Variable importance, model rf-female previous\_Hb days\_to\_previous\_fb recent\_deferrals -Hb\_first country recent\_donations -BE Variable FL NL age -SA warm\_season hour consecutive\_deferrals previous\_Hb\_def -0.0 0.2 0.3 0.1 Scaled mean absolute attribution

Variable importance, model rf-male previous\_Hb days\_to\_previous\_fb recent\_deferrals -Hb\_first country age -BE Variable FL NL warm\_season -SA recent\_donations hour previous\_Hb\_def consecutive\_deferrals -0.0 0.1 0.2 0.3 0.4 Scaled mean absolute attribution

Variable importance, model svm-female previous\_Hb days\_to\_previous\_fb recent\_donations warm\_season country recent\_deferrals -BE Variable FL NL Hb\_first -SA age hour consecutive\_deferrals previous\_Hb\_def -0.2 0.0 0.1 0.3 Scaled mean absolute attribution

Variable importance, model svm-male previous\_Hb days\_to\_previous\_fb -Hb\_first recent\_donations country warm\_season -BE Variable FL NL age -SA hour recent\_deferrals previous\_Hb\_def consecutive\_deferrals -0.0 0.1 0.2 0.3 0.4 Scaled mean absolute attribution