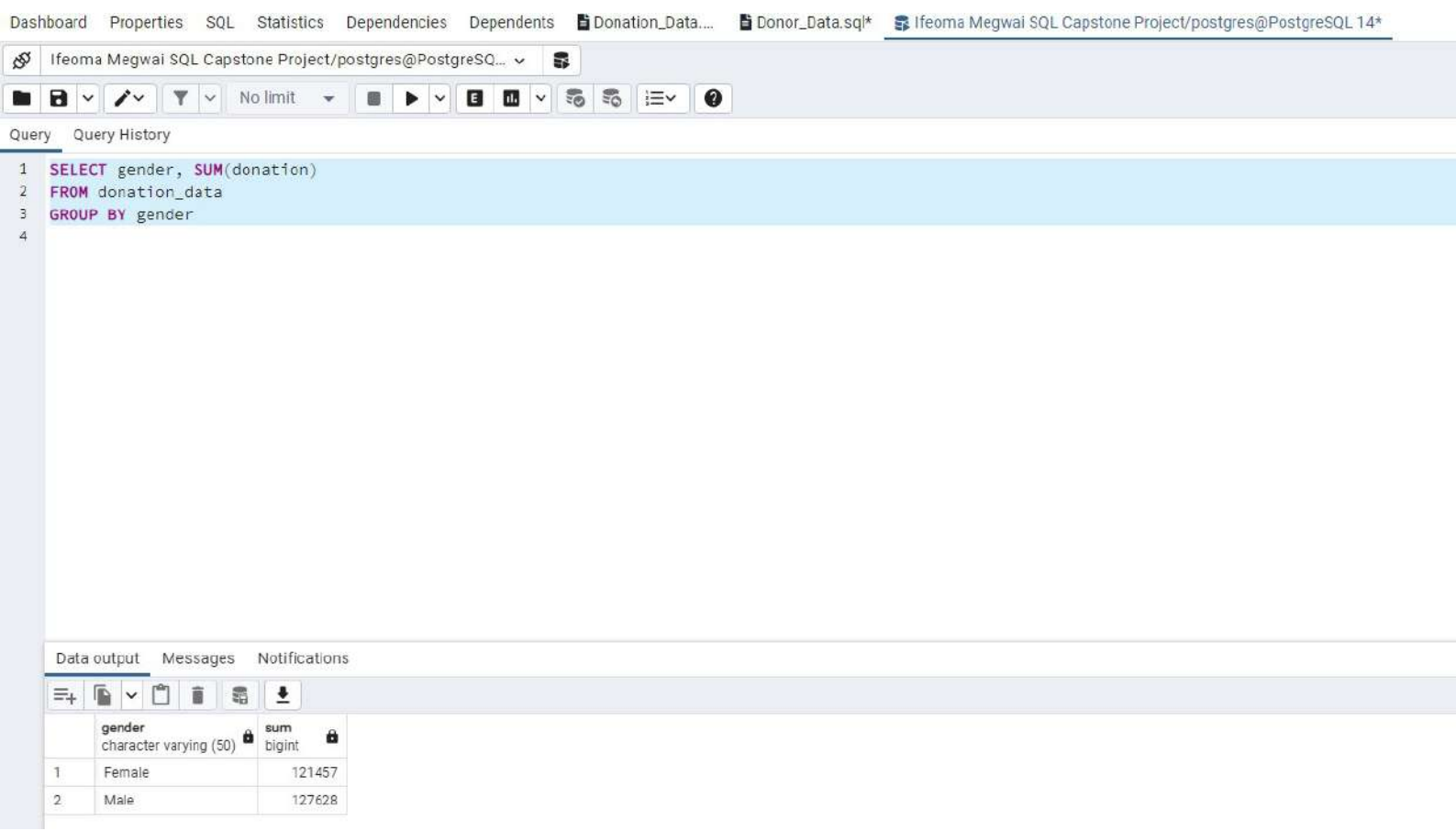
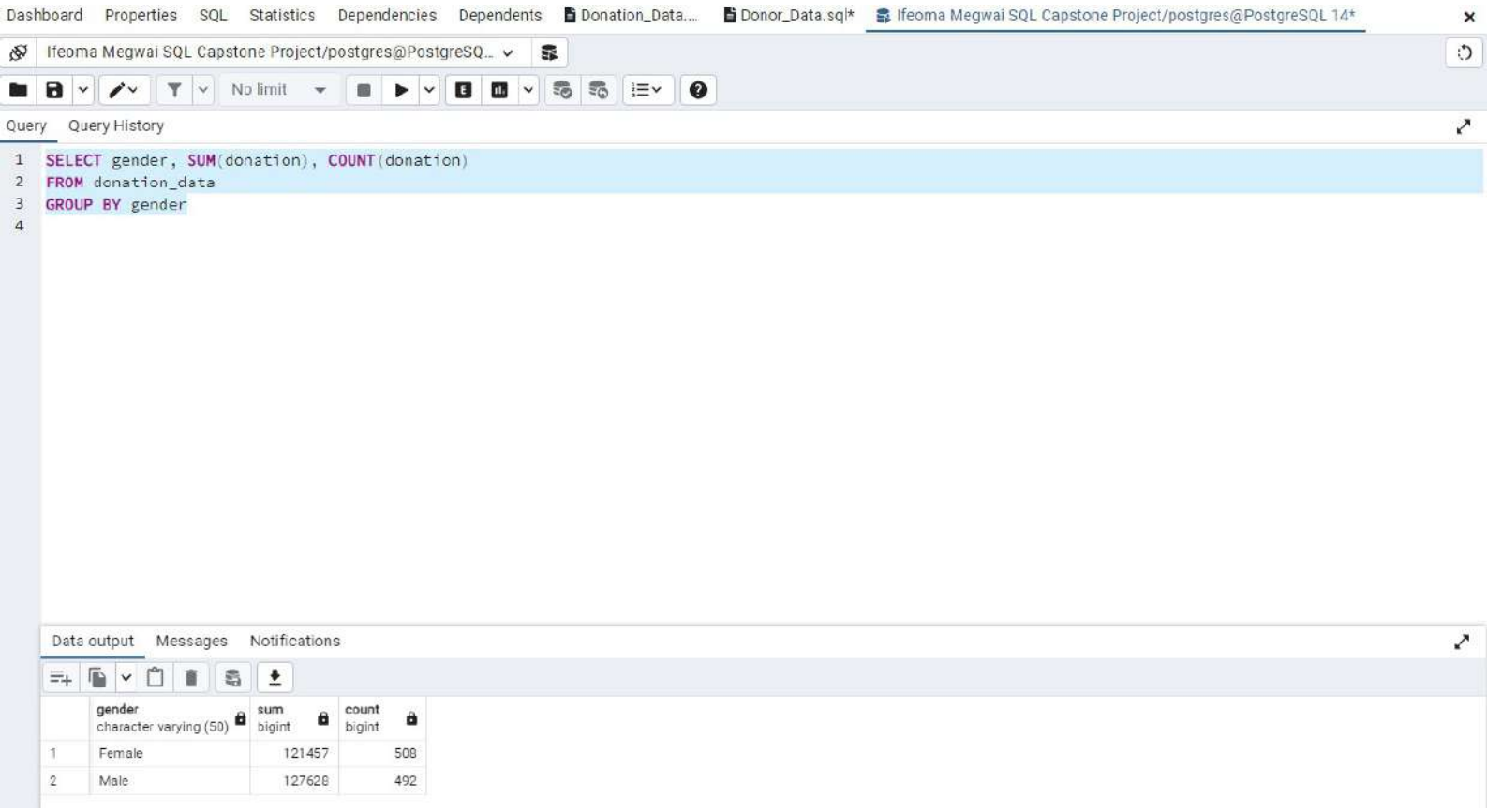
