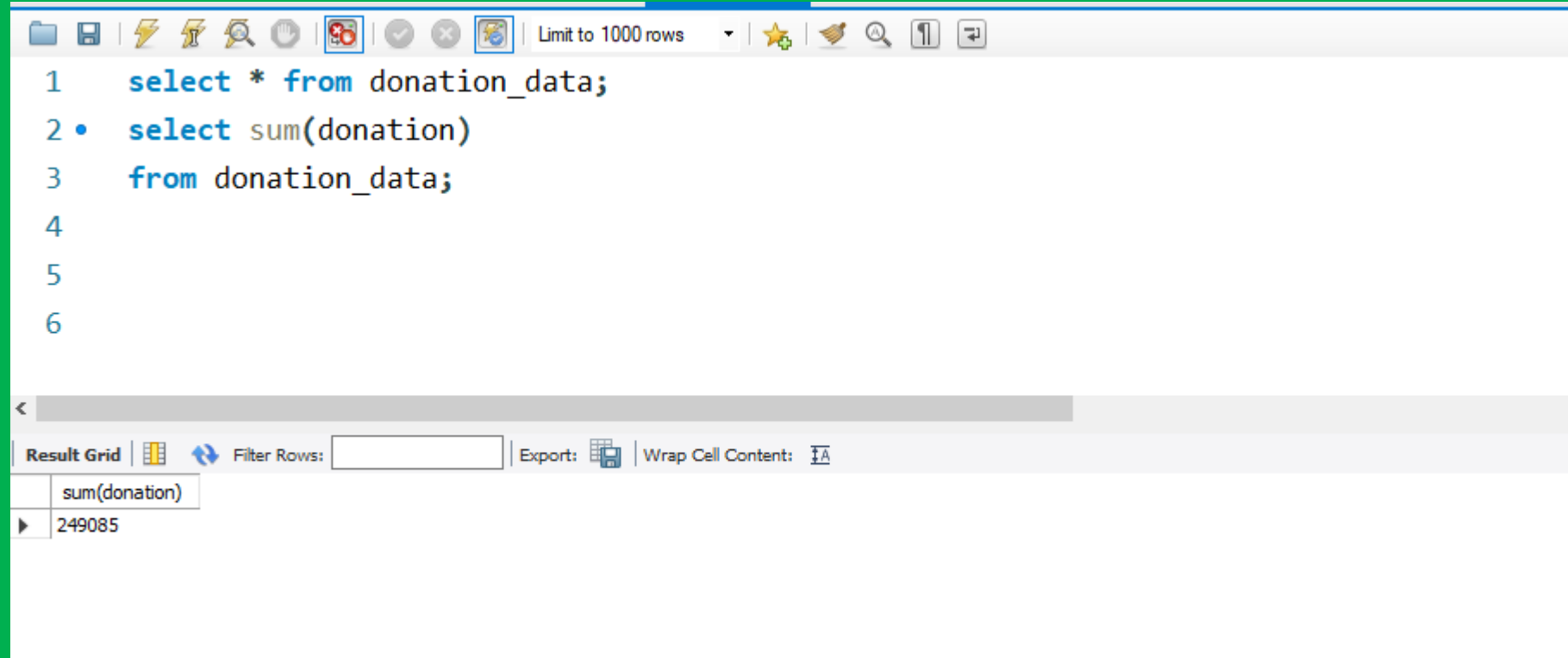


**TOPIC: EDUCATION FOR ALL
FUNDRAISING
A SQL CAPSTONE PROJECT FOR
FEYISAYO CHRISTIANA DOSU**

Task:

- Write SQL code to extract the following insights from the dataset that will help with the business problem.
 - a) How much is the total donation?
 - b) What is the total donation by gender?
 - c) Show the total donation and number of donations by gender
 - d) Total donation made by frequency of donation
 - e) Total donation and number of donation by Job field
 - f) Total donation and number of donations above \$200
 - g) Total donation and number of donations below \$200
 - h) Which top 10 states contributes the highest donations
 - i) Which top 10 states contributes the least donations
 - j) What are the top 10 cars driven by the highest donors

How much is the total donation?



