DATA ANALYST: SQL PORTFOLIO

PREPARED BY:
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PROFESSIONAL BACKGROUND

I have a passion for being creative and solving unique problems, and with data, problem-solving further enhanced.
I am eager to acquire hands-on experience as a data analyst in an innovative and dynamic organization/firm. In such an environment, my abilities as an analyst will be challenged and consequently developed. This will in turn help progress my career in the world of analytics and actualize my ambition of becoming successful in what I love doing.
I have a bachelor's degree in Geography and over 5 years of experience in Research and Data analysis. I have supported numerous projects with startups in the areas of market research, strategy, and business planning.
As a Data Research Analyst, I worked with different company in research and fieldwork. I was able to learn and develop myself in the areas of presentation, business writing, research and analysis and teamworking.
As an aspiring Data Analyst, I am proficient in Microsoft Excel and have a good grasp of using Tableau and SQL. Am also a fast learner with a great work ethic and the ability to work independently or with others. I possess excellent team leadership skills and a true commitment to excellence. Bringing forth a motivated attitude and a variety of powerful skills. Highly competent communicator skilled in multitasking and effectively communicating with others. Committed to working professionally and diligently on behalf of a company. Skilled in remaining calm and courteous during high-pressure situations. Experienced in working with both small and large inventory needs. Adept in accurately reading order requirements and working to fulfill them in a time efficient way. Proficiency in data analysis, visualization, power B.I, SPSS, . As an aspiring Data Analyst, I am proficient in Microsoft Excel and have a good grasp of using Tableau and SQL.

