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Donor State Analysis Project

Procedure to Obtain Data

- **Highest Dollar Donors:**
 - Imported contact data using a query that filtered only donors in the United States
 - Included the fields Primary Address State, Life to Date Giving, Contact Id, and Contact Name
 - Grouped by state and outputted the maximum donation amount for each state
 - Utilized a merge table with contact info to find which individual contact Ids and contact names should be assigned to the highest donations
 - Ran a second query filtering to Deceased Is False to crosscheck and ensure that results only included living donors
- **Donor Statistics by State (Most Donors Per State & Highest Dollar Donors Per State)**
 - Imported contact data using a query that filtered to only donors in the United States
 - Included the fields Primary Address State, Average Gift Amount, Largest Gift Amount, Life to Date Giving, and Life to Date Gift Count for every donor
- **States with Longest Duration Donors:**
 - Imported contact data using a query that filtered to only donors in the United States
 - Included the fields First Gift Date and Last Gift Date
 - Created a custom column measuring the length of time passed in days between donor's first and last gift, which yields the duration the donor has been with PRI
- **States with Most Frequent Donations:**
 - Imported contact data using a query that filtered to only donors in the United States
 - Included fields First Gift Date, Last Gift Date, and Life To Date Gift Count
 - Created a custom column measuring the length of time passed in days between donor's first and last gift, divided by the total gift count minus one for that donor, to find the average amount of time that passed between donations
 - Donation frequency is measured as one donation per average length of time calculated between donations

Analysis and Dashboard

- **State Statistics Dashboard:**
 - **Top Ten Most Donors per State:** Provides the top ten states with the most donors.
 - **Top Ten States for Largest Donors:** Provides the top ten states with the donors who donated the largest amounts of money.
 - **Top Ten States by Total Donation Amount:** Provides the top ten states with the largest total donation amount.
 - **Bottom Right Cell:** Measures the number of donors, highest individual donation, average donation, highest donor's total amount donated, and the gift count of a specific state.
 - Use the "Select a State" feature to filter the cell for a specific state.
 - **Analysis:** Interestingly, CA ranks number one for states with the highest total donation amount but only tenth in largest individual donation amount. This means that CA must have significantly more donations at a lower dollar amount. When compared to MN

which is in the #2 spot, CA has almost double the donation count. This would lead to the question of how could MN be in #2 with almost half the donation count? The answer is due to the fact that MN's largest donor has donated 60% more money than any donors in other states, weighing in at \$580000.

- **Duration & Frequency Dashboard:**

- **Top Ten States by Donor Duration:** Provides the top ten states with donors that have been giving the longest to PRI. Based on the average duration of all the donors in a given state.
- **Top Ten States by Time Between Donations:** Provides the top ten states with donors that give most frequently to PRI. Based on the average time between donations of all donors in a given state. Donors that give most frequently will have less time between donations, so a smaller time between donations on the graph implies more frequent donations.
- **Rightmost Cell:** Measures the average donor duration in years and the average time between donations in months of a particular state.
 - Use the "Select a State" feature to filter the cell for a specific state.
- **Analysis:** There is no real correlation between the "donor duration" and "time between donations" graphs because how long a donor has been giving to PRI can be completely independent of how often they give. Donors could have been giving for many years but very infrequently, whereas donors could also have just started giving but give very frequently. This lack of correlation is evident in the graphs because states with longer term donors are not in the top ten for states with frequent donors. They are almost completely different states in the frequency graph. It's also interesting to see that on average donors don't tend to give more than once every four months, as the highest frequency state is MS at 4.09 months between donations. The state with the donors who have given the longest is DE at an average of 5.93 years. DE only has 91 donors who have given to PRI, so to maintain such an average a majority of those donors must be very old donors who have been giving to PRI for quite some time.