**FOR ALL THE QUESTIONS DATE RANGE SHOULD BE >= JAN’21 (2021 data only)**

Q1. What is the number of campaigns in each month with at least one legit donation? How many donors in such campaigns? What is the average amount donated? Total number of campaigns that were started. Total number of campaigns that raised money. - is there a criteria of minimum amount, minimum number of donors to be considered for a legit donation?

| Month | Num\_campaigns | Num\_donors | Avg\_Amt\_Donated |
| --- | --- | --- | --- |
| 2021-01-01 | 200 | 15000 | 300 |
| 2021-02-01 | 250 | 12000 | 500 |
| ... | ... | ... | ... |

Q2. Get the list of top 3 donors (per donated amount) for each month of 2021. (non SIP)

| Month | donor\_name | donor\_email | donor\_phone | donated\_amount | month\_rank |
| --- | --- | --- | --- | --- | --- |
| 2021-01-01 | ABC | abc@abc.com | 12345 | 500 | 1 |
| 2021-01-01 | PQR | pqr@pqr.com | 98765 | 450 | 2 |
| 2021-01-01 | XYZ | xyz@xyz.com | 13579 | 400 | 3 |
| 2021-02-01 | PQR | pqr@pqr.com | 98765 | 4500 | 1 |
| ... | ... | ... | ... |  | ... |

Q3. What is the number of new donors and repeat donors each month? Average donated amount? Average number of campaigns donated?

| Month | num\_new\_donors | avg\_donated\_amt\_new | num\_repeat\_donors | avg\_donated\_amt\_repeat |
| --- | --- | --- | --- | --- |
| 2021-01-01 | 1141 | 123124 | 12345 | 500 |
| 2021-02-01 | 1414 | 123 | 98765 | 450 |
| ... | ... | ... | ... | ... |

Q4. Monthly avg donation, num\_donors by campaign type - personal, ngo or ad campaigns.

| Month | per\_num\_campaigns | per\_num\_donors | per\_donation\_amt | ngo\_num\_campaigns | ... | ... |
| --- | --- | --- | --- | --- | --- | --- |
| 2021-01-01 | 10 | 500 | 15000 | 500 | ... | ... |
| 2021-02-01 | 20 | 1000 | 25000 | 450 | ... | ... |
| ... | ... | ... | ... | ... | ... | ... |

Q5. In 2021, what are the top 10 campaigns by average donation size? List the following attributes ->

| Campaign Id | Campaign Name | Cause (medical/non-medical) | Campaign type  (personal/ngo/ad) | Campaign Start Date | Campaign End Date | Campaign Goal | Number of Donors | Total Amount donated | Average Amount Donated | Met Goal? | Rank |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12345 | SavePQR | Medical | NGO | 2021-03-31 | 2021-05-20 | 100000000 | 20000 | 100000000 | 5000 | Yes | 1 |
| 098675 | SaveXYZ | Non Medical | AD | 2021-03-15 | 2021-04-15 | 5000000 | 25000 | 50000000 | 2000 | Yes | 2 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |

Q6. For each month, what is the currency split? Donations & donors in INR vs other currencies?

| Month | INR\_donors | INR\_donated\_amt | OTHER\_donors | OTHER\_donated\_amt (INR) |
| --- | --- | --- | --- | --- |
| 2021-01-01 | 10000 | 10000000 | 100 | 2000 |
| 2021-02-01 | 25000 | 300000 | 300 | 123414 |
| ... | ... | ... | ... |  |

Q7. As of today, how many subscribers do we have in each state (active, lapsed, etc)? Prioritize ->status\_flag - 1> 2>5>4>3 ; if someone is status\_flag = 1, then this user should not be counted in status\_flags lower in priority. Suppose a donor canceled a subscription (status\_flag = 4) and then subscribes again (status\_flag = 1), then person should only be counted ONCE in status\_flag = 1

| Total Sign-Ups | Status\_1 Users | Status\_2 Users | Status\_3 Users | Status\_4 Users | Status\_5 Users |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |

Q8. Of the total active signups (status\_flag = 1) today, how many of them are M1 active (successful transaction 15 days after sign-up date)? (do it at subscription level)

| Total Active Sign-Ups | M1 Active Signups |
| --- | --- |
|  |  |

Q9. Of the total sign-ups each month, how many are “trial” sign-ups? How many of these trial sign-ups are M1 active?

Q10.. SIP User Profiling - for each user - 1) sign-up date 2) sign-up payment mode 3) SIP amount 4) User tenure 5) Pre-SIP donations 6) Pre-SIP donation average 7) Post-SIP donation 8) Post SIP Donation average 9) Gap b/w LAST non-SIP donation & SIP sign-up 10) Gap b/w FIRST non-SIP donation & SIP sign-up