TOPIC: EDUCATION FOR ALL FUNDRAISING

A SQL CAPSTONE PROJECT FOR

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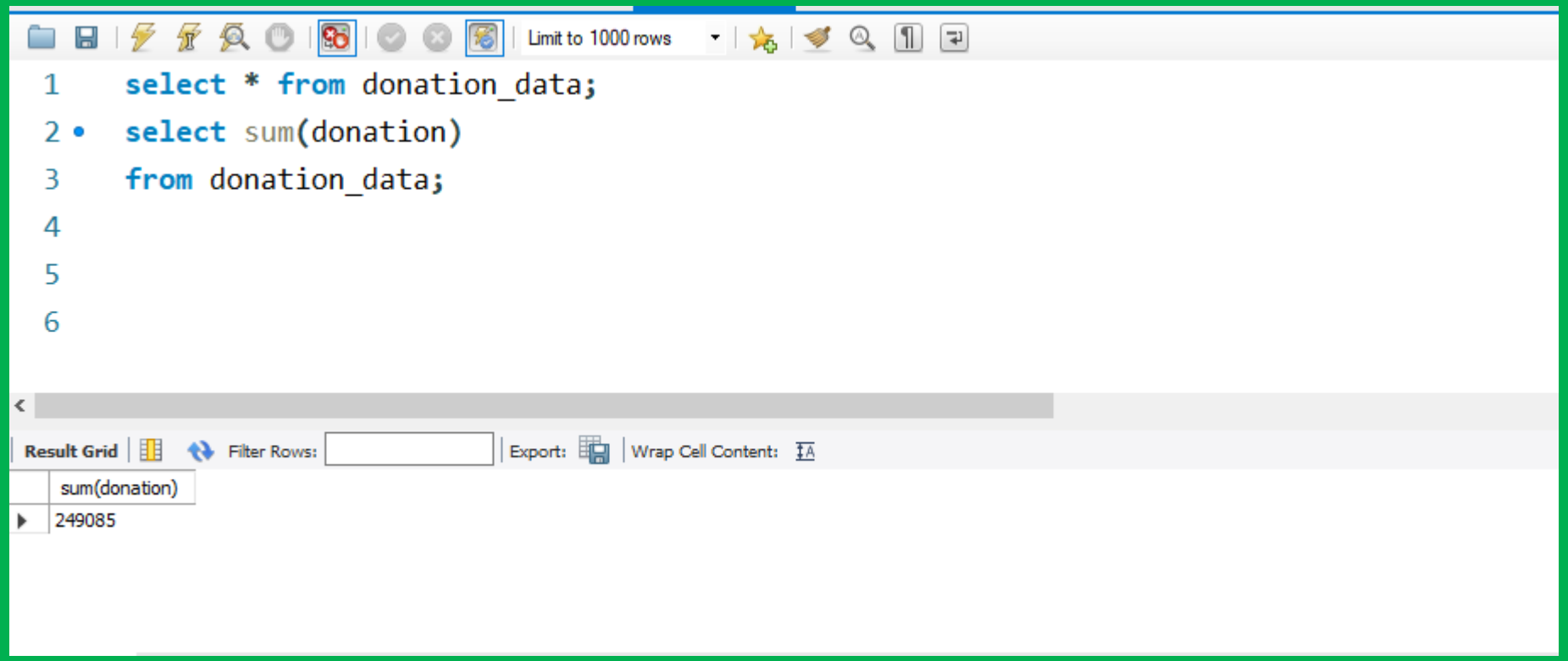
Task:

- **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?



