

stay up for good

## Statistics 332 Final Portfolio

Riley McCloskey



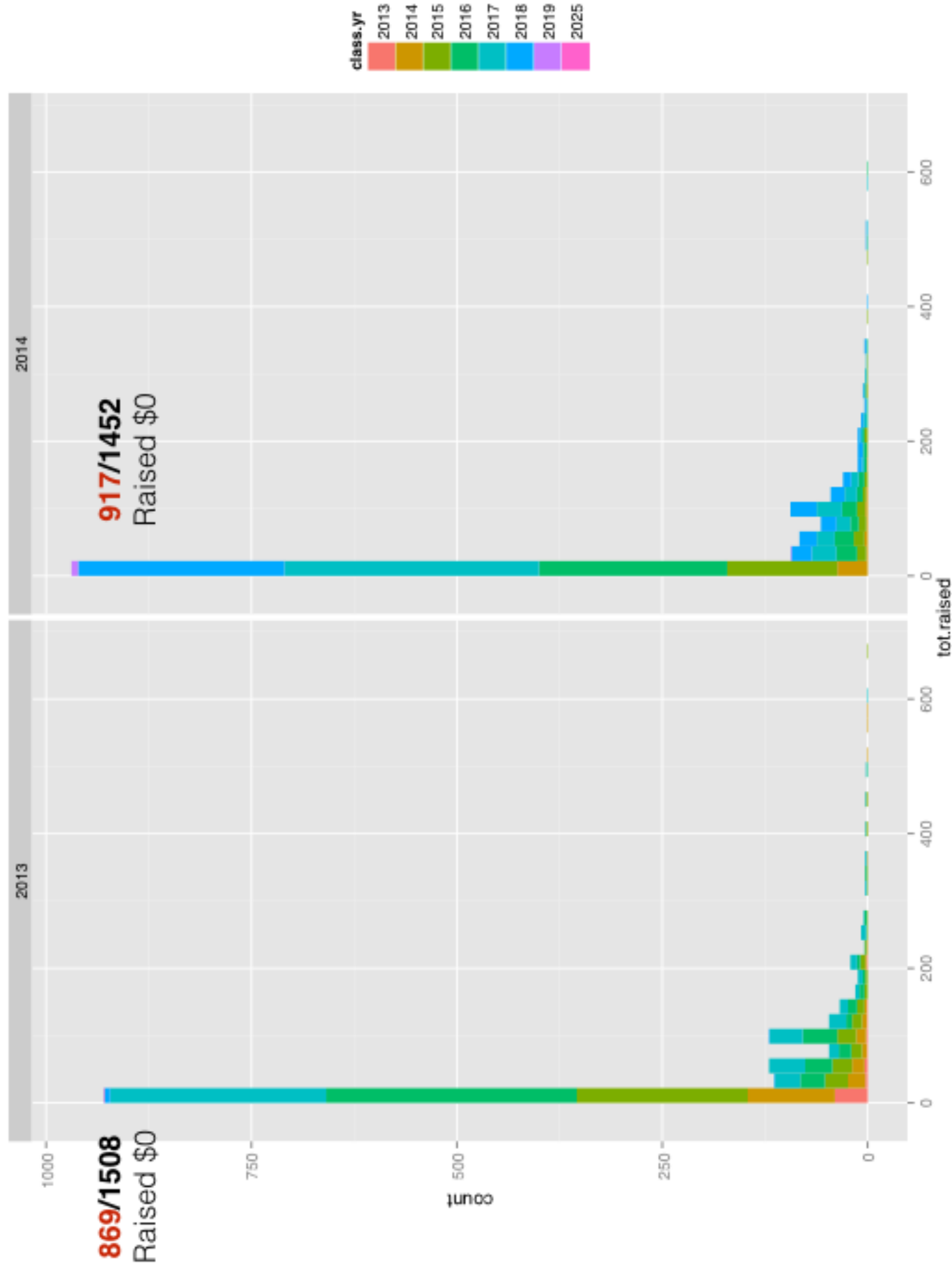
# Background

- Iowa State St. Jude Up 'til Dawn Participant Reports from 2013 & 2014
- 2,960 observations of 30 variables
- Analyzing and working with these reports since April
- Challenges: lots of data to explore, limited time
- Main question: **what changed from 2013 to 2014?**

| Year | Total Participants | # Raised \$0 | # Raised > \$0 | Total Emails | Total Donations (#) | Total Fundraised   | Response Rate |
|------|--------------------|--------------|----------------|--------------|---------------------|--------------------|---------------|
| 2014 | 1452               | 917          | 535            | 19,434       | 1,235               | <u>\$58,461.72</u> | 6%            |
| 2013 | 1508               | 869          | 639            | 15,057       | 1,512               | <u>\$64,990.37</u> | 10%           |

Distribution of Individual Fundraising Totals

# Distribution of Individual Fundraising Totals



## Distribution of Individual Fundraising Totals