Limit to 1000 rows

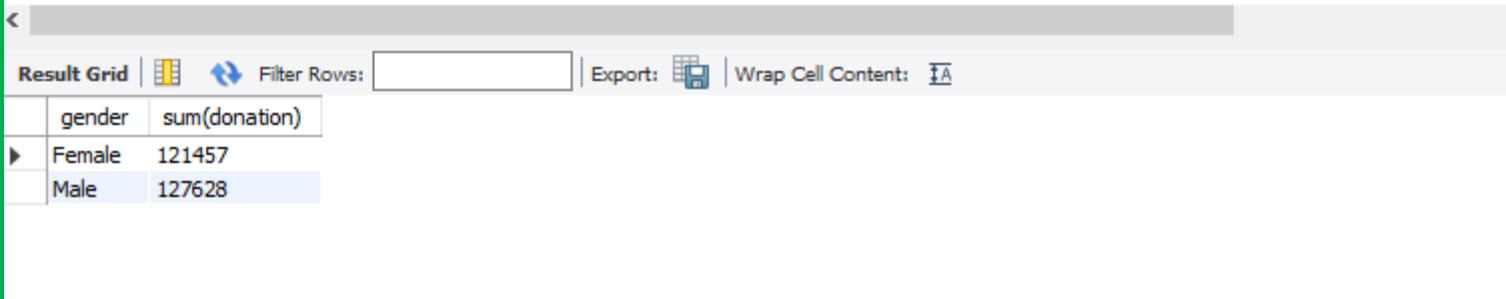
```
1 select * from donation_data;
2 • select sum(donation)
3 from donation_data;
4
5
6
```

Result Grid

sum(donation)
249085

What is the total donation by gender?

```
1  select * from donation_data;
2 • select gender, sum(donation)
3    from donation_data
4    group by gender
5    order by sum(donation);
6
```







The screenshot shows a SQL query execution interface. At the top, there is a horizontal scrollbar. Below it is a toolbar with the following elements: 'Result Grid' (selected), a grid icon, a refresh icon, 'Filter Rows:' followed by an empty text box, 'Export:' followed by a document icon, and 'Wrap Cell Content:' followed by a text icon. Below the toolbar is a table with two columns: 'gender' and 'sum(donation)'. The table has two rows: 'Female' with a value of 121457, and 'Male' with a value of 127628. The 'Male' row is highlighted with a blue background.

gender	sum(donation)
Female	121457
Male	127628

The analysis indicate that males donated more money compared to females.

Show the total donation and number of donations by gender

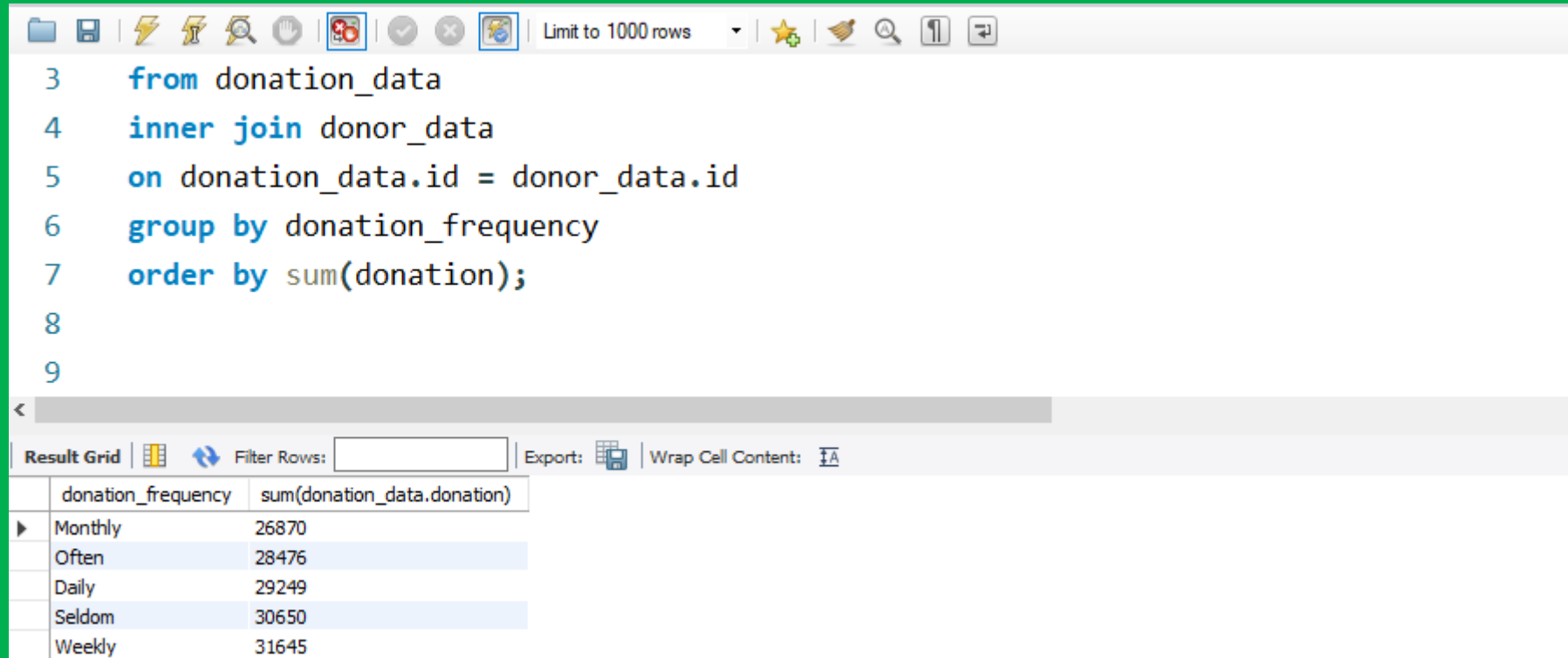
```
1  select * from donation_data;  
2 • select gender, sum(donation), count(donation)  
3  from donation_data  
4  group by gender  
5  order by sum(donation), count(donation);  
6  
7
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	gender	sum(donation)	count(donation)
▶	Female	121457	508
	Male	127628	492

However, we can see here that the number of females that donated are more compared to male.

Total donation made by frequency of donation



The screenshot shows a SQL query editor window with a toolbar at the top. The query is as follows:

