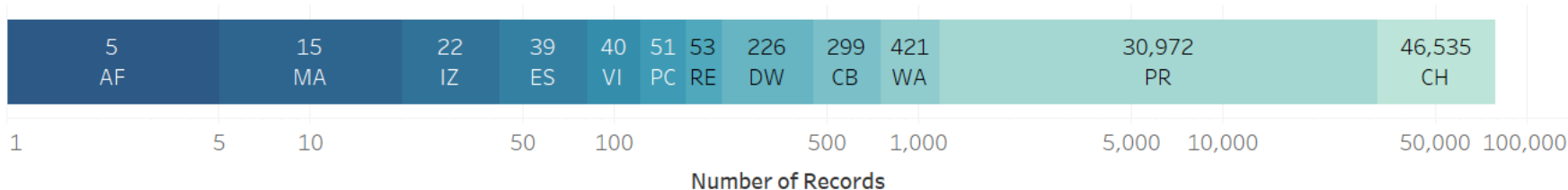


Charity Donation Analysis

Marketing Analytics

CHARITY DATASET

Types of Payment



We have 24696 contacts, 18945 of them have already donate, DO or PA.
We have 78682 times acts, in which 47710 times DO, 30972 times PA.

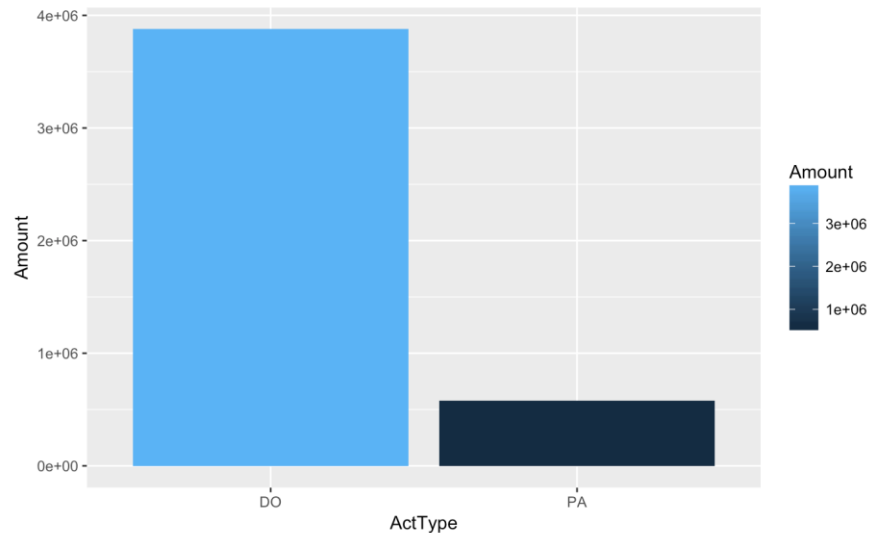
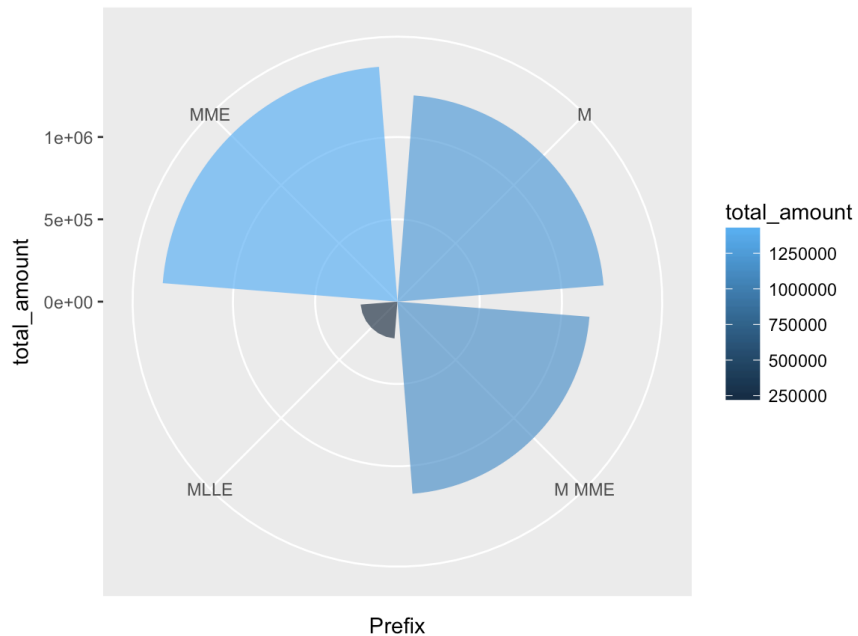
Through DO, we collected 3877557.68 euros, and 580524.50 for PA.