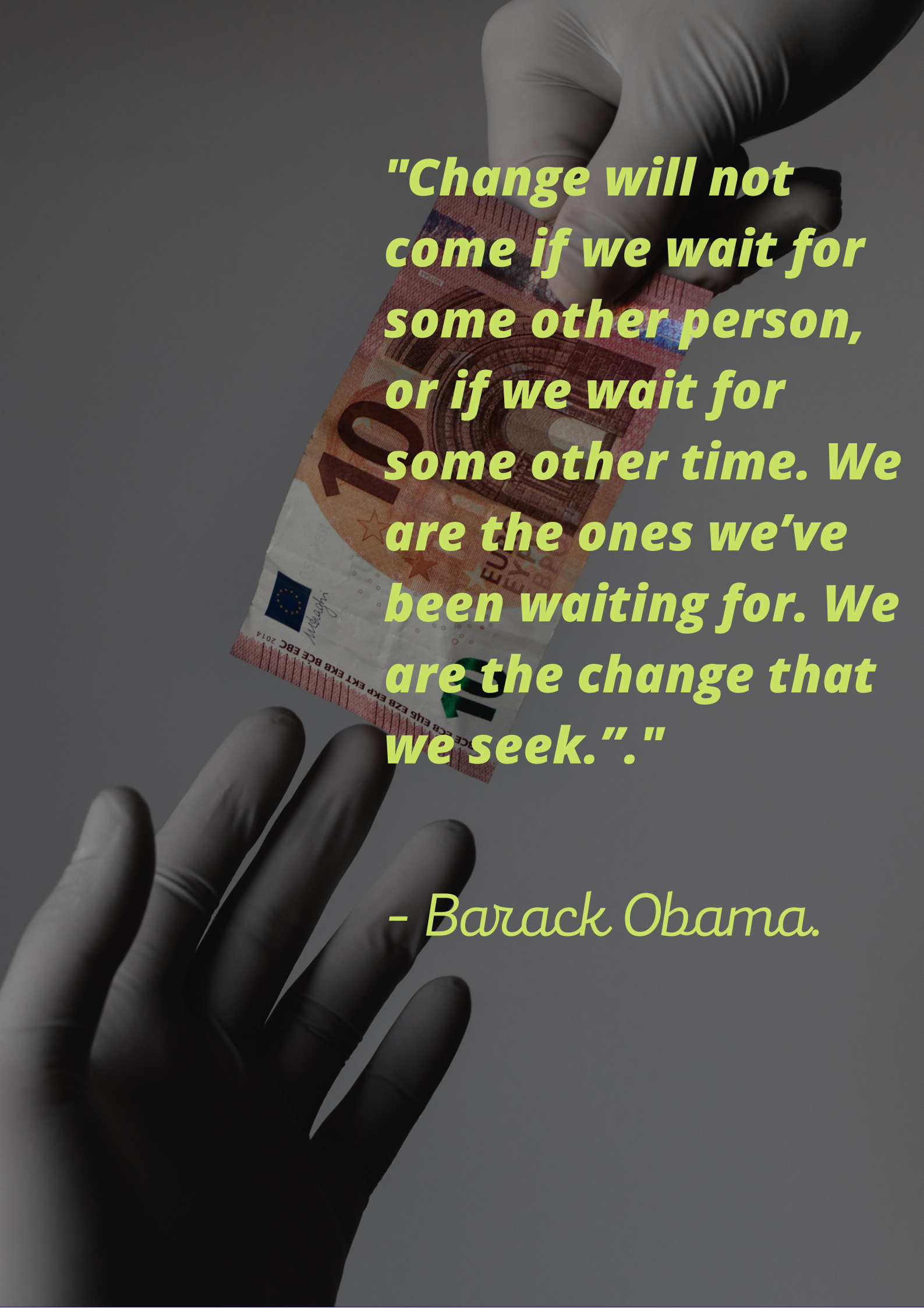
Portfolio Outline

- Professional Background
- Introduction
- Root Cause Analysis
- Insights
- Findings and Recommendations
- Conclusion

THE FUNDRAISING REPORT: EDUCATION FOR ALL

PRESENTED TO: HEAD OF DONTATION

BY: DATA INTELLIGENCE TEAM


"Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek."."
- Barack Obama.

Data Design

The business problem was defined and framed out using a root cause analysis.

This aid in gaining clarity in the areas that errors and shortcomings were noted.

Afterwards. the data was analyzed using SQL, various code was used to observe trends and patterns.

This processed data was then visualized using Tableau to make the insights more digestible

INTRODUCTION

Education for All, a prominent non-profit achieved a record 1,000 students sponsored in 2021. Over $249k was received in donations in bringing the project to fruition. Despite the impressive turn-out, expectations were not quite met, falling short of the initial goal of sponsoring 1,500 students.

With the clear potential for success, the new goal set for 2022 is to double the number of sponsored children to 3,000 children. In order to achieve this goal, more funds will be required from the total donations. Projection are speculated to be around $500 - $650k
Thus, the Head of Fundraising assigned the Data Intelligence team to analyze last years data and provide actionable insights in achieving the following:

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

Root-Cause Analysis

Root Cause Analysis

A root-cause analysis, is a logical tool used to pinpoint the origin a problem that influenced the outcome of a product, project, task, etc. It helps teams to streamline their thinking and proffer solutions faster and more efficiently.

It involves asking 5 questions in logical flow and answering said questions one after the other. The further questions are asked the more difficult the answer becomes, which indicates the root problem is close.

In the Fundraising case, the first question we ask will help guide how we can adequately find the root problem

Problem: We did not meet our target of sponsoring 1,500 children

Q1: Why did we only sponsor 1000 children from donations?

A1: That was most number of children we could sponsor from the $249,000 from 1000 donors we secured.

Q2: Why could we secure only $249,000 from 1000 donors?

A2: That was the number we could secure in the limited timeframe

Q3: Why was there limited time?

