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All States Gift Timeline Project

## Procedure to Obtain Data

- Imported contact data from any state/location from Virtuous with contact ID and first gift date
- Calculated the duration the donor has been with PRI
- Categorized donors based on length of time being a donor using conditional column
- Imported gift data from any state/location from Virtuous with contact ID and all gift dates
- Changed gift date to a numerical month column
- Grouped by contact ID and averaged the gift month
- Categorized donors based on time of year of their donation using conditional column
- Repeated this process for categorizing donors based on time of month
- Merged Month Query, Day-of-Month Query, and Donor Duration Query with a Donor Total Amount Given Query to produce a combined table

## Analysis and Dashboards

- **Donor Percentage Dashboard:** Measures the percentage of donors that give at a certain time of year or time of month, and the percentage of donors that have given for a certain duration.
  - **Duration Percentage:** Measures the number of donors out of the total who have been with PRI for 25 years, 15 years, 10 years, 5 years, 2 years, or less.
    - Use the “Select a Value” feature to calculate the percentage of donors that are a specific type.
    - **Analysis:** The majority of PRI’s donors are 10-year donors, which comprise 38.84% of total donors. Sequentially, 15-year donors follow at 27.10%, 5-year donors at 20%, 2-year donors 11.06%, and recent donors at 1.88%. The minority of PRI’s donors are 25-year donors, which only comprise 1.11% of total donors, which is reasonable to expect given that PRI’s first donation was received in 1990 and the organization was in its beginning stages.
  - **Time-of-Month Giving Percentage:** Measures the number of donors out of the total who tend to donate at the beginning, end, or middle of the month.
    - Beginning-of-Month: Days 0-7
    - Middle-of-Month: Days 8-23.44
    - End-of-Month: Days 23.44-30.44
    - Use the “Select a Value” feature to calculate the percentage of donors that give at a particular time-of-month.
    - **Analysis:** The majority of PRI’s donors are Middle-of-Month donors, which comprise 73.94% of total donors. This is reasonable to expect given that the category “Middle-of-Month” encompasses more possible days. Interestingly, End-of-Month donors comprised 14.06% of total donors, outweighing Beginning-of-Month donors, who comprised 12%, by about 2%. So, there seems to be a slightly larger trend of donors giving at the end of the month.
  - **Time-of-Year Giving Percentage:** Measures the number of donors out of the total who tend to donate at the beginning, end, or middle of the year.
    - Beginning-of-Year: Months 0-3
    - Middle-of-Year: Months 4-9

- End-of-Year: Months 10-12
  - Use the “Select a Value” feature to calculate the percentage of donors that give at a particular time-of-year.
  - **Analysis:** The majority of PRI’s donors are Middle-of-Year donors, which comprise 72% of total donors. This is reasonable to expect given that the category “Middle-of-Year” encompasses more possible months. This time, Beginning-of-Year donors comprised 16.29% of total donors, outweighing End-of-Year donors, who comprised 11.71%, by about 4.5%. So, there seems to be a slightly larger trend of donors giving at the beginning of the year. This is surprising given that donations at the end of the year, in my opinion, would seem to be more popular because of people wanting to claim tax deductions.
- **Bottom Right Cell:** Displays the average donation day of the month and day of the year for all PRI donations received. It also displays the average number of years donors have been with PRI.
  - **Analysis:** These values are reasonable to expect given that the majority of donors are in the 10-year donor, Middle-of-Month donor, and Middle-of-Year donor categories. These averages indicate that the data is well distributed with little-to-no outlier values that would significantly affect the average.
- **Money Percentage Dashboard:** Measures the percentage of total donation money collected from donors that give at a certain time of the year or time of the month, and donors that have given for a certain duration.
  - **Money by Duration:** Measures the total amount of money donated by donors who have been with PRI for 25 years, 15 years, 10 years, 5 years, 2 years, or less, and the percentage by category of the total money from all donations.
    - Use the “Select a Value” feature to calculate the percentage of total money that is given by a specific donor duration category.
    - **Analysis:** The majority of PRI’s donation money comes from 15-year donors, who account for 61.39% of total donation money. This is reasonable to expect because the category “15-year Donor” encompasses 10 years of donors, whereas the other categories encompass less. Sequentially, 10-year donors follow at 22.07%, 5-year donors at 7.88%, 25-year donors at 5.21%, and 2-year donors at 2.41%. The minority of PRI’s donations come from Recent donors, who only comprise 1.05% of total donation money, which is reasonable to expect given that the category “Recent Donor” only encompasses a duration of 2 years.
  - **Money by Time-of-Month:** Measures the total amount of money donated by donors who are categorized as Beginning-of-Month, Middle-of-Month, or End-of-Month, and the percentage by category of the total money from all donations.
    - Use the “Select a Value” feature to calculate the percentage of total money that is given by a specific donor Time-of-Month category.
    - **Analysis:** The majority of PRI’s donation money comes from Middle-of-Month donors, who account for 93.56% of total donation money. This is reasonable to expect given that the category “Middle-of-Month” encompasses more possible days, but when compared to the 73% of total donors who are categorized as “Middle-of-Month” it shows that these donors tend to give significantly more money, as that is the only explanation to account for the percentage increase. Sequentially, End-of-Month Donors account for 4.41% of the total and Beginning-of-Month Donors account for 2.13%. This is as expected given the previous percentages of donors categorized as “End-of-Month” and “Beginning-of-Month”.

- **Money by Time-of-Year:** Measures the total amount of money donated by donors who are categorized as Beginning-of-Year, Middle-of-Year, or End-of-Year, and the percentage by category of the total money from all donations.
  - Use the “Select a Value” feature to calculate the percentage of total money that is given by a specific donor Time-of-Year category.
  - **Analysis:** The majority of PRI’s donation money comes from Middle-of-Year donors, who account for 93.81% of total donation money. This is reasonable to expect given that the category “Middle-of-Year” encompasses more possible months, but when compared to the 72% of total donors who are categorized as “Middle-of-Year” it shows that these donors tend to give significantly more money, as that is the only explanation to account for the percentage increase. Sequentially, End-of-Year Donors account for 4.43% of the total and Beginning-of-Year Donors account for 1.75%. This is as expected given the previous percentages of donors categorized as “End-of-Year” and “Beginning-of-Year”. Interestingly, the Money by Time-of-Year percentages almost directly mirror the Money by Time-of-Month percentages. This could be due to very similar donation amount ratios between the beginning, end, and middle categories.
- **Bottom Right Cell:** Displays the average total donation amount in USD for each donor in a specific category, whether that be a specific Time-of-Month, Time-of-Year, or Duration category.
  - Use the “Select a Value” feature in the previous cells to filter results.
  - **Analysis:** It is interesting to see how the average total amount given by each donor is much higher for 25-year donors at \$3517.05, and it continues to decrease over time until 2-year donors at \$165.59. This is because donors who have been with PRI longer will have naturally donated more total money. It is also interesting to note that each recent donor averages a total donation amount of \$426, which is significantly higher than 2-year donors at \$165.59 even though they have been with PRI for less time. Finally, it is also interesting to observe that donors who give in the middle of the month and year tend to give significantly more. This could be due to older donors who have naturally given more money (since they have been with PRI longer) having given it in the middle of the month and year, which would increase the average.