



Analyzing how non-profit revenue  
is impacted by income.

Presenter  
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# JOURNEY

Mission

Data Source

Experiment Design

Technology

Visualization

Findings

What Next?

Connect

# MISSION

Drive social impact by focusing business resources

Identify areas of interest by State & City.

## DATA SOURCE

Non-profit data  
[www.irs.gov](http://www.irs.gov)

US income &  
demographics  
[www.census.gov](http://www.census.gov)

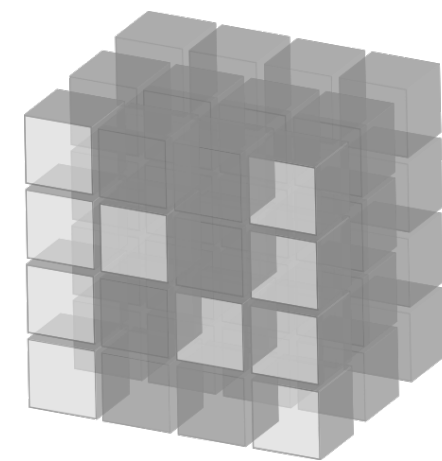
# EXPERIMENT

$H_0$ : mean of NPs' revenue **are the same** in lower-half & upper-half of mean household income.

$H_A$ : mean of NPs' revenue **are NOT the same** in lower-half & upper-half of mean household income.