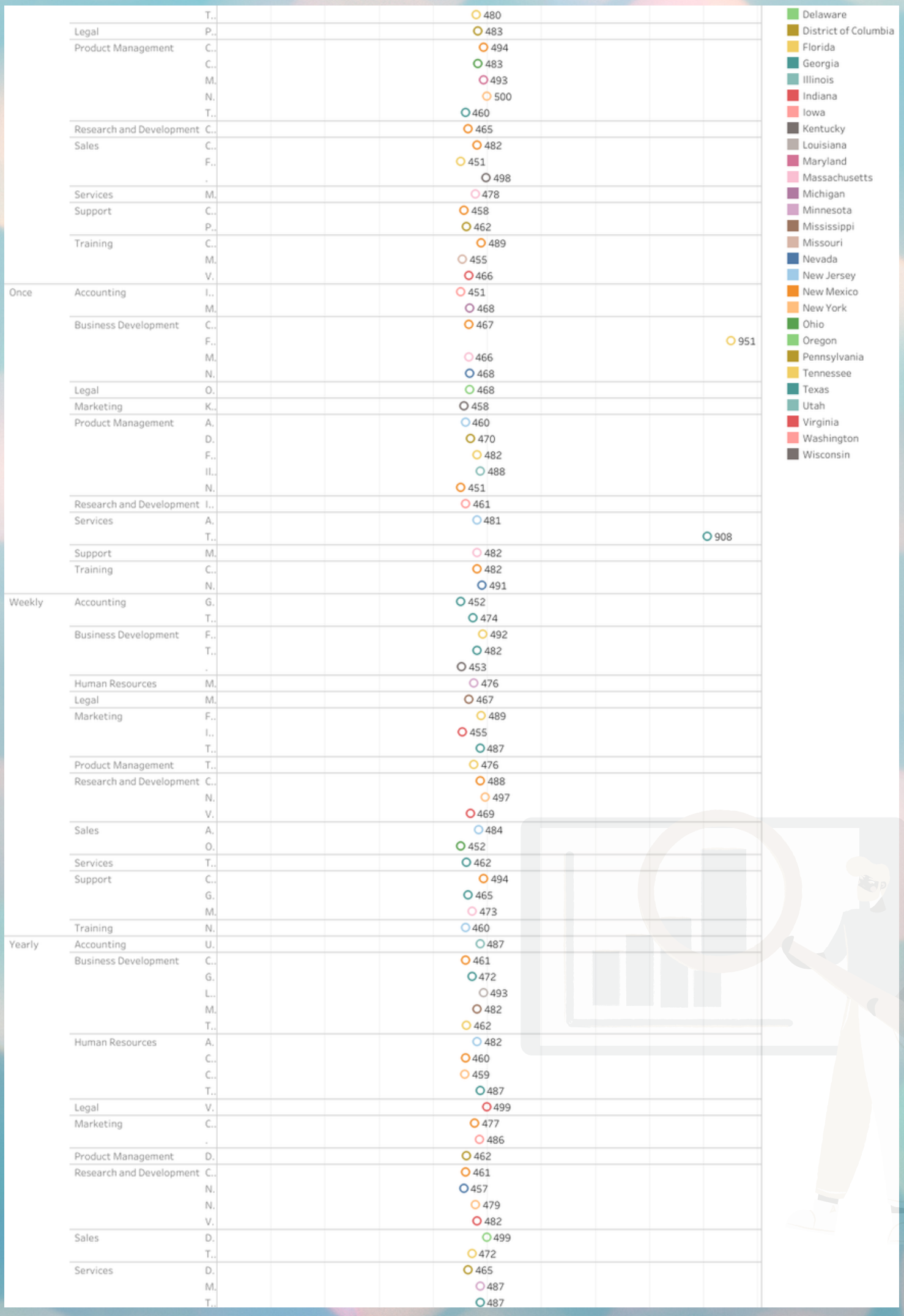
A3: Our campaign began later than expected

Q4; Why was the campaign delayed?

A4: We did not receive the projections from Finance & Planning team early enough

Q5: Why were the projections received late from the F & P team?

A5: Their initial projections were incorrect and had to be reworked from almost scratch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Legal P.. 483
Product Management C.. 494
C.. 483
M.. 493
N.. 500
T.. 460
Research and Development C.. 465
Sales C.. 482
F.. 451
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Services M.. 478
Support C.. 458
P.. 462
Training C.. 489
M.. 455
V.. 466
Once Accounting I.. 451
M.. 468
Business Development C.. 467
F.. 951
M.. 466
N.. 468
Legal O.. 468
Marketing K.. 458
Product Management A.. 460
D.. 470
F.. 482
H.. 488
N.. 451
Research and Development I.. 461
Services A.. 481
T.. 908
Support M.. 482
Training C.. 482
N.. 491
Weekly Accounting G.. 452
T.. 474
Business Development F.. 492
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Human Resources M.. 476
Legal M.. 467
Marketing F.. 489
I.. 455
T.. 487
Product Management T.. 476
Research and Development C.. 488
N.. 497
V.. 469
Sales A.. 484
O.. 452
Services T.. 462
Support C.. 494
G.. 465
M.. 473
Training N.. 460
Yearly Accounting U.. 487
Business Development C.. 461
G.. 472
L.. 493
M.. 482
T.. 462
Human Resources A.. 482
C.. 460
C.. 459
T.. 487
Legal V.. 499
Marketing C.. 477
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Product Management D.. 462
Research and Development C.. 461
N.. 457
N.. 479
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Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Nevada
New Jersey
New Mexico
New York
Ohio
Oregon
Pennsylvania
Tennessee
Texas
Utah
Virginia
Washington
Wisconsin

