



PYTHON
P R E D I C T I O N S
A TOBANIA COMPANY

Advanced Analytics in Fundraising

How knowing donors helps in growing donors

The client



Direct Social Communications

your partner in fundraising

1985

Communication agency, founded 1985, in Belgium.

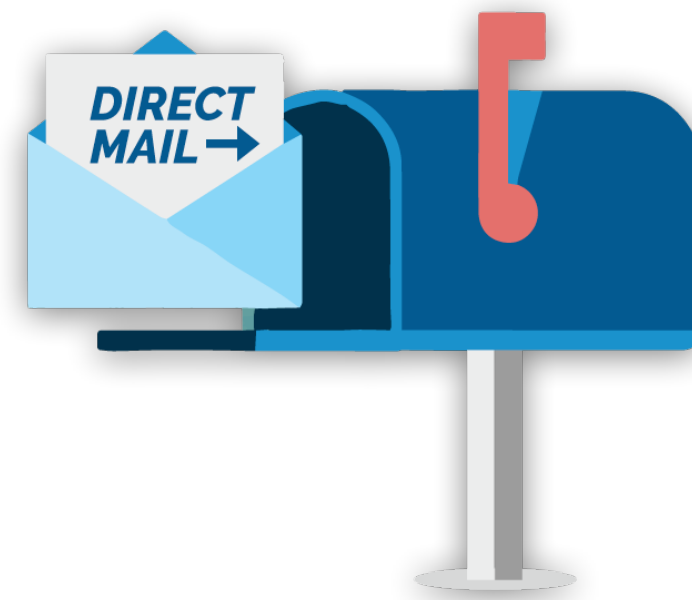
22

One activity: fundraising for 22 humanitarian organisations.

20

Team: Over 20 enthusiastic people.

Many ways to raise money



Advantage of direct mail

Easy to organize



Write



Print



Post

Easy to measure

OVERSCHRIJVINGSOPDRACHT 02

Bij invulling met de hand, één HOOFDLETTER of cijfer in zwart (of blauw) per vakje

Gewenste uitvoeringsdatum in de toekomst	Bedrag	EUR	CENT
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rekening opdrachtgever (IBAN)	<input type="text"/>		
Naam en adres opdrachtgever	Laurence L'Hoir Walcourtstraat 150 D 1070 BRUSSEL		
Rekening begunstigde (IBAN)	B E 7 8 0 0 1 3 0 5 7 3 5 3 8 6		
BIC begunstigde	G E B A B E B B		
Naam en adres begunstigde	BELGISCHE VERENIGINGVOORSTRIJD TEGEN MUCOVISCIDOSE J. BORLELAAN12 1160BRUSSEL		
Mededeling	1 1 5 3 4 2 1		

Average campaign
response rate

1,80%

Can we do
better with
a model?

Objective

*Build a predictive model
to select the best
candidates for a
fundraising campaign.*



The data

Donors

Contains socio demographic information on all the donors that made at least one donation via DSC.

Gifts

Contains a complete history of all donations made over a 20 year period.

Campaigns

Contains details of all the campaigns launched by DSC since 2004.

The data

selection campaign 6169

Contains the list of people selected for the campaign No. 6169 that took place on 04/09/2018.

selection campaign 7244

Contains the list of people selected for the campaign No. 7244 that took place on 18/06/2019.

Procedure

01

Use the information of the campaign No. 6169 to train a model.

02

Use the information of the campaign No. 7244 to test the model.

03

The day before the deadline, a preselection of prospect will be sent. Apply your model to provide a selection.

Deliverables

01

A presentation of 20min max of your conclusion, the performance of your model and the variable in use.

02

The notebooks you used to train your model and to analyze the business case.

03

The scored preselection of prospects that is going to be sent the day before.

Tips

- Pay attention to the timeline!
- Take time to analyze the business case. Where the two campaigns provided successful? Can your model increase profitability? Is the response rate a good performance indicator?
- Take time to make a good presentation. What are the main conclusions you want to bring to the audience? What is the story that lead to this conclusion?
- Slides are equally important as code. In the end, stakeholder only see your slides, not your notebook. So take time to polish it (please, no screenshot of matplotlib chart).
- Variety of features is key. Based on the info provided, think about interesting predictors (average yearly amount of donation, frequency of donation, time since the last donation...).