SYLVIE, ID 68190, acts 126 times. 12 DO, 114 PA.

MARIE FRANÇOISE, donated most money, 11100 euros in 10 times.

MARIE LOUISE, donated most times, 1645 euros in 33 times.

Some basic information

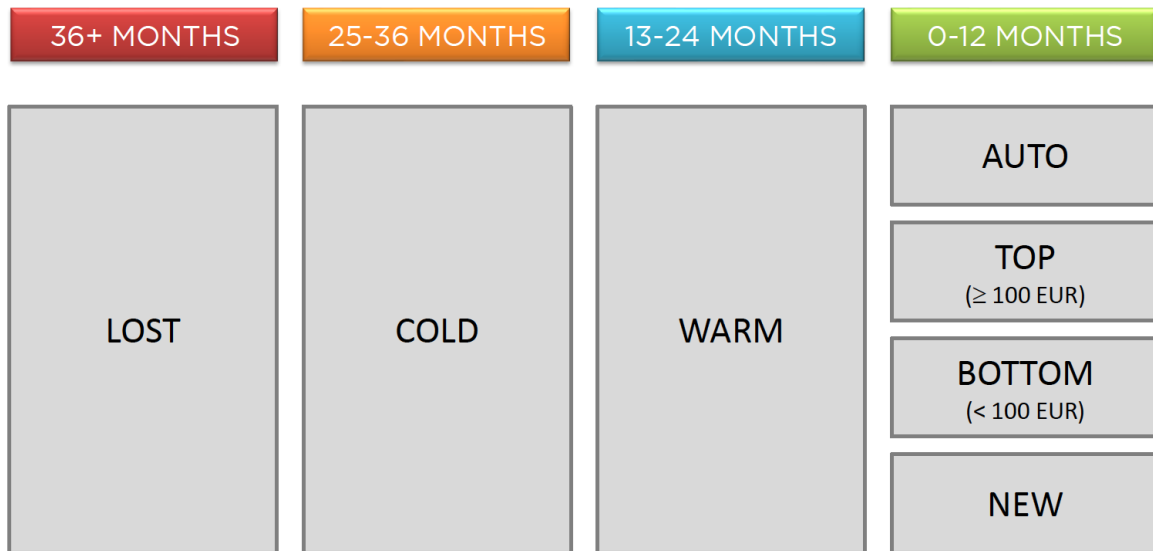


Who is more generous in general?

Which type is more popular: Traditional donation or Automatic donation ?