**Setting  $\alpha = .10$**

# TECHNOLOGY



NumPy

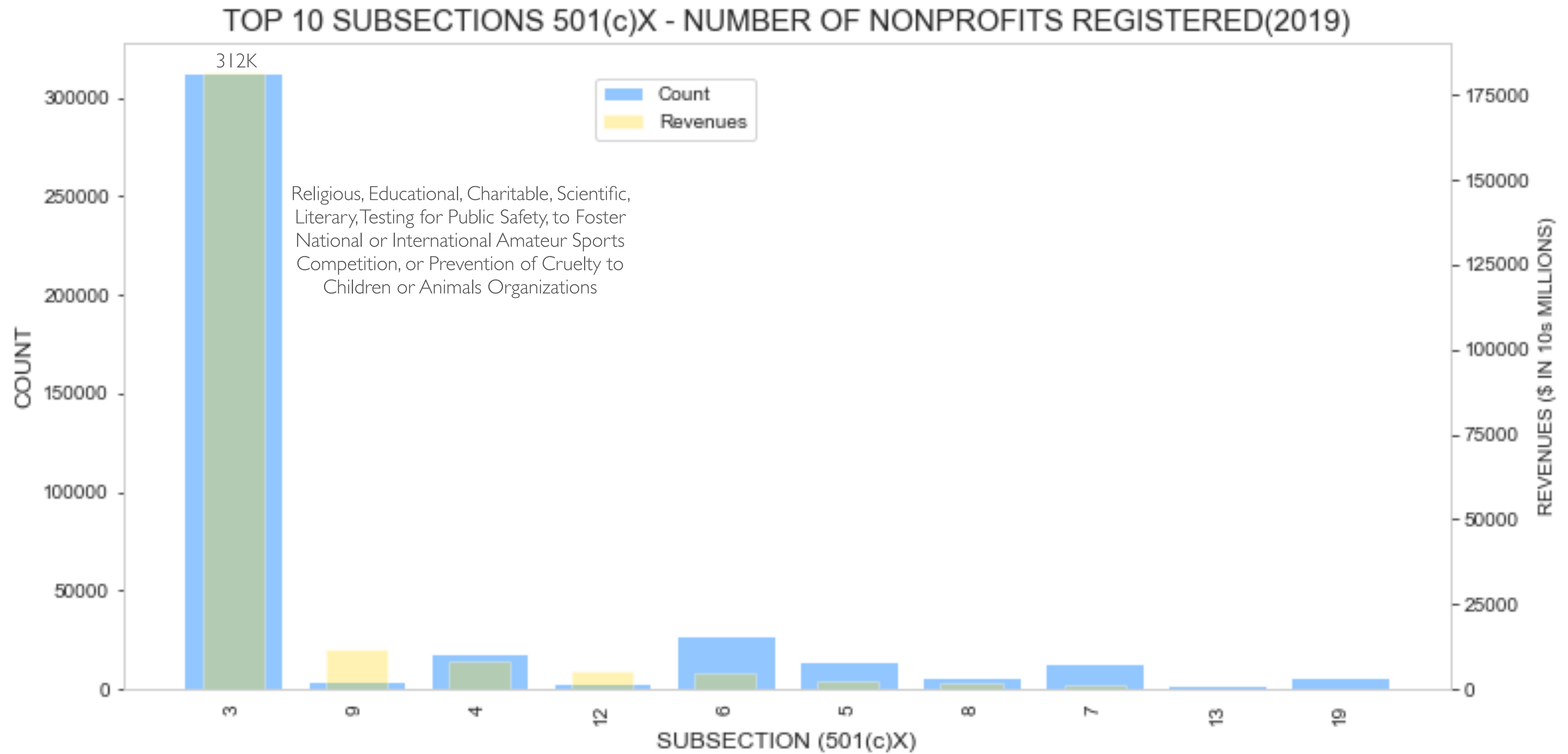
 pandas

matplotlib

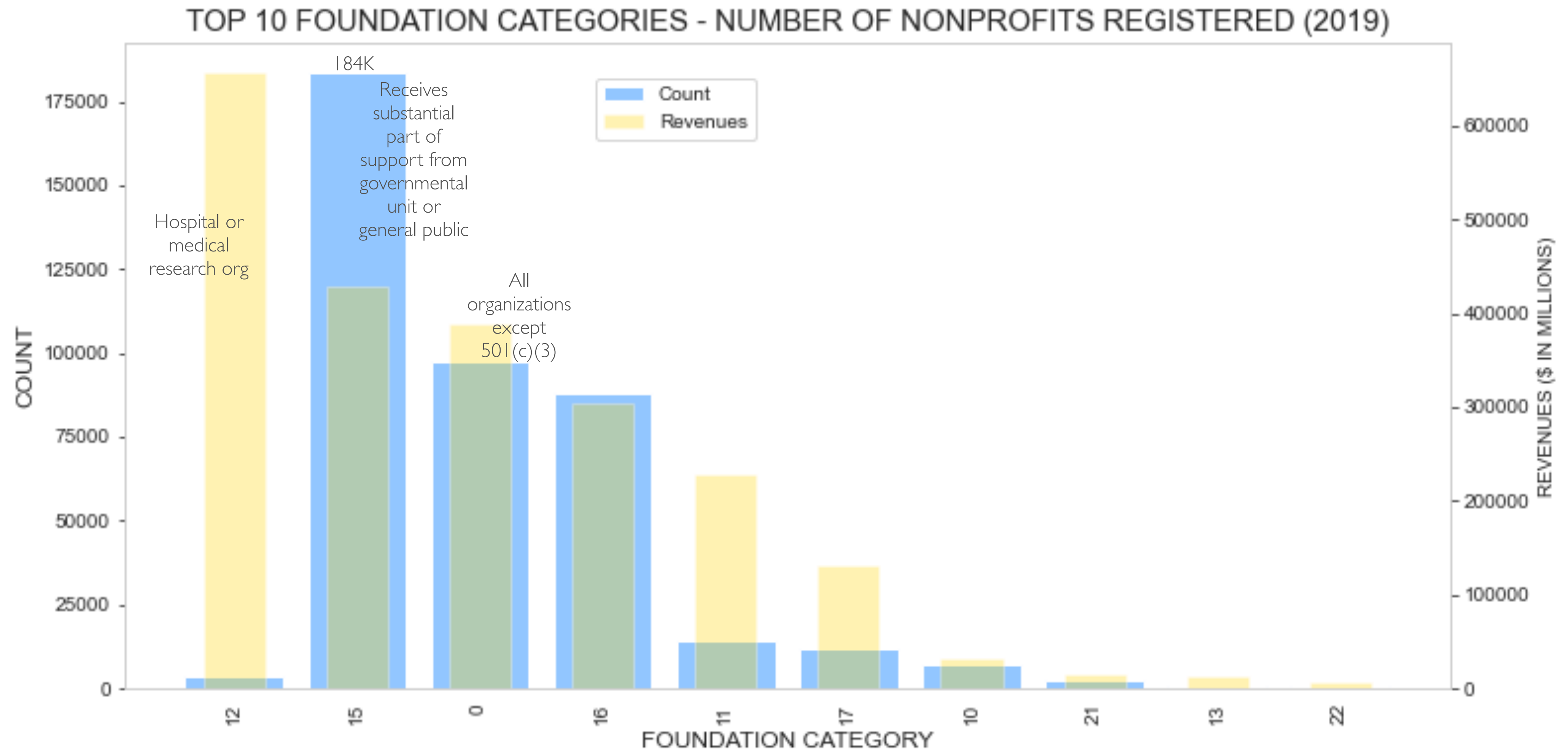
Seaborn

