Felipe Gabriel Yépez Villacreses

FUNDRAISING SCENARIO

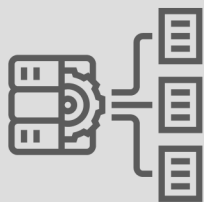Contact campaign to maximize donations considering calling costs

HISTORY 2021 2022 → HISTORY 2021 2022

Amount $

TOTAL 2M =

| HISTORY | 2021 |
| HISTORY 2021 | 2022 |
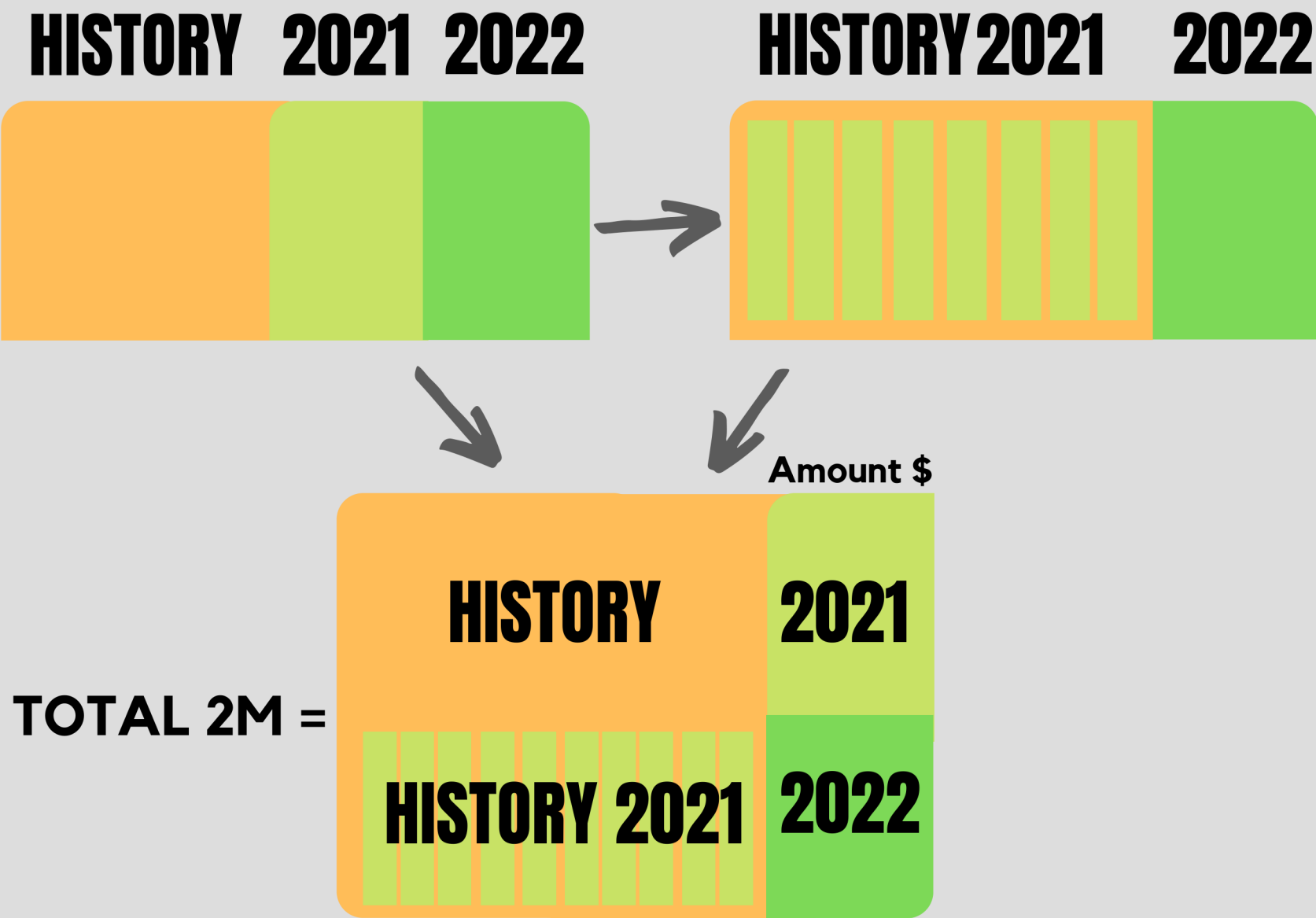
01 PREPROCESSING

- ✗ Drop columns
- ⊟ Fill NULLs
- ⊞ Categorical to Dummy
- ⊕ Create columns

02 PREDICTORS R

Feature importance

Features	F score
Salary	214
TotalGift	94
Age	85
MeanGift	65
Woman	42
MinGift	32
Referrals	26
SeniorList	24
NbActivities	24
Seniority	21
Rural	18
MaxGift	14
Contact	12
Recency	10
Frequency	8
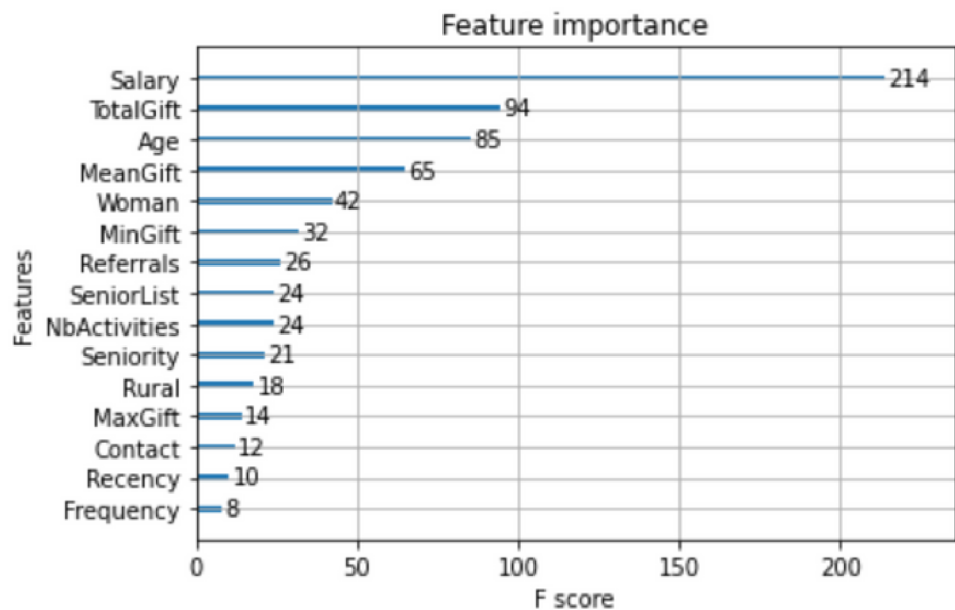
03 SELECT DONORS