Insights

Donations share per industry

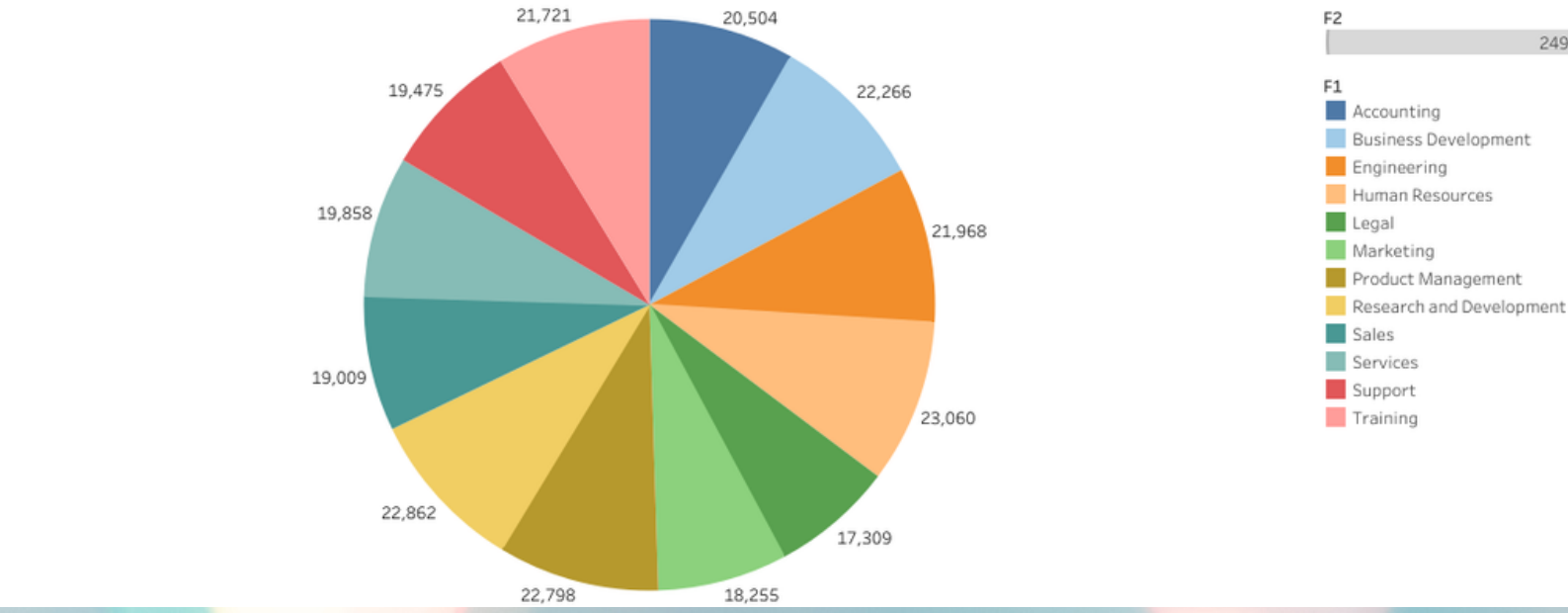
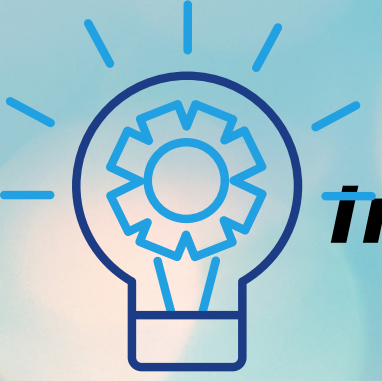


Fig 1

```
SELECT job_field, SUM
(donation)
FROM Donation_Data
GROUP by job_field
ORDER by SUM (donation)
DESC
;
```



insights

Finding 1

The highest sum amount from job fields was Human Resources, with $23, 060. Not a lot more than the next field, Research and Development with $22,862.