 **SciPy**

# VISUALIZATION

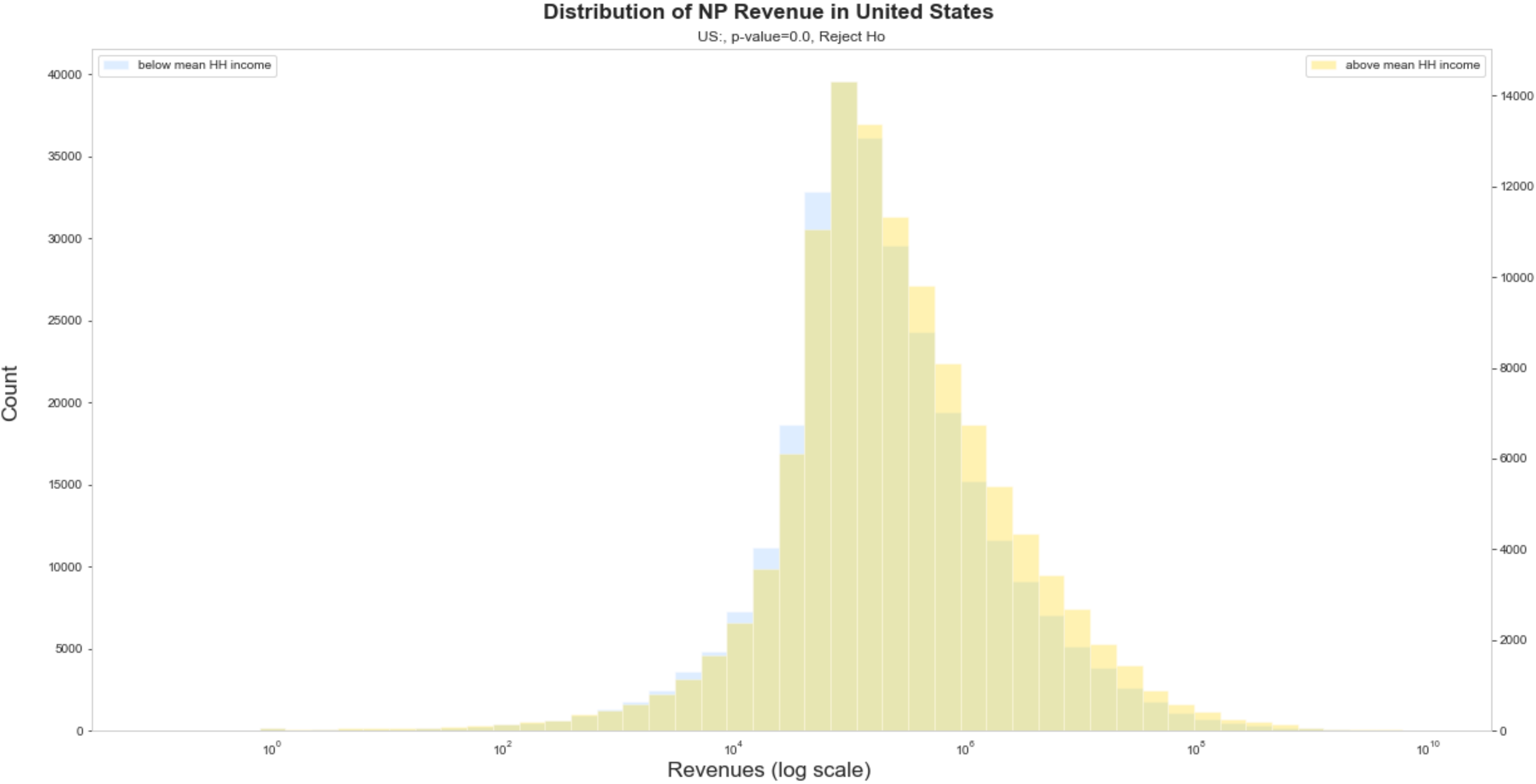


# VISUALIZATION





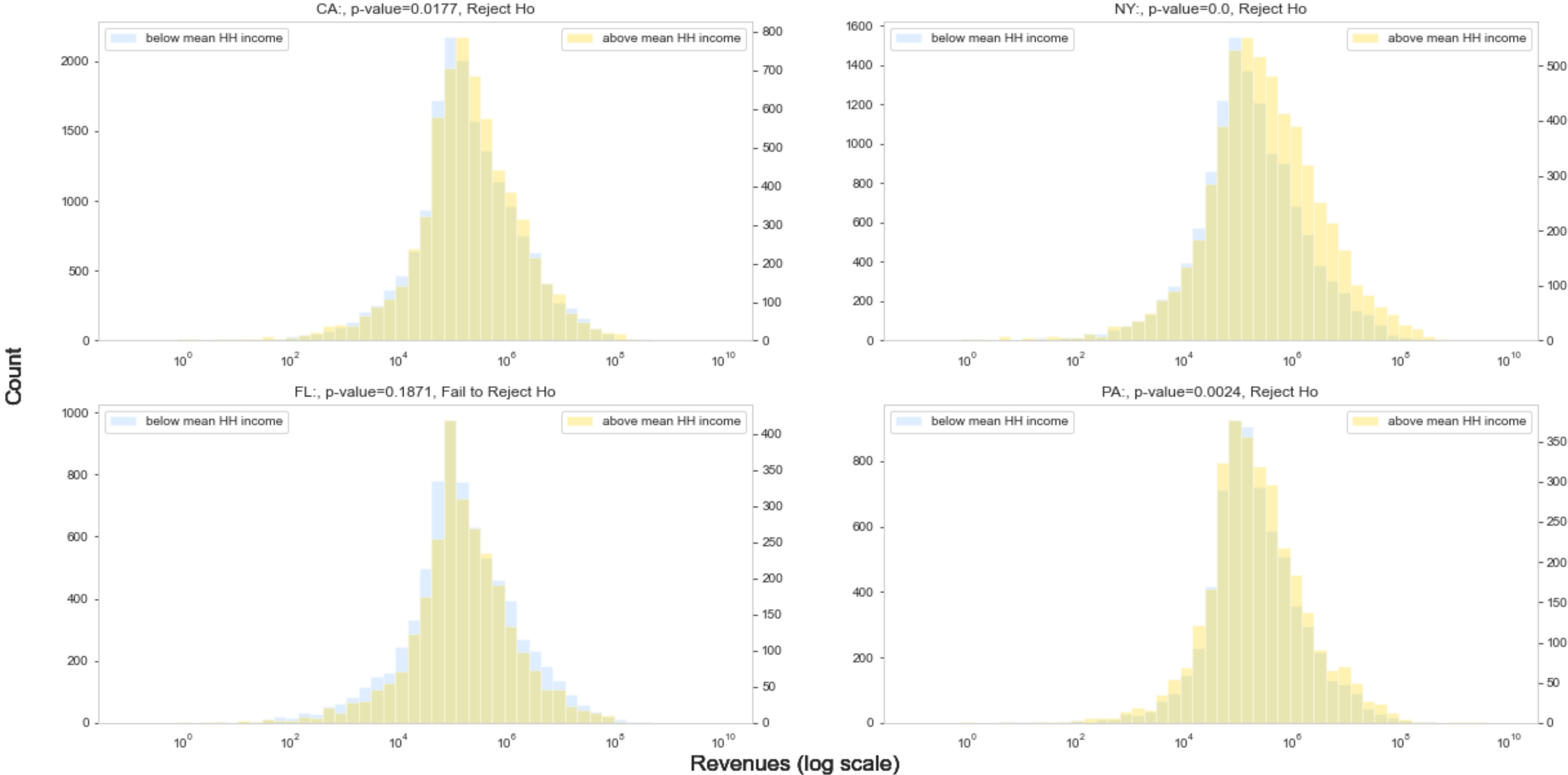
# FINDINGS



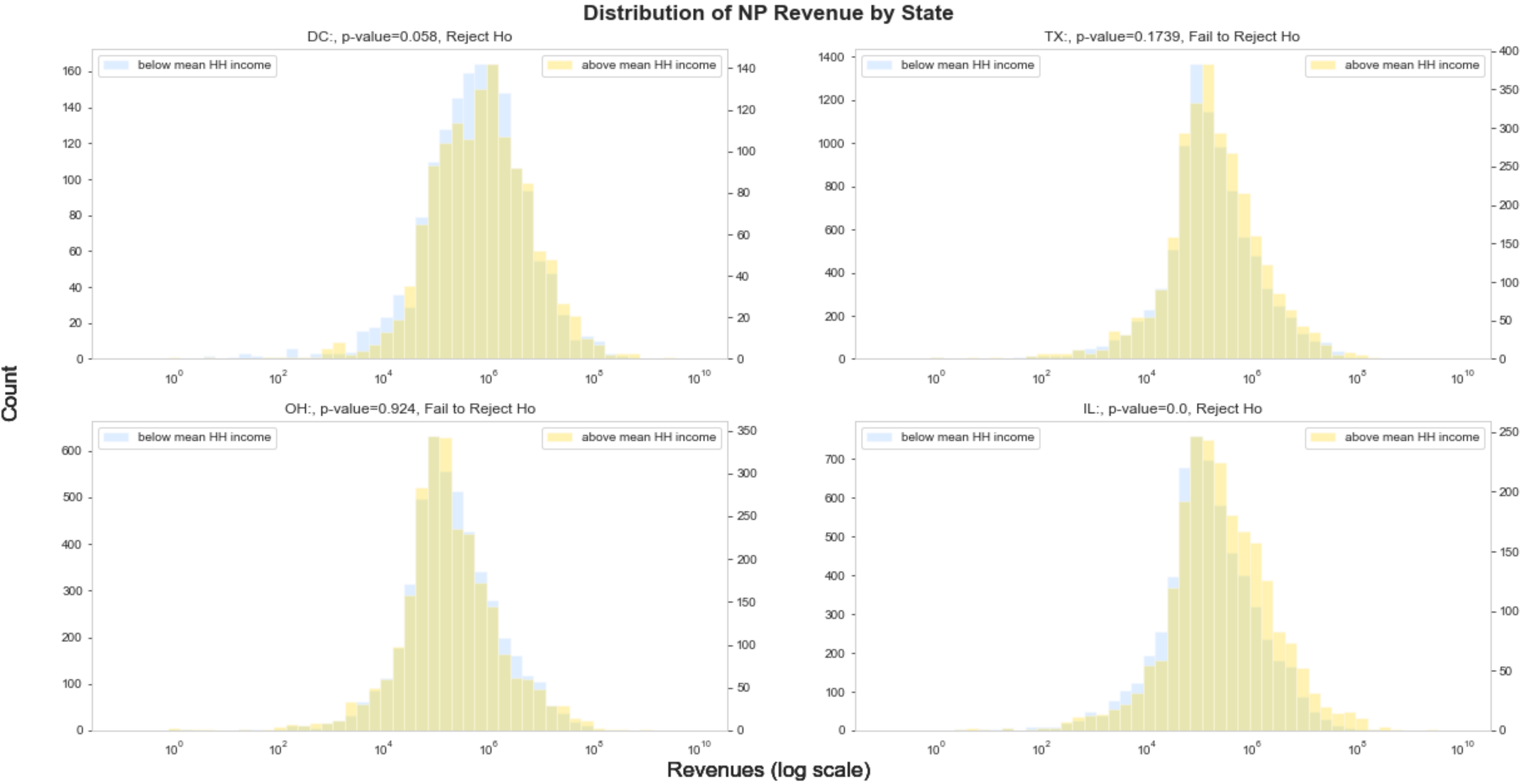