Segmentation

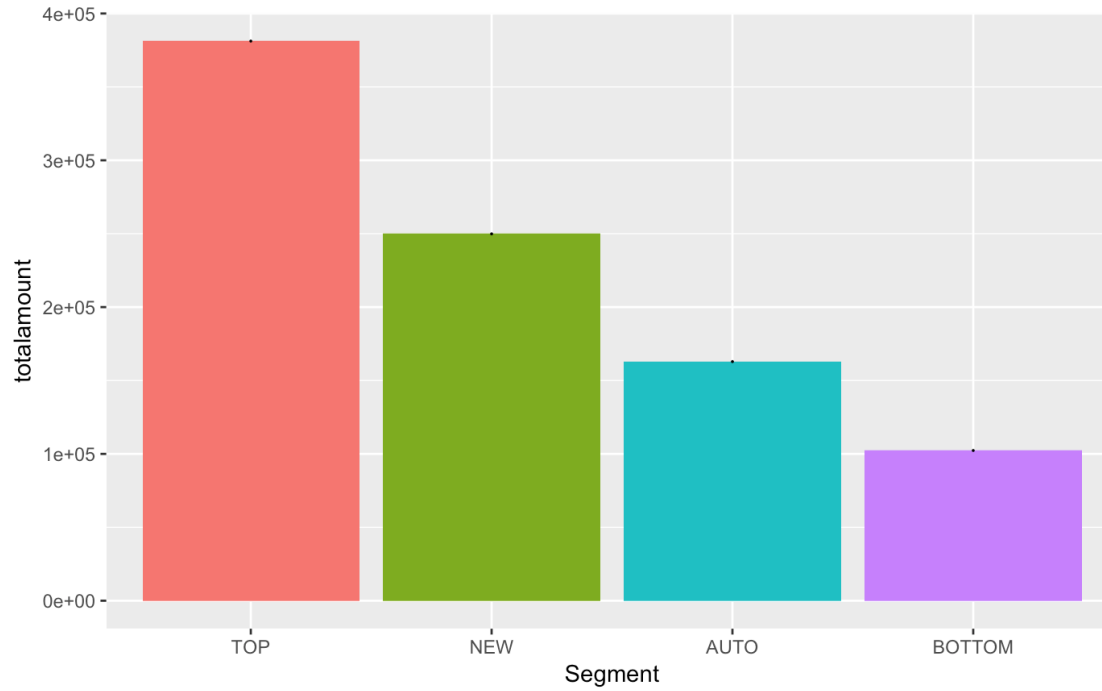
We applied the existing segmentation and time periods:



Period Definition:

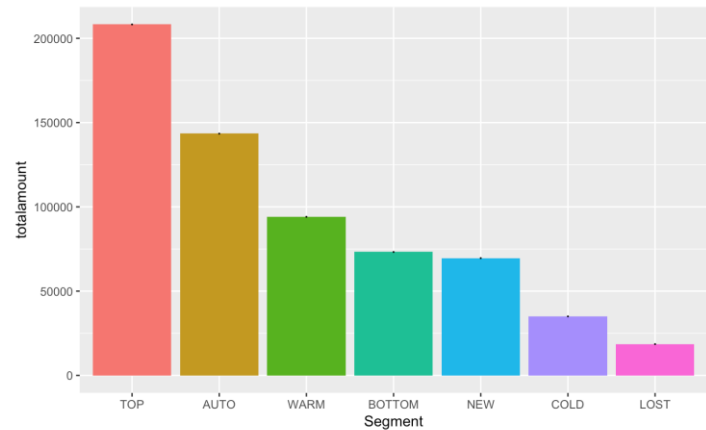
(0, 20121101, 20131031)
(1, 20111101, 20121031)
(2, 20101101, 20111031)
(3, 20091101, 20101031)
(4, 20081101, 20091031)
(5, 20071101, 20081031)
(6, 20061101, 20071031)
(7, 20051101, 20061031)
(8, 20041101, 20051031)
(9, 20031101, 20041031)
(10, 20021101, 20031031)

Which segment makes the biggest contribution?