What is the total donation by gender?

```sql
select * from donation_data;
select gender, sum(donation)
from donation_data
group by gender
order by sum(donation);
```

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

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

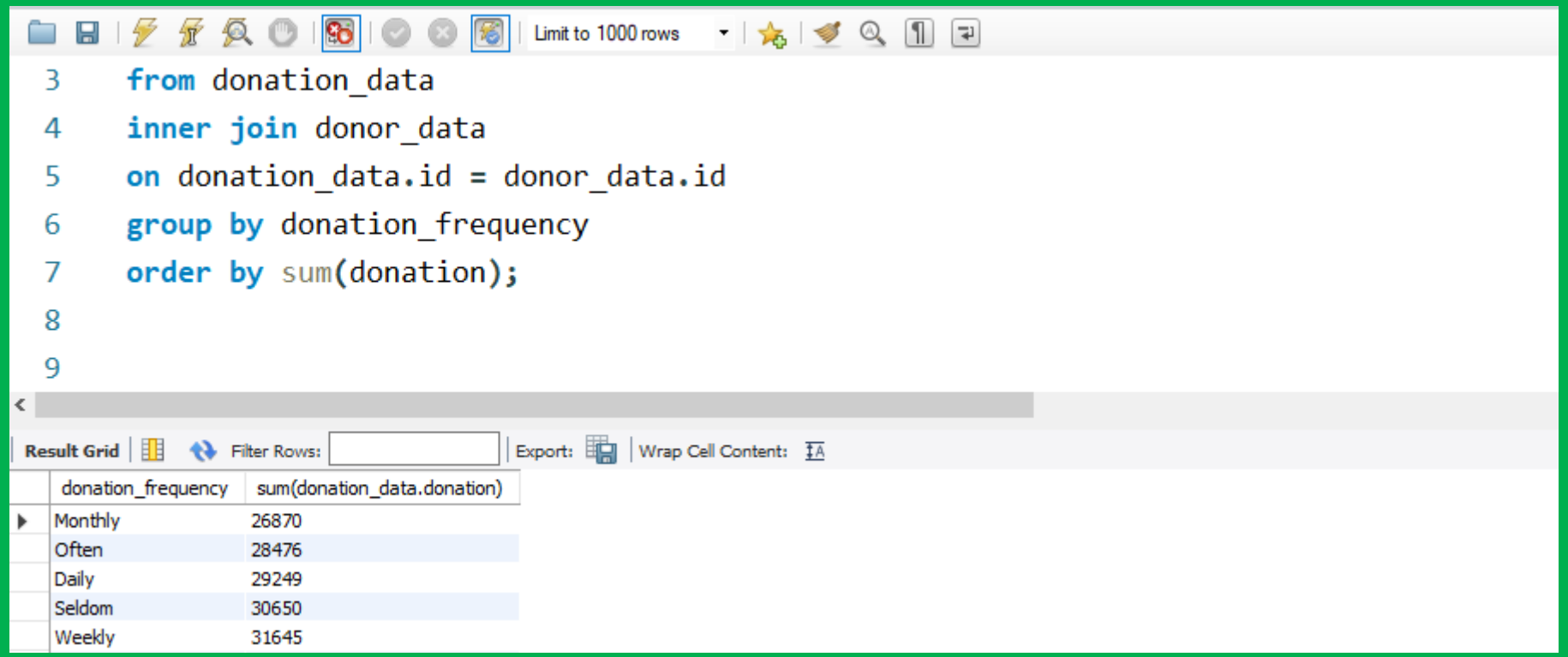
```
1   select * from donation_data;
2 • select gender, sum(donation), count(donation)
3   from donation_data
4   group by gender
5   order by sum(donation), count(donation);
6
7
```

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



Total donation and number of donation by Job field

```sql
select * from donation_data;
select count(job_field), sum(donation)
from donation_data;
```

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

count(job_field)	sum(donation)
1000	249085

Total donation and number of donations above $200

```sql
select * from donation_data;
select count(donation), sum(donation)
from donation_data
where donation > 200;
```

Result Grid | Filter Rows: | 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

```sql
select * from donation_data;
select count(donation), sum(donation)
from donation_data
where donation < 200;
```

Result Grid | Filter Rows: | 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;
```

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

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: | 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.