Insights

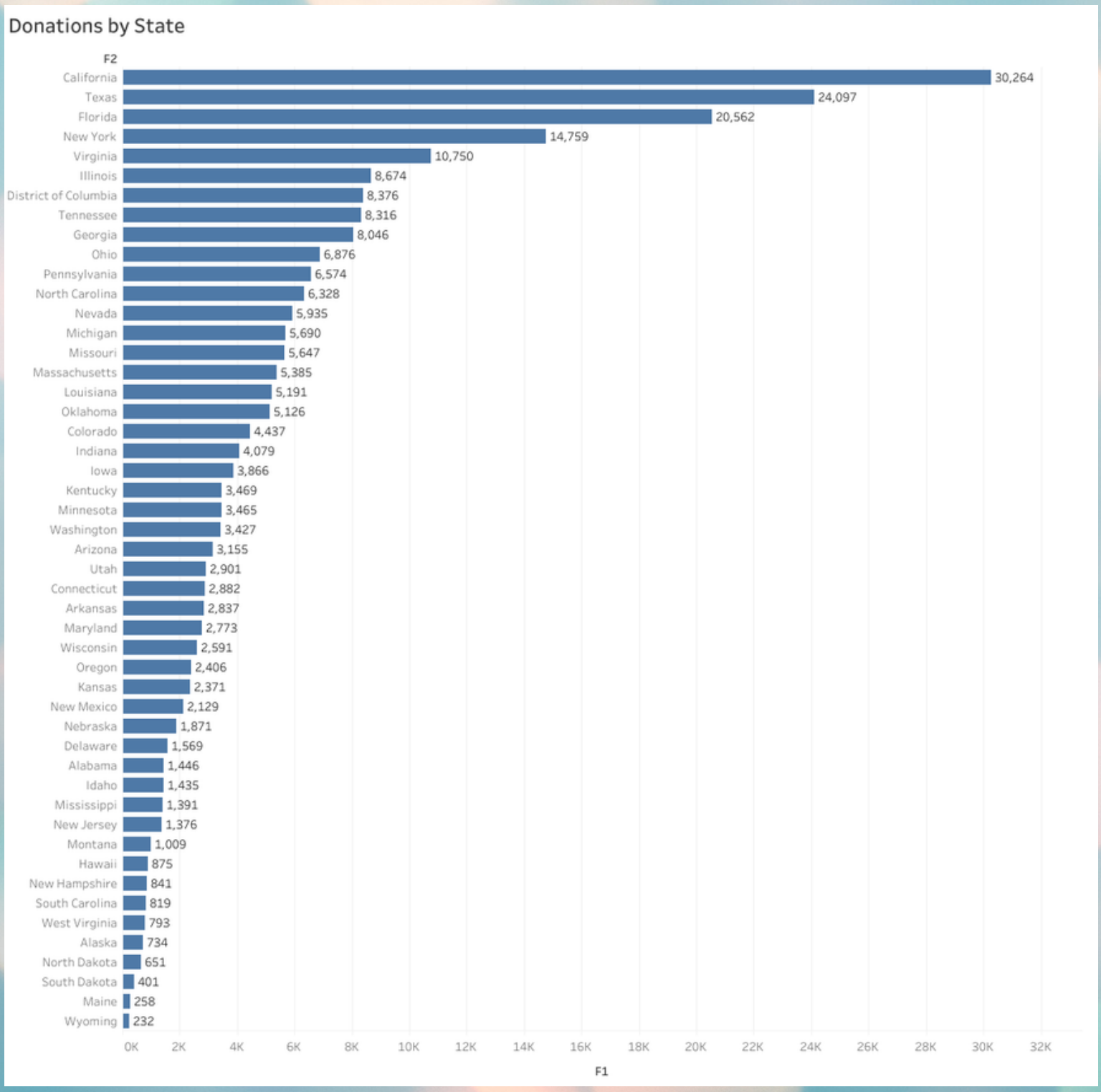


Fig 2

Insights

```
SELECT SUM (donation), state
FROM Donation_Data
GROUP by state
ORDER by SUM (donation) DESC
;
```

Finding 2

California recoded the highest total for donations, accounting for $30,264, %12.15 of the total donation amount