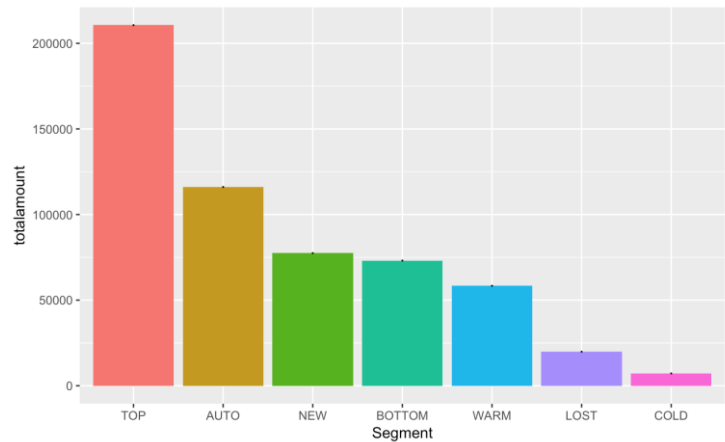


Contributions in period o of each segment in period 1,2 ...

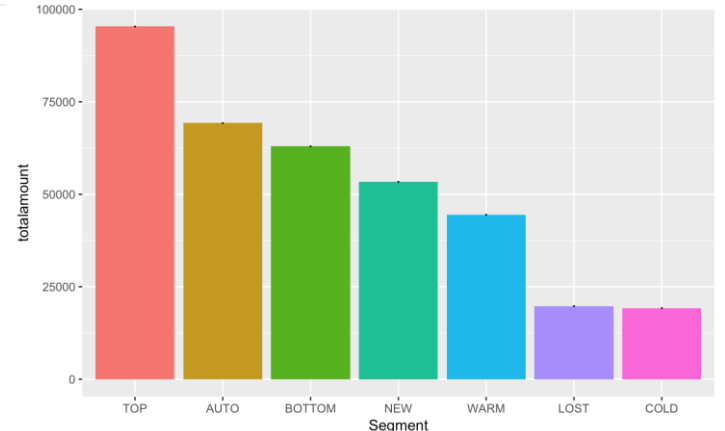
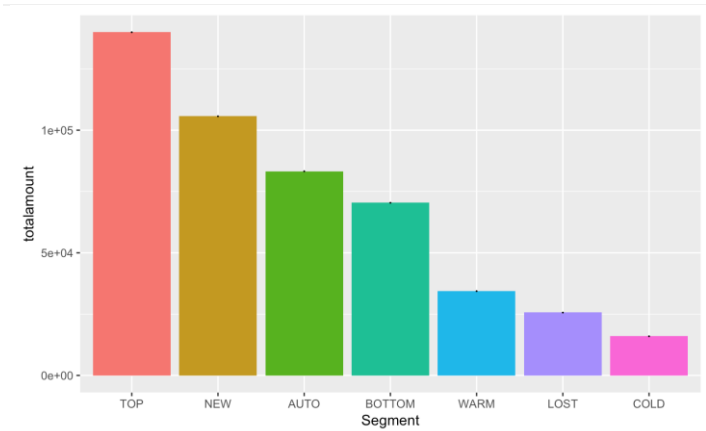
Po, S1



