

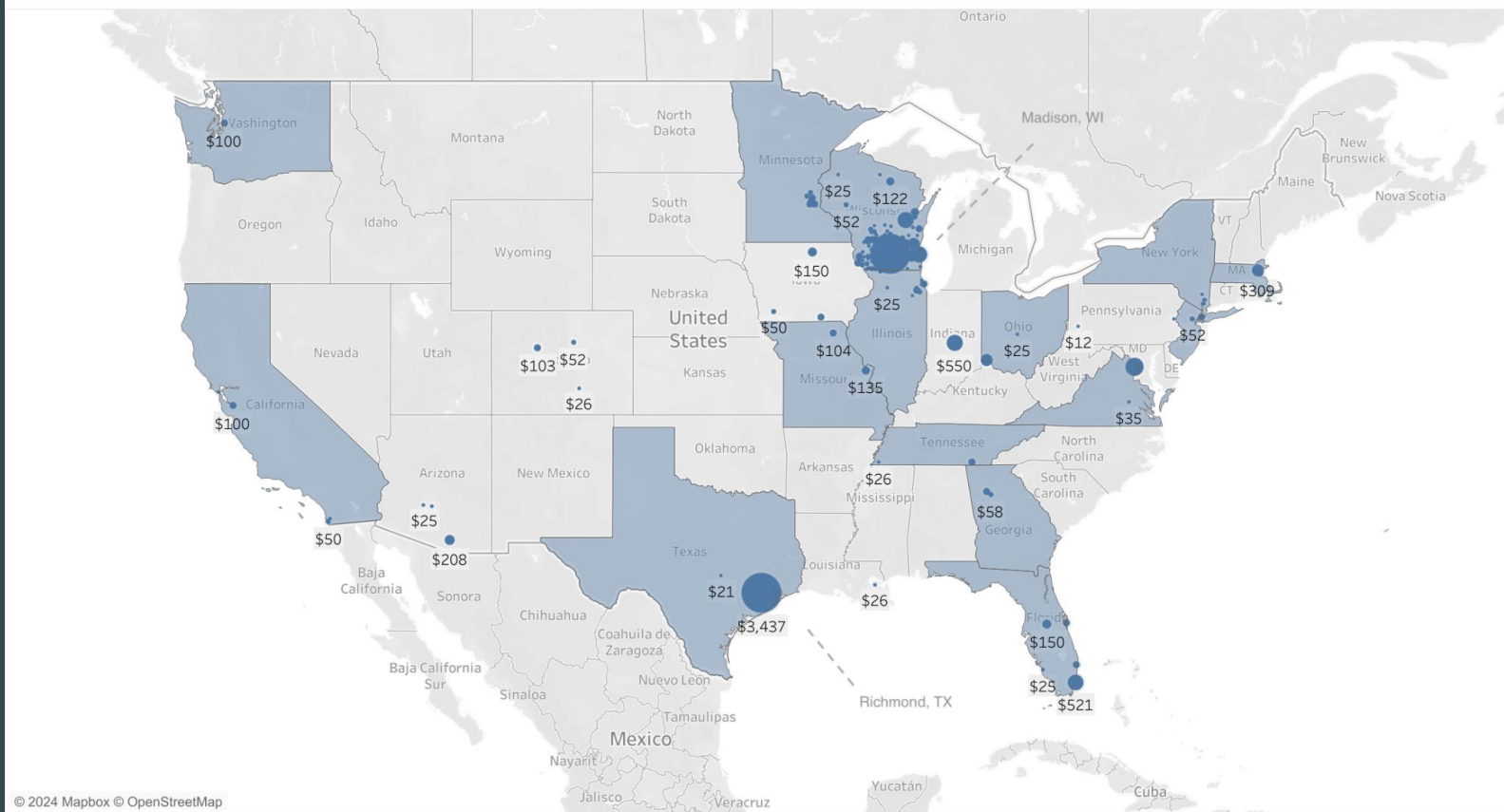
Week 2 BioKind - Donor Segmentation

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Alysia, Anusha, Armaan, Rikhil