Insights

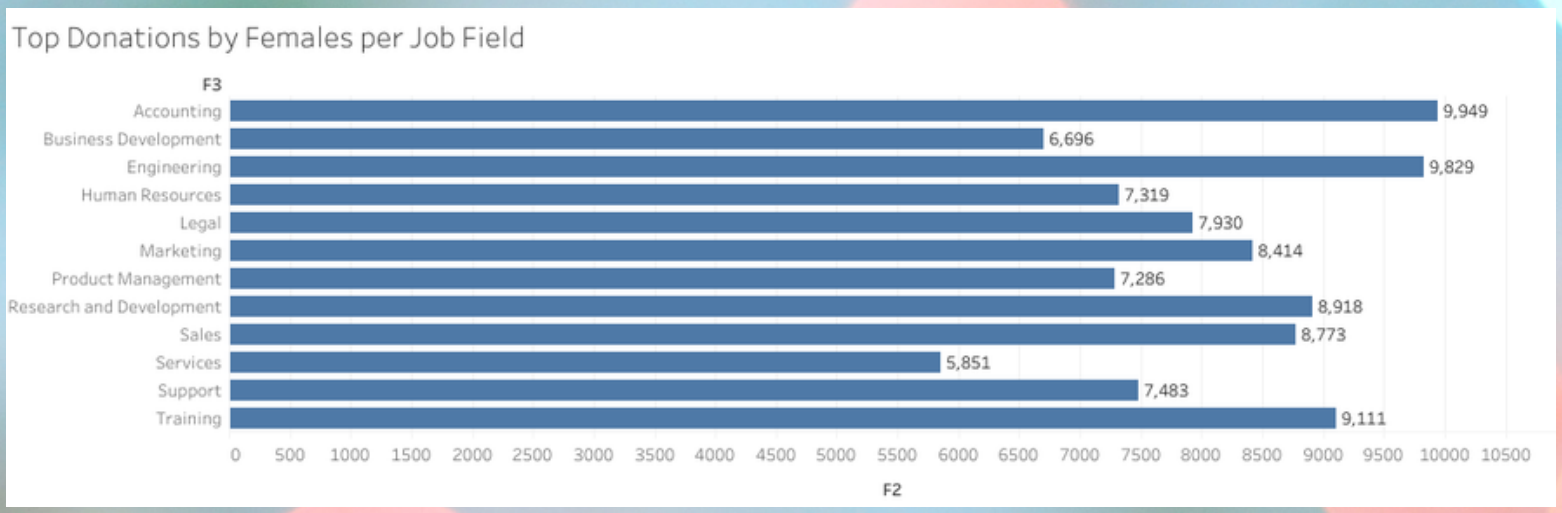


Fig 3

```
SELECT gender, donation,
job_field
FROM Donation_Data
WHERE gender = 'Female'
and donation >= 200
ORDER by donation DESC
;
```

Finding 4

A closer look at donations by job field specifically by females shows the large donations came from Accounting ($9,949), Engineering ($9,829) and Training ($9,111)