Po, S2

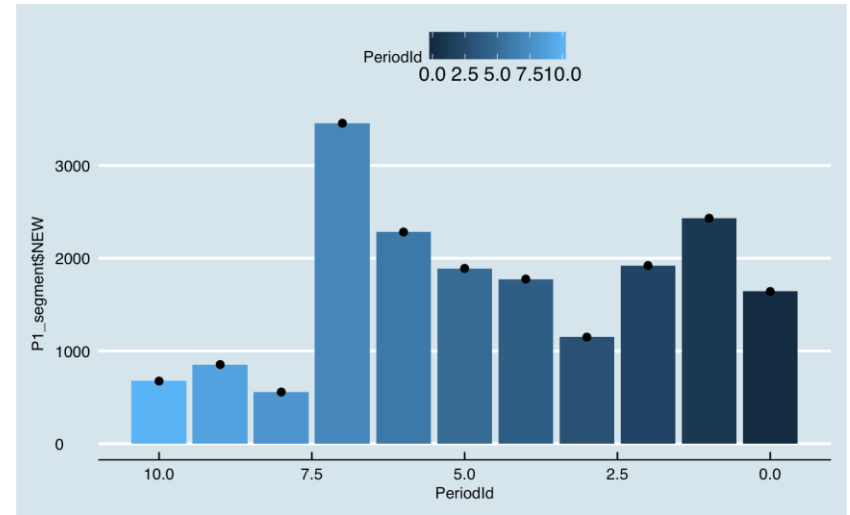
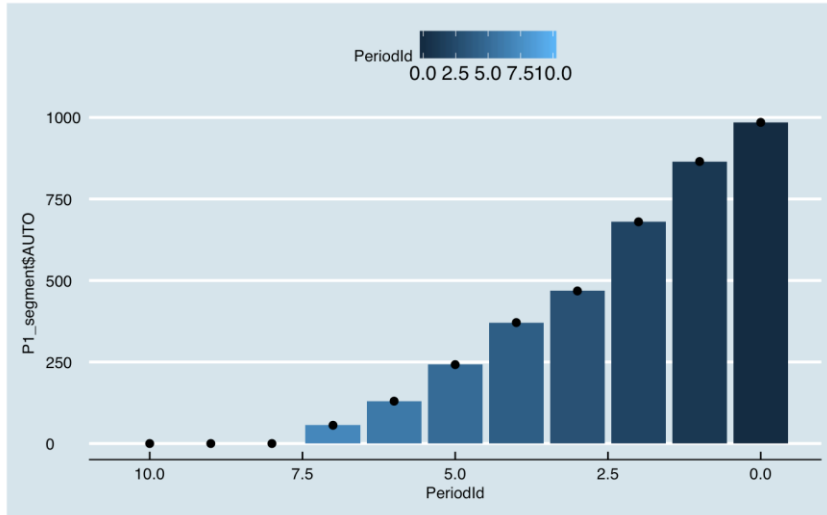


Po, S1

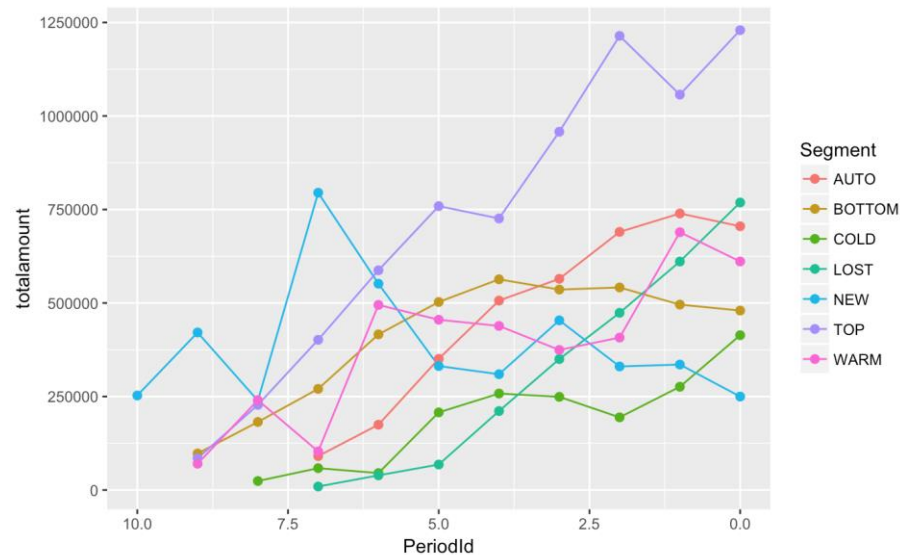
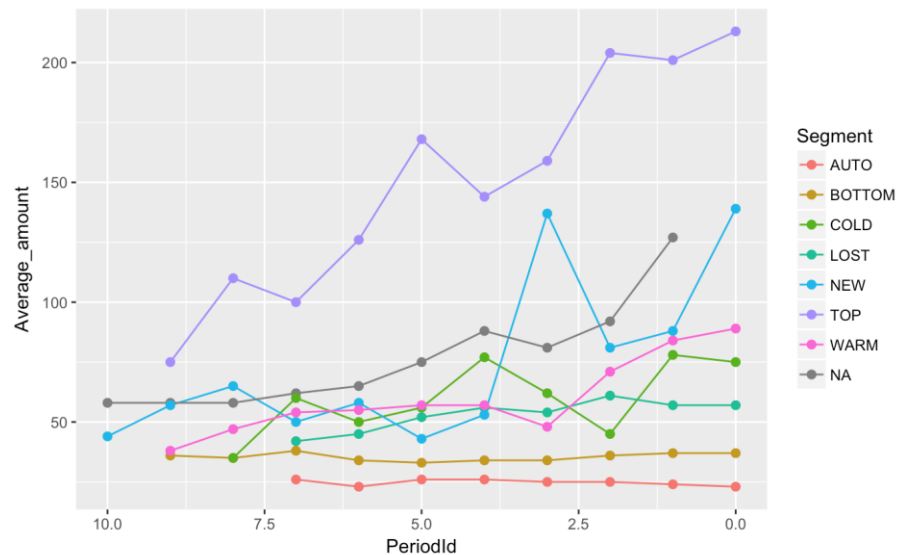