# FINDINGS

Top 4 states

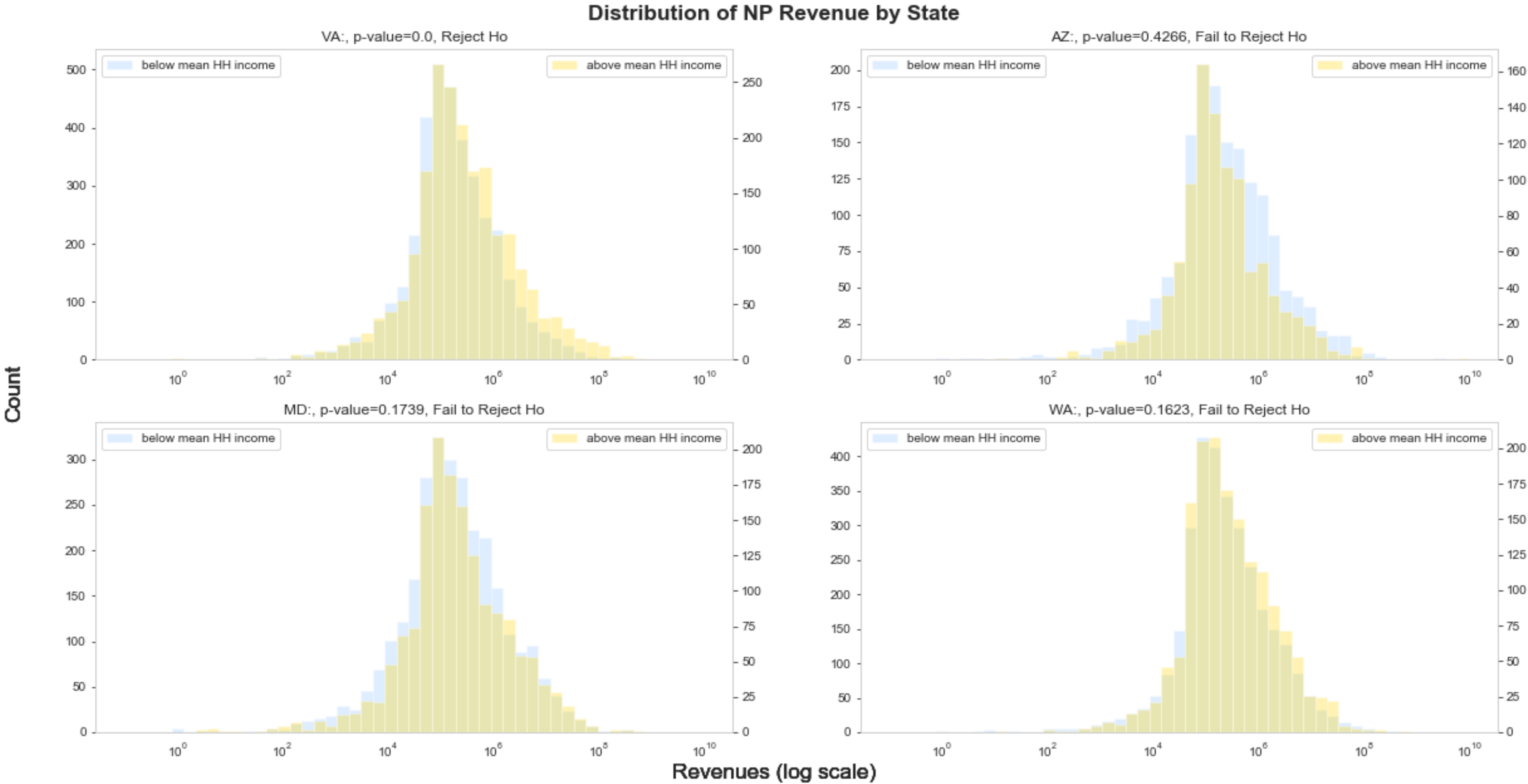
Distribution of NP Revenue by State



# FINDINGS



# FINDINGS



## WHAT NEXT?

Cities in states that reject Ho

501(c)3 - 15 and funding by gov'n't vs  
individual

Further business needs with Change Unlimited

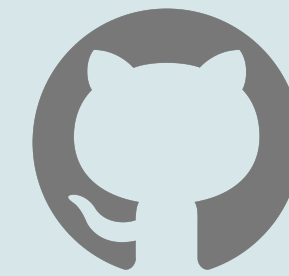
Create NP impact metrics within regions



CONNECT



<https://linkedin.com/in/lesro>



<https://github.com/lesro>



<https://twitter.com/lesroco>



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