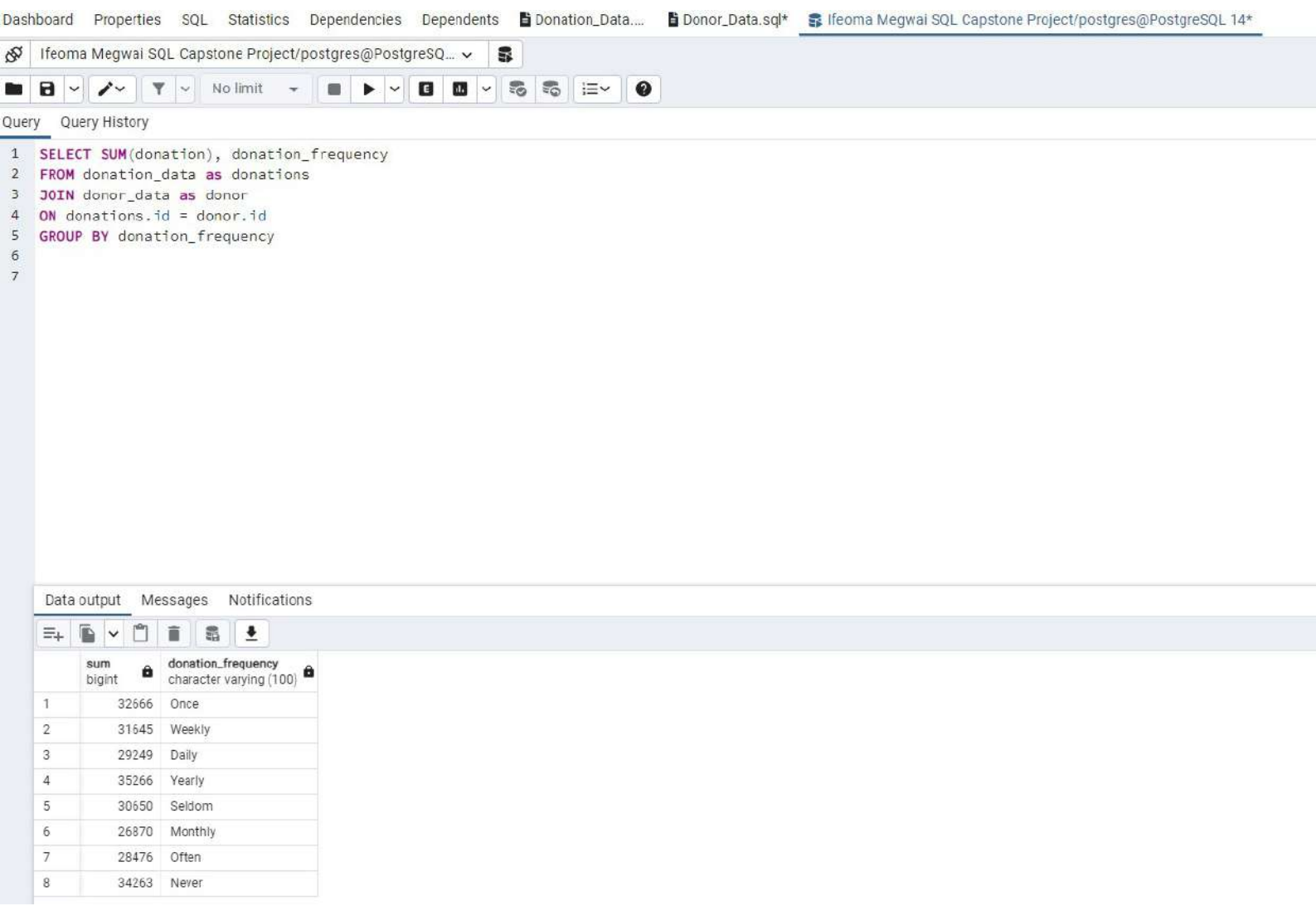