Po, S4
Group - T09

Number of Auto/New donors on each period

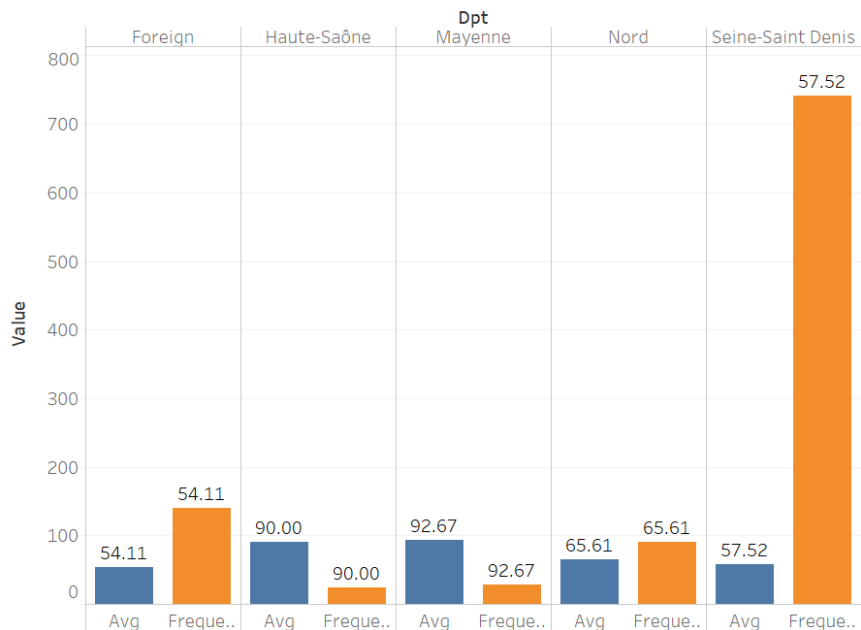


Average and total amount of each segment in each period

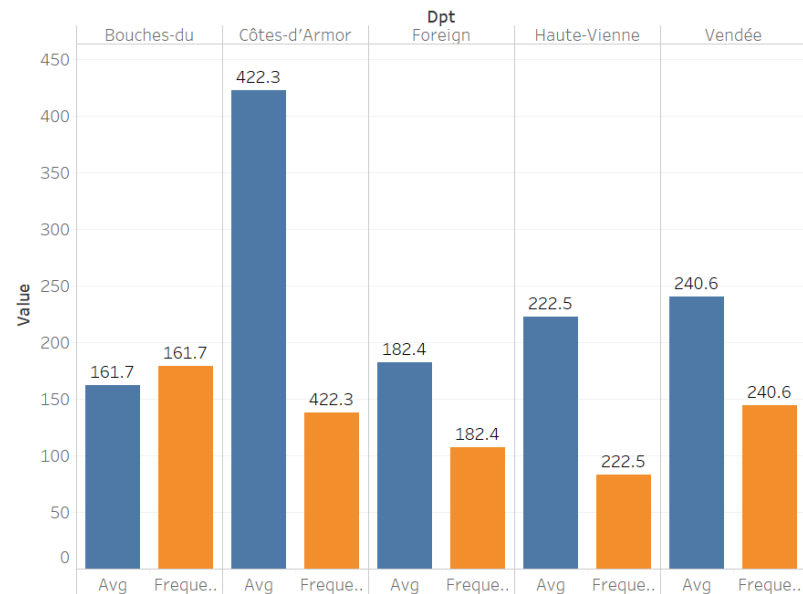


Which parts of France are more generous?

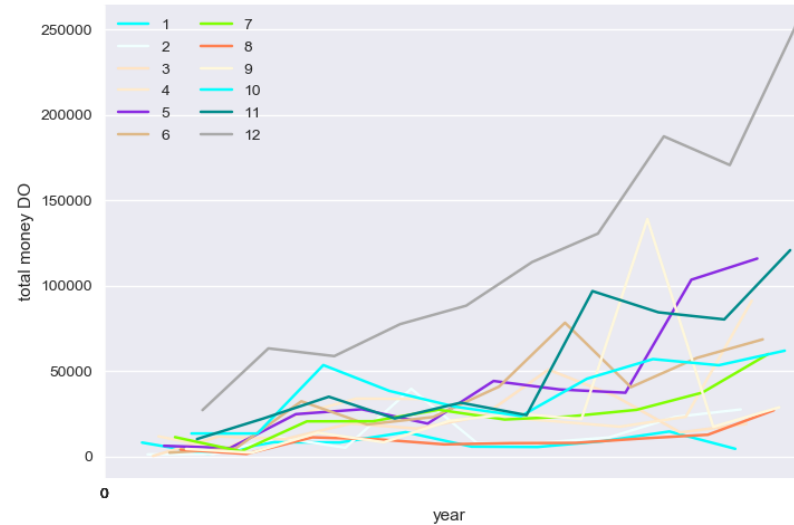
