Week 3 - Biokind Donor Segmentation

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Scoring based on Engagement Metrics

1. Engagement metrics: Open Count, Email Link Click Count, Response Time, Donation Frequency.
2. Engagement metrics calculated as average per account id.
3. Linear Regression used to calculate weights for scoring each account id.

Open Count	31
Email Link Click Count	22
Response Time	-7
Donation Frequency	40

Engagement Scores

1. Engagement score calculated as:
   a. Score = w1 * metric1 + w2 * metric2..
2. Each account id is assigned an engagement score.
3. The 50th percentile is used to mark Low Engagement vs High Engagement account ids. The same is done to establish donor type - High Donation vs Low.
4. Zip codes with majority account ids of a specific type of donor were identified.

Prioritized Donor Kind	Zip.Code
High Engagement-High Donation	109
High Engagement-Low Donation	84
Low Engagement-High Donation	22
Low Engagement-Low Donation	38

High Engagement High Donation
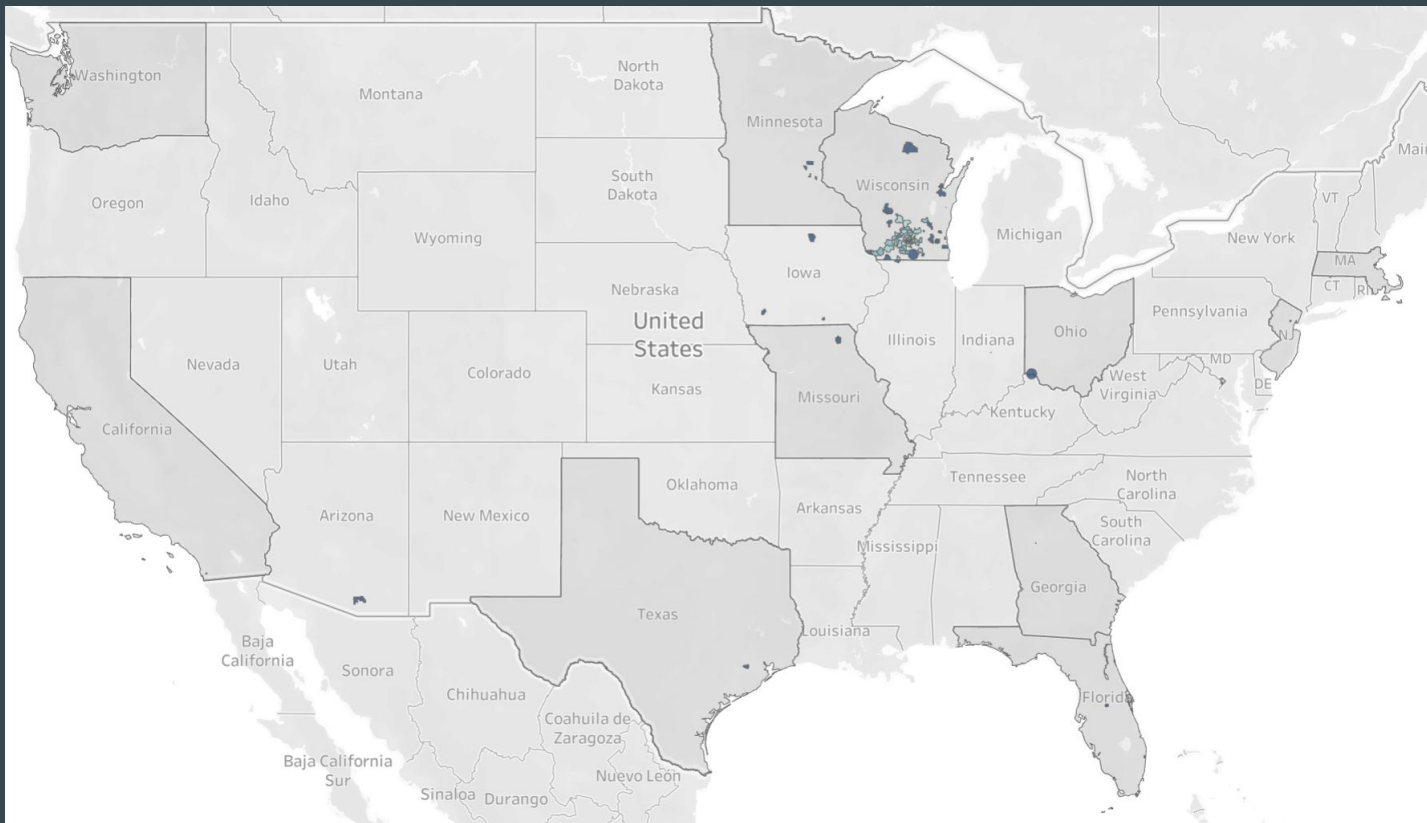
High Engagement Low Donation
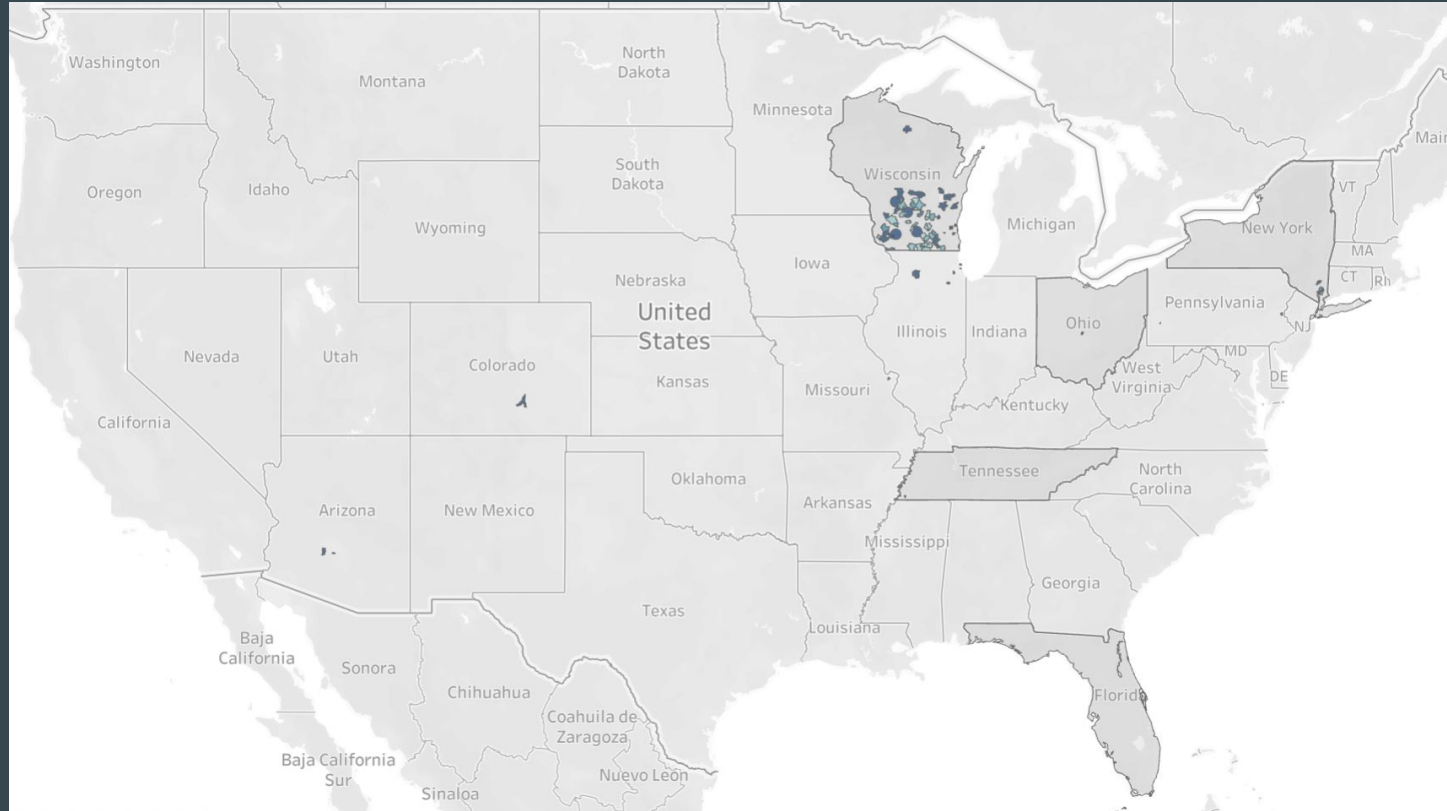
Low Engagement High Donation

Low Engagement Low Donation