Dashboard
Properties
SQL
Statistics
Dependencies
Dependents
Donation_Data....
Donor_Data.sql*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...
No limit
Query
Query History
1 SELECT SUM(donation)
2 FROM donation_data
Data output
Messages
Notifications
sum
bigint
1
249085


Dashboard
Properties
SQL
Statistics
Dependencies
Dependents
Donation_Data....
Donor_Data.sql*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...
No limit
Query
Query History
1 SELECT gender, SUM(donation)
2 FROM donation_data
3 GROUP BY gender
4
Data output
Messages
Notifications
gender
character varying (50)
sum
bigint
1 Female 121457
2 Male 127628


Dashboard
Properties
SQL
Statistics
Dependencies
Dependents
Donation_Data....
Donor_Data.sql*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...
No limit
Query
Query History
1 SELECT gender, SUM(donation), COUNT(donation)
2 FROM donation_data
3 GROUP BY gender
4
Data output
Messages
Notifications
gender character varying (50)
sum bigint
count bigint
1 Female 121457 508
2 Male 127628 492


Dashboard
Properties
SQL
Statistics
Dependencies
Dependents
Donation_Data....
Donor_Data.sql*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...
No limit
Query
Query History
1 SELECT SUM(donation), donation_frequency
2 FROM donation_data as donations
3 JOIN donor_data as donor
4 ON donations.id = donor.id
5 GROUP BY donation_frequency
6
7
Data output
Messages
Notifications
sum bigint
donation_frequency character varying (100)
1 32666 Once
2 31645 Weekly
3 29249 Daily
4 35266 Yearly
5 30650 Seldom
6 26870 Monthly
7 28476 Often
8 34263 Never

Dashboard Properties SQL Statistics Dependencies Dependents Donation_Data.... Donor_Data.sql* Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*

Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...