$ if Donated: howMuch?

04 PREDICT DONATION AMOUNT

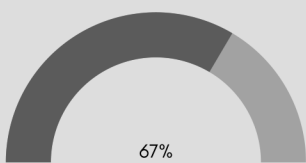Decision Tree Regression
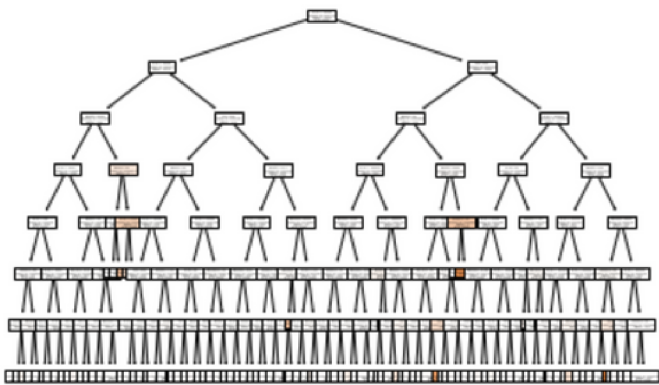
Decision Tree: Depth 7
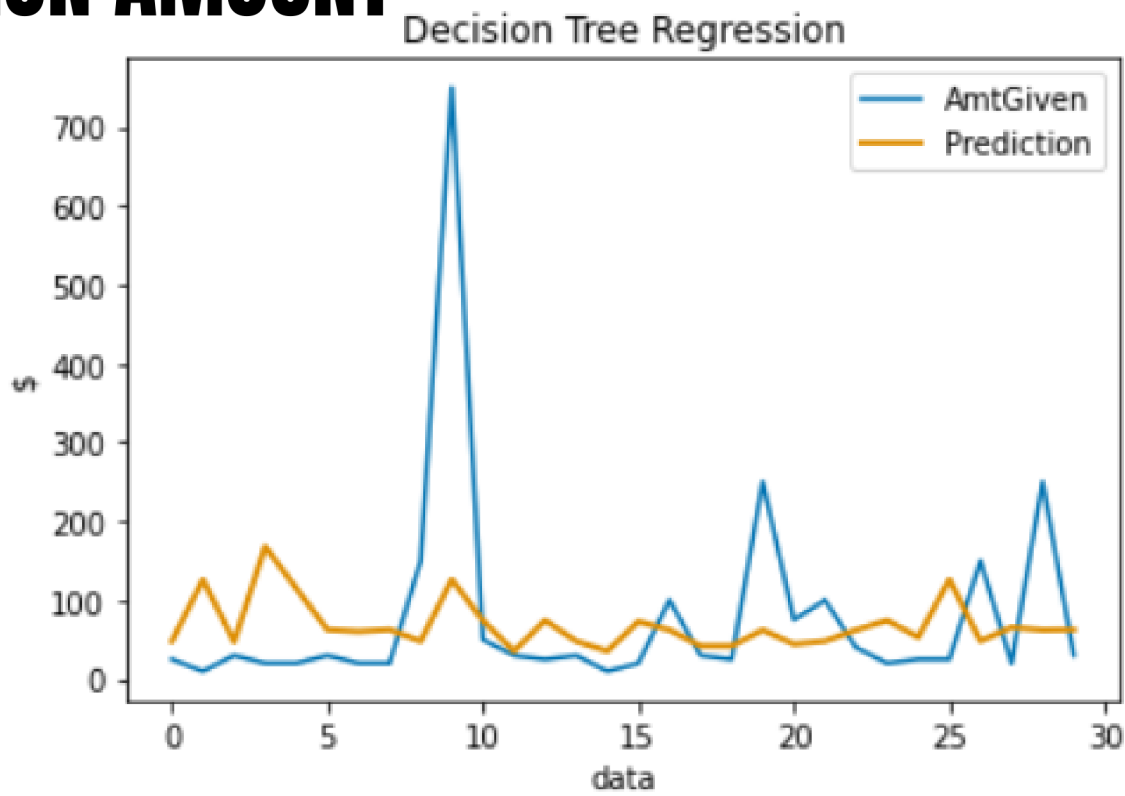
05 PROBABLE CALL
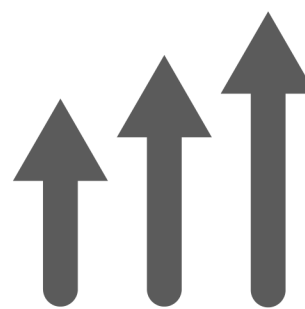
Decision Tree Classifier: Depth 4

Predict probability of donating when called

67%

Balance Donors with Non Donors

06 SORT AND CALL

- Prob Contact
- Donation Amount
- Call Top 160k