



DATA ANALYST: SQL PORTFOLIO





PROFESSIONAL BACKGROUND

DATA ANALYST

ROAL

Entry-Level Data Analyst

EXPERIENCE

DATA ANALYST INTERN

SIDEHUSTLE | 2022/04–2022/05

- Create dashboards, pivot tables and chart using Excel
- Performing power query, modelling on a dataset
- Data cleaning, and Manipulating in power bi

Data Analyst Intern

BitSmart Solutions | 2021/01–2021/04

- Create dashboards, pivot tables and chart using Excel and Power BI
- Performing statistical, logical analysis on a dataset
- Data cleaning, and Manipulating in Excel

AREAS OF EXPERTISE

- Hands-on SQL experience
- Microsoft Power BI
- Excel

EDUCATION HISTORY

KWARA STATE UNIVERSITY, MALETE, ILORIN, KWARA STATE.

Bachelor of Science (Computer Science), 2021

- Member Google Developer Club Kwara State University Chapter.

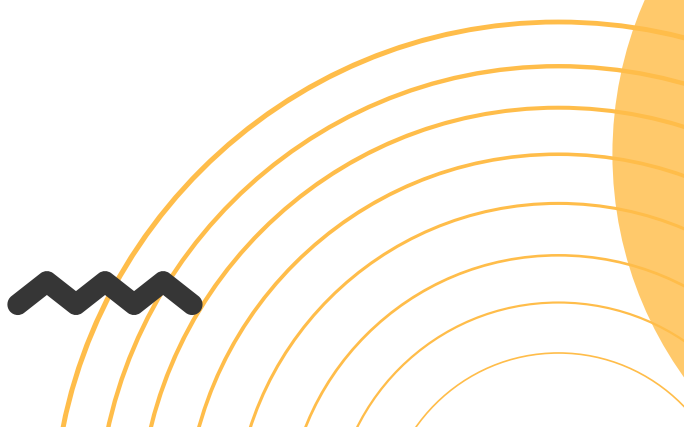
OTHER SKILLS

- The ability to analyze complex technical information
- Can analyze, design and implement database structures
- Detail oriented
- Excellent problem solver

PORTFOLIO OUTLINE



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INTRODUCTION

PROJECT BACKGROUND

This is a charity foundation known as 'Education for all' a fundraising organization whose main objective is to help young children.

As a data analyst, the head of the fundraising has request for insight to inform your fundraising strategy and increase donation. We the data analyst team are working on two datasets (EFO_Donation_data and EFO_Donor_data).

Business Problem: fundraising strategy and increase donation.

ROOT CAUSE ANALYSIS

This is also known as the Five (5) whys approach, this is just by simply asking yourself why is this a problem five times.

1st Why: Why do we need fundraising strategy?

A: So as to improve the fund raising.

2nd Why: Why do we need to improve the fundraising?

A: Because we need to increase the number of donor and donation frequency.

3rd Why: Why do we need to increase the number of donor and donation frequency?

A: Because the organization needs more donation for those in need of it.

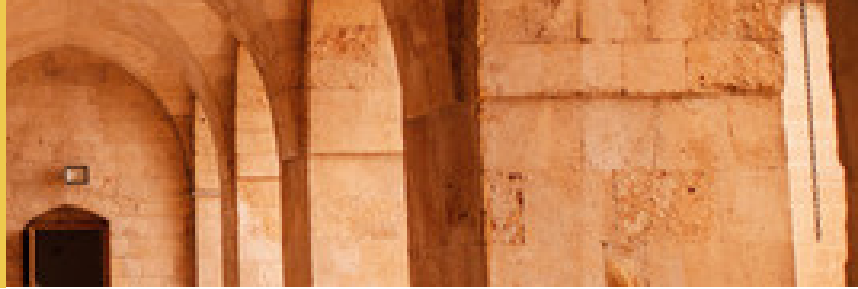
4th Why: Why do the organization needs more donation?

A: Because there is increase in numbers of people with fallen business.

5th Why: Why is there increase in numbers of people with fallen business?

A: Because of the effect of the pandemic (COVID-19).

INSIGHT



1. *Top Ten (10) candidate who donate more, with their state, university, etc.*

SQL code

SELECT

*Donation_Data.first_name,
Donation_Data.last_name,
Donation_Data.email,
Donation_Data.gender,
Donation_Data.job_field,
Donation_Data.donation,
Donation_Data.state,
Donor_Data2.donation_frequency,
Donor_Data2.university*

FROM Donation_Data

JOIN Donor_Data2

ON Donation_Data.id = Donor_Data2.id

ORDER BY donation DESC

LIMIT 10;

INSIGHT CONT'D



2. Donor Frequency with highest donation

SQL Code

```
SELECT donation_frequency, COUNT(*) AS Total  
FROM Donor_Data2  
GROUP BY donation_frequency;
```

3. State with highest donor

SQL Code

```
SELECT Donation_Data.state,  
sum(Donation_Data.donation) as sum_donor,  
COUNT(*) As total_donor  
FROM Donation_Data  
GROUP BY Donation_Data.state  
ORDER BY sum_donor DESC;
```

4. Count of Gender per donation

SQL Code

```
SELECT gender, COUNT(*) AS Total  
FROM Donation_Data  
GROUP BY gender;
```

INSIGHT CONT'D



5. Job fiel with their average donation frequency

SQL Code

```
SELECT Donation_Data.job_field, ROUND  
(AVG(Donation_Data.donation), 2) AS  
Average_donation, Donor_Data2.donation_frequency  
FROM Donation_Data  
JOIN Donor_Data2  
ON Donation_Data.id = Donor_Data2.id  
GROUP by Donation_Data.job_field
```



TABLEAU VISUALIZATION

First Visualization

https://public.tableau.com/authoring/Entrylevel_dataanalysis/Top10Donor#1



TABLEAU VISUALIZATION

Second Visualization

https://public.tableau.com/authoring/Entrylevel_dataanalysis/DonationFrequencyCount#1



TABLEAU VISUALIZATION

Third Visualization

https://public.tableau.com/authoring/Entrylevel_dataanalysis/DonorState#1



TABLEAU VISUALIZATION

Fourth Visualization

https://public.tableau.com/authoring/Entrylevel_dataanalysis/TotalGendercount#1



TABLEAU VISUALIZATION

Fifth Visualization

https://public.tableau.com/authoring/Entrylevel_dataanalysis/Averagedonationforjob#1



FINDING AND RECOMMENDATION

From the insight generated, I can derived that Once and Monthly are the two most frequency donation that donor loved. Some important State are California, New York, Florida, Texas with the highest count and donation.

Recommendation

- 1.We should recommend more of Once and Monthly

Conclusion

I took the following steps in completing this project:

- 1.Understanding how the dataset is
- 2.Ask questions to generate insight
- 3.Getting the insight from the dataset using SQL and Exporting it in CSV.
- 4.Getting the data across to tableau and creating analysis