Insights

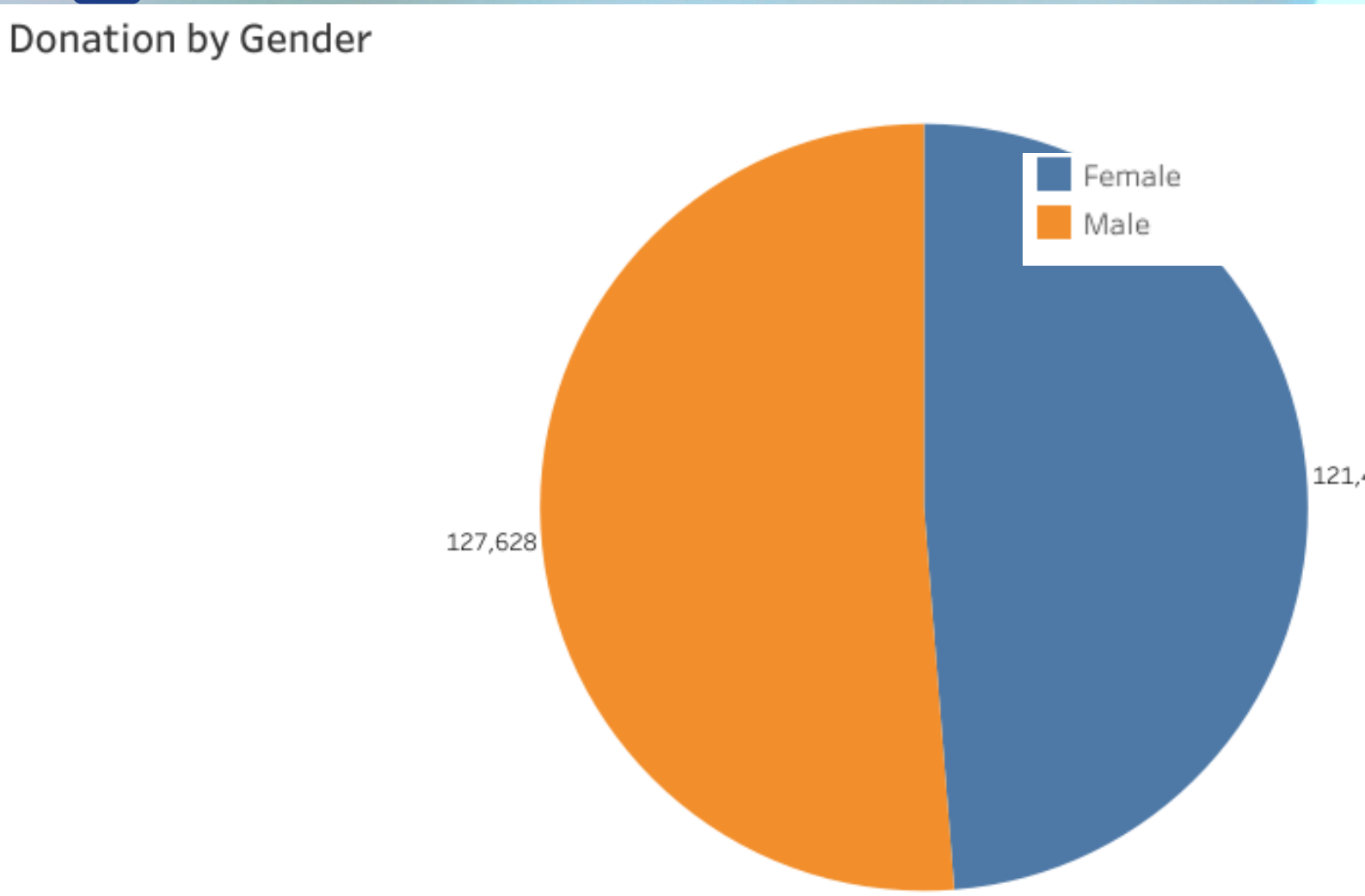


Fig4

```
SELECT gender, SUM (donation)
FROM Donation_Data
GROUP by gender
ORDER by SUM (donation) DESC
;
```

Finding 3

Donation by gender does not show much disparity, with Males donating $127,628 and Females donating $121,457

Insights

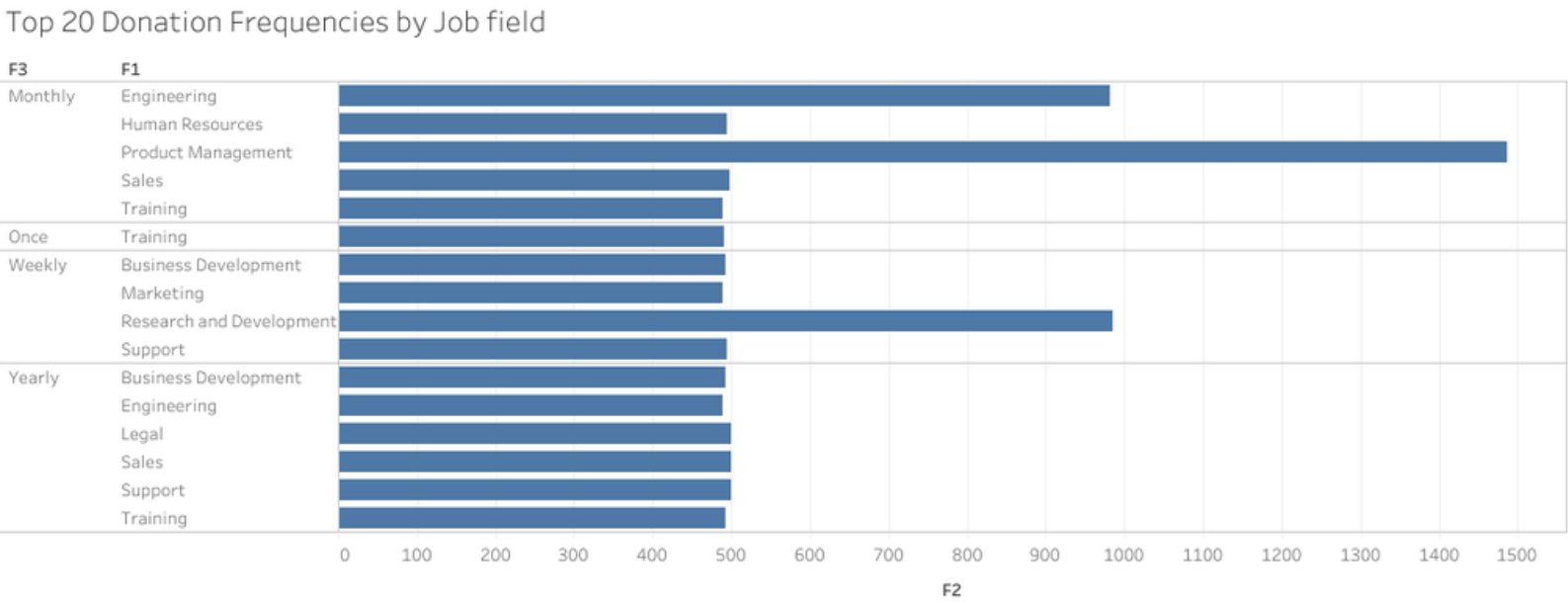


Fig5

```
SELECT
Donation_Data.job_field,
Donation_Data.donation,
Donor_Data2.donation_freq
uency
FROM Donation_Data
JOIN Donor_Data2
on      Donation_Data.id      =
Donor_Data2.id
ORDER by donation DESC
LIMIT 20;
```

Insights

Finding 5

Narrowing down to the top 20 donors, their frequencies are evenly spread, with more donors giving on a monthly or yearly basis.

