Notes:

1. Engagement metrics - Open Count, Email Link Click Count, Response Time, Donation Frequency. Took the Average of each per Account ID.
2. Clustered Data with DBScan and KMeans using the same metrics. Didn't find anything of consequence.
3. Performed Linear Regression with Y - Total Donation Amount and X being - Engagement Metrics. Found weights for each engagement metric -

Metric	**Approx. Weight**
Open Count	31
Email Link Click Count	22
Response Time	-7
Donation Frequency	40

4. E. Score = weight1 *metric1* + *weight2* metric2 ....
5. 50 percentile E. score was 13. And 50 percentile total donation amount was 75. People lower than 13 were labelled Low engagement, and higher High Engagement. Same with Donation Amount - High Donation, Low Donation.
6. For each zip code total donors of each category were identified. Majority Donor Type was assigned to the Zip code. For eg. If Zip Code 1 had 60% High Donation and Low Engagement Donors the Zip Code would get the label High Donation-Low Engagement. The percentage of majority donors is also mentioned in one of the columns.

Instructions -

1. From "results_df.csv" filter your category from Prioritized Donor Kind.
2. Identify at least 2 observations with backed data (save the dataframes as csv) from your set. Anything from which states show up and how much, any patterns you see wrt. geographic location, or anything else - Account.Type, Email Campaign, anything at all.
3. Also upload summary statistics (.describe()) on the Engagement Metrics, Donor Score, Total Donation amount, and more columns if anything interesting.

Assignee	**Zip Code Majority Donor Type**
Rikhil	Low Donation - High Engagement
Alysia	High Donation - High Engagement

Assignee	Zip Code Majority Donor Type
Armaan	High Donation - Low Engagement
Anusha	Low Donation - Low Engagement

Please upload by 4 pm today.