No limit

Query Query History

```
1  SELECT job_field, SUM(donation), COUNT(donation)
2  FROM donation_data
3  GROUP BY job_field
4
5
```

Data output Messages Notifications

	job_field character varying (50)	sum bigint	count bigint
1	Marketing	18255	74
2	Training	21721	84
3	Product Management	22798	90
4	Research and Develo...	22862	84
5	Business Development	22266	94
6	Sales	19009	83
7	Support	19475	79
8	Legal	17309	66
9	Accounting	20504	80
10	Services	19858	80
11	Human Resources	23060	93
12	Engineering	21968	93

Total rows: 12 of 12 Query complete 00:00:00.063

Dashboard Properties SQL Statistics Dependencies Dependents Donation_Data... Donor_Data.sql* Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*

Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...

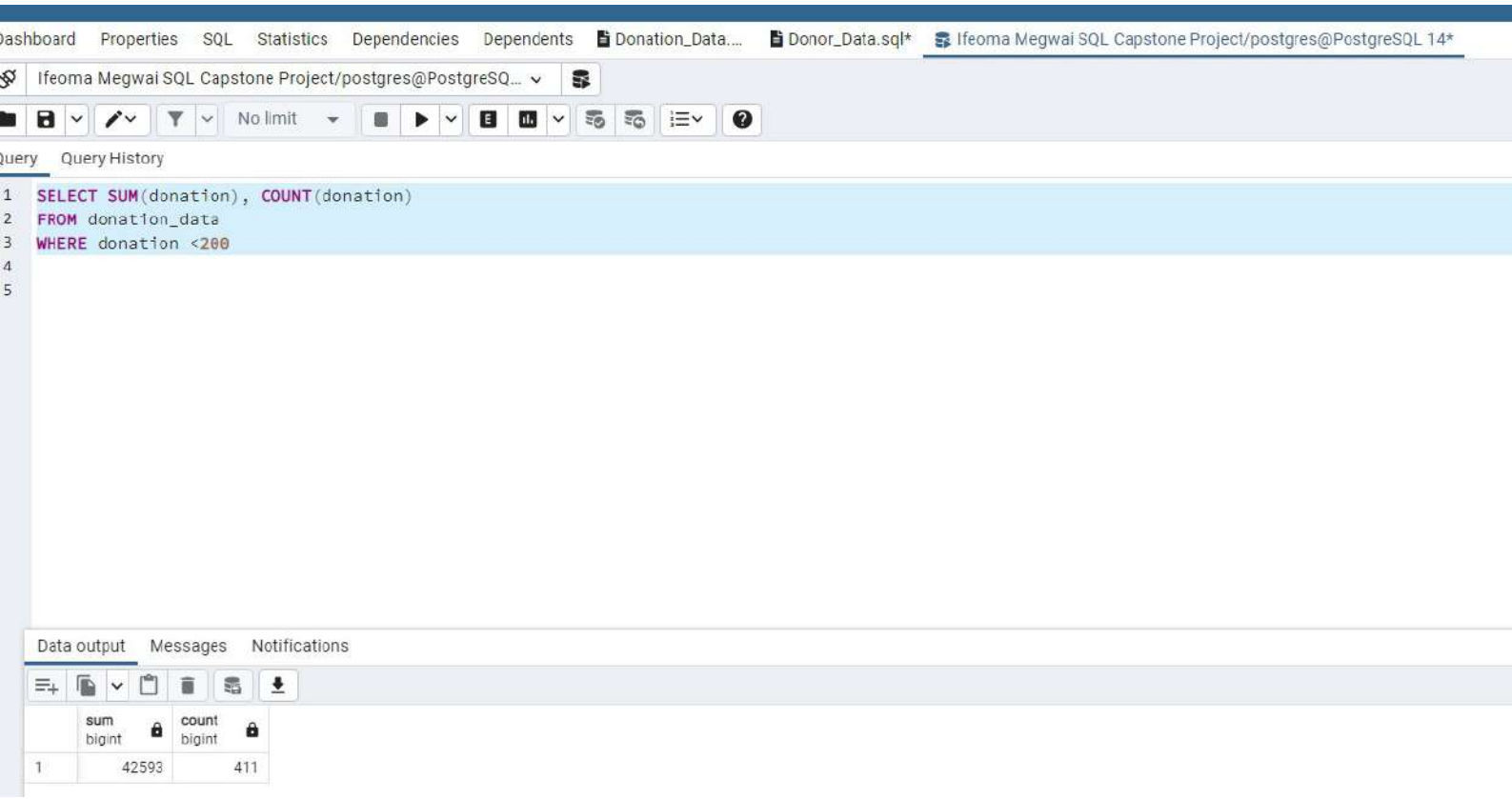
No limit

Query Query History

```
1  SELECT SUM(donation), COUNT(donation)
2  FROM donation_data
3  WHERE donation >200
4
5
```