Insights

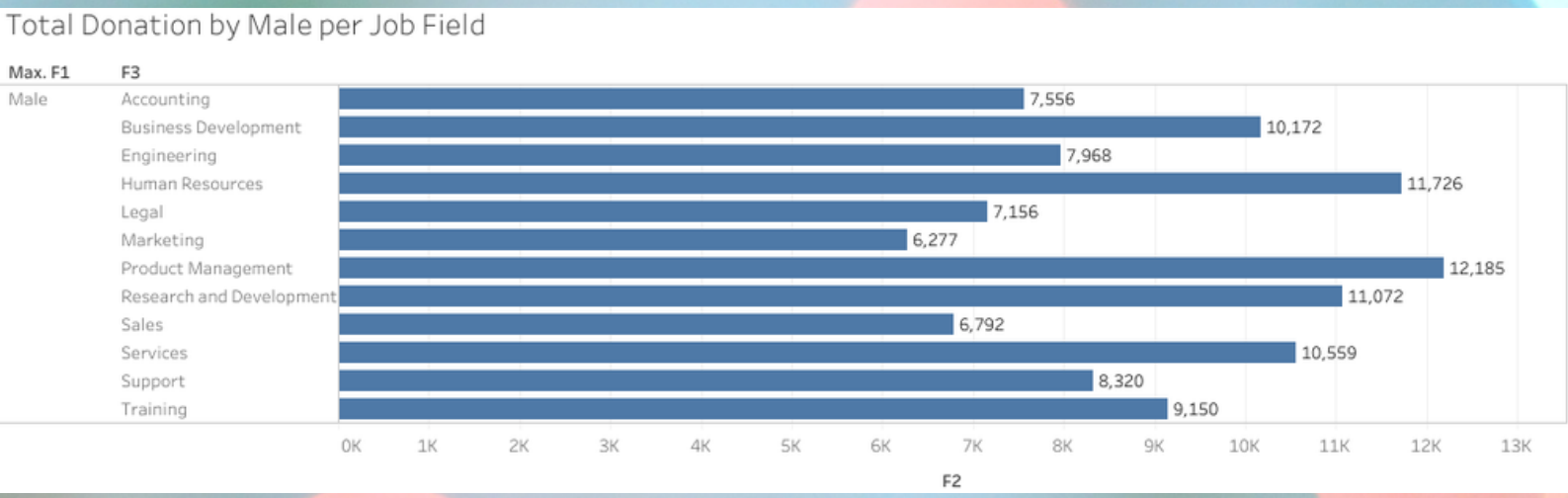


Fig 6

```
SELECT gender,
donation, job_field
FROM Donation_Data
WHERE gender = 'Male'
and donation >= 200
ORDER by donation
DESC
;
```

Finding 6

The male side shows a different story as the higher donations came from Product Management ($12,185), Human Resources ($11,726) and Research & Development ($11,072)

Findings and Recommendations

In raising more funds in terms of donors and donations, the data showed the areas that can be further improved to attract more donations.
Individuals living in California and Texas made the higher donations, thus more activities to attract more donors should be employed (A robust marketing and PR campaign).
The same can also be done so more attention can also be given states where donations were the lowest, such as Wyoming, Utah, South Dakota, etc.

The number of donors can also be bolstered, if more state are covered well.

The job fields also show where can be looked at. Product Management and Human Resources are very viable, and more professionals spring up a lot as Product Managers, this increases the donors and donations.

Conclusions

" A good quality education is one that provides all learners with capabilities they require to become economically productive, develop sustainable livelihoods, contribute to peaceful and democratic societies and enhance individual well-being. Thus Donating money and charity work especially for education has become a major way for successful people to give back to humanity.

1.increase the value of donations.
Here, more incentives can be offered which will make donors more willing to give and also feel satisfied to making an impact.

2.Increase the donation frequency.
Build on the existing bases, make the frequency more diverse to allow encourage more individuals to participate and also sharing of successes of the projects executed , as this will bring in more keen donors.

3.Increase the number of donors.
The job fields can be looked at, increasing the donation amount the existing donors get and also securing new ones.

“THINK OF GIVING NOT AS A DUTY BUT AS A PRIVILEGE.” JOHN D. ROCKEFELLER JR.