```
3  from donation_data
4  inner join donor_data
5  on donation_data.id = donor_data.id
6  group by donation_frequency
7  order by sum(donation);
8
9
```




Below the query editor is a "Result Grid" section. It includes a "Filter Rows:" input field, an "Export:" button, and a "Wrap Cell Content:" checkbox. The results are displayed in a table with two columns: "donation_frequency" and "sum(donation_data.donation)".

donation_frequency	sum(donation_data.donation)
Monthly	26870
Often	28476
Daily	29249
Seldom	30650
Weekly	31645

Total donation and number of donation by Job field

```
1 select * from donation_data;  
2 • select count(job_field), sum(donation)  
3 from donation_data;  
4  
5  
6  
7
```





<

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

	count(job_field)	sum(donation)
▶	1000	249085

Total donation and number of donations above \$200





```
1 select * from donation_data;  
2 • select count(donation), sum(donation)  
3 from donation_data  
4 where donation > 200;  
5  
6  
7
```

<		
Result Grid		 Filter Rows: <input type="text"/>
Export:		Wrap Cell Content: 
	count(donation)	sum(donation)
▶	586	205892

This shows that more people donated above \$200






Total donation and number of donations below \$200

```
1 select * from donation_data;  
2 • select count(donation), sum(donation)  
3 from donation_data  
4 where donation < 200;  
5  
6  
7
```

<		
Result Grid		 Filter Rows: <input type="text"/>
Export:  Wrap Cell Content: 		
	count(donation)	sum(donation)
▶	411	42593

Which top 10 states contributes the highest donation

```
1 select * from donation_data;  
2 • select state, donation  
3 from donation_data  
4 order by donation desc  
5 limit 10;
```

< **Result Grid**   Filter Rows: | Export:  | Wrap Cell Content:  | Fetch rows: 

	state	donation
▶	New York	500
	Michigan	500
	Delaware	499
	Virginia	499
	Wisconsin	498
	New York	497
	California	494
	California	494
	California	494
	Maryland	493




Which top 10 states contributes the least donations

```
2 • select state, donation
3   from donation_data
4   order by donation
5   limit 10;
```

state	donation
Oklahoma	5
Alabama	5
Missouri	6
North Carolina	6
California	6
Colorado	6
California	6
Ohio	7
Texas	7
Florida	7

What are the top 10 cars driven by the highest donors

```
1  select * from donor_data;
2 • select donor_data.car, sum(donation_data.donation)
3    from donation_data
4   inner join donor_data
5    on donation_data.id = donor_data.id
6   group by car
7   order by sum(donation) desc
8   limit 10;
```

<		
Result Grid		
Filter Rows: <input type="text"/>		
Export:  Wrap Cell Content:  Fetch rows: 		
	car	sum(donation_data.donation)
▶	Ford	22706
	Chevrolet	19875
	Toyota	14123
	GMC	10145
	Mitsubishi	10001
	Dodge	9479
	Pontiac	9331
	Honda	9201
	Volkswagen	8964
	BMW	8608

What are your recommendations based on the insights you generated from the solutions to:

- **Increase the number of donors in your database**

Based on the analysis it has been observed that more females donate however, their donation is lesser than that of the male, hence, they need to be informed more on the importance of donating to this course and a benchmark amount could also be set lets say \$200 above to help achieve the goal while the male should be encouraged to tell their fellow male about the fundraising since the chunk of the donation comes from them.

- **Increase the donation frequency of your donors.**

People should be encouraged to improve on their donation more frequently to increase both the quantity and quality of the donation. Also, they should be aware of the frequency of donation available before the next year so they can be informed of the options available to them and start engaging actively in it.

- **Increase the value of donations in your database**

From the analysis more females needs to increase their value of donation even though they have the highest number compared to the male hence, what can be done is to create more awareness to the female and inform them of how they can donate more frequently instead of yearly or monthly they could also donate daily and weekly which could be more convenient and even help them donate more.

Thanks for reading and going through
my project's report.