Data output Messages Notifications

	sum bigint	count bigint
1	205892	586


Dashboard
Properties
SQL
Statistics
Dependencies
Dependents
Donation_Data....
Donor_Data.sql*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*
Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...
No limit
Query
Query History
1 SELECT SUM(donation), COUNT(donation)
2 FROM donation_data
3 WHERE donation <200
4
5
Data output
Messages
Notifications
sum bigint
count bigint
1
42593
411

Dashboard Properties SQL Statistics Dependencies Dependents Donation_Data.... Donor_Data.sql* Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*

Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...

No limit

Query Query History

```
1  SELECT state, MAX(donation)
2  FROM donation_data
3  GROUP BY state
4  ORDER BY MAX(donation) DESC
5  LIMIT 10
6
7
```

Data output Messages Notifications

	state character varying (50)	max integer
1	New York	500
2	Michigan	500
3	Virginia	499
4	Delaware	499
5	Wisconsin	498
6	California	494
7	Maryland	493
8	Louisiana	493
9	Florida	492
10	Nevada	491

Total rows: 10 of 10 Query complete 00:00:00.056

Dashboard Properties SQL Statistics Dependencies Dependents Donation_Data.... Donor_Data.sql* Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*

Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...

No limit

Query Query History

```
1  SELECT state, MIN(donation)
2  FROM donation_data
3  GROUP BY state
4  ORDER BY MIN(donation) ASC
5  LIMIT 10
6
7
```

Data output Messages Notifications

	state character varying (50)	min integer
1	Alabama	5
2	Oklahoma	5
3	Colorado	6
4	California	6
5	North Carolina	6
6	Missouri	6
7	Florida	7
8	Ohio	7
9	Texas	7
10	Tennessee	9

Total rows: 10 of 10 Query complete 00:00:00.109 Ln 7, Col 1

Dashboard | Properties | SQL | Statistics | Dependencies | Dependents | Donation_Data.... | Donor_Data.sql* | Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQL 14*

Ifeoma Megwai SQL Capstone Project/postgres@PostgreSQ...

No limit

Query | Query History

```sql
SELECT a.id, MAX(donation)as donation, gender, car, donation_frequency
FROM donation_data as a
JOIN donor_data as b
ON a.id = b.id
GROUP BY car, a.id, gender, donation_frequency
ORDER BY MAX(donation) DESC
LIMIT 10
```

Data output | Messages | Notifications

	id integer	donation integer	gender character varying (50)	car character varying (100)	donation_frequency character varying (100)
1	264	500	Male	Lexus	Daily
2	139	500	Male	Ford	Often
3	35	499	Female	Buick	Monthly
4	769	499	Female	Mazda	Often
5	480	498	Male	MINI	Never
6	965	497	Male	Hyundai	Yearly
7	76	494	Male	Chevrolet	Once
8	969	494	Male	GMC	Yearly
9	500	494	Female	Dodge	Never
10	941	493	Male	Mercedes-Benz	Once

My recommendation based on the insights I generated from the solutions to:

1. Increase the number of donors in your database
2. Increase the donation frequency of your donors.
3. Increase the value of donations in your database

are as follows:

a) From the insight generated, the total donations is 249,085

b) Also, the total donations and number of donations from Male is 127,682 and 492 respectively, while the total donations and number of donations from Female is 121,457 and 508 respectively.

c) a) and b) above imply that while Male donated more amount but lesser number of donations, the female donated lesser amount but higher number of donations. This also implies that to increase the value of donation, the fund raising company should focus on inviting more Males to fund raising events.

d) From the insight generated, the sum total of donation by frequency of donations, the total of 29,249 was generated daily, and 39,645 was generated weekly. Multiplying 29,249 total daily donations by 365 days gives 10,675,885 per year. Also, multiplying 31,645 total weekly donations by 52 weeks gives 1,645,540 per year.

e) Insight generated also shows the donors with maximum donations to be Male, and also shows that the daily donors are mostly Males.

f) This implies that for the fund raising company to increase the frequency of donation, the company should focus their resources/attention on daily fund raising event targeting Males, while also inviting Female donors to increase number of donors in the database.