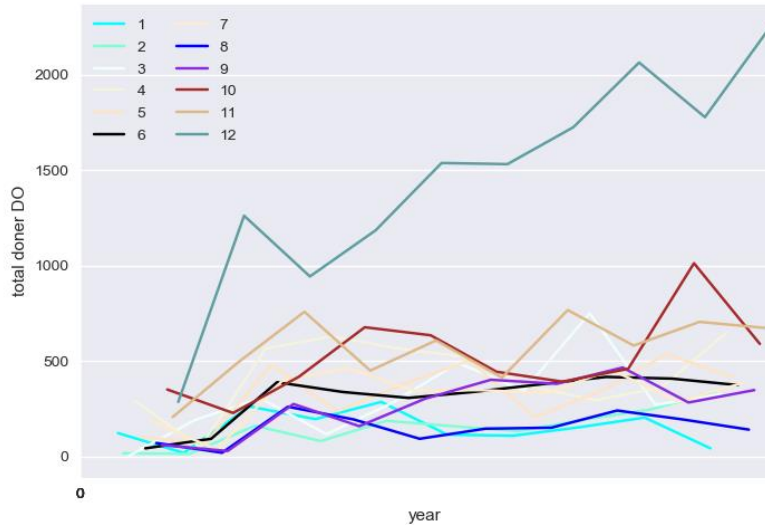
Top 5 PA Regions



Top 5 DO Regions



Which months do people prefer to donate?



No matter it is about the number of donor or total money, December wins.
Although the thanksgiving day is on November.

Which year has highest donation?

