Rotaract is an NGO which works for betterment of society in Healthcare, Literacy and several other projects. Under one of their literacy improvement program – “TEACH Mission” Rotaract has funded over 1.8 million classroom requests through the support of 4 million donors, the majority of whom were making their first-ever donation to a public school.

To keep fulfilling the requests at same pace Rotaract wants to retain the donors. Management of Rotaract believes that more donations can be collected for projects in effective way, if right regions and donors are targeted. The top 5 project categories based on previous donations collected have been chosen for the upcoming initiative.

Rotaract wants to know from Mu Sigma the most probable source for donation under these categories. Uncover insights from the data available, and build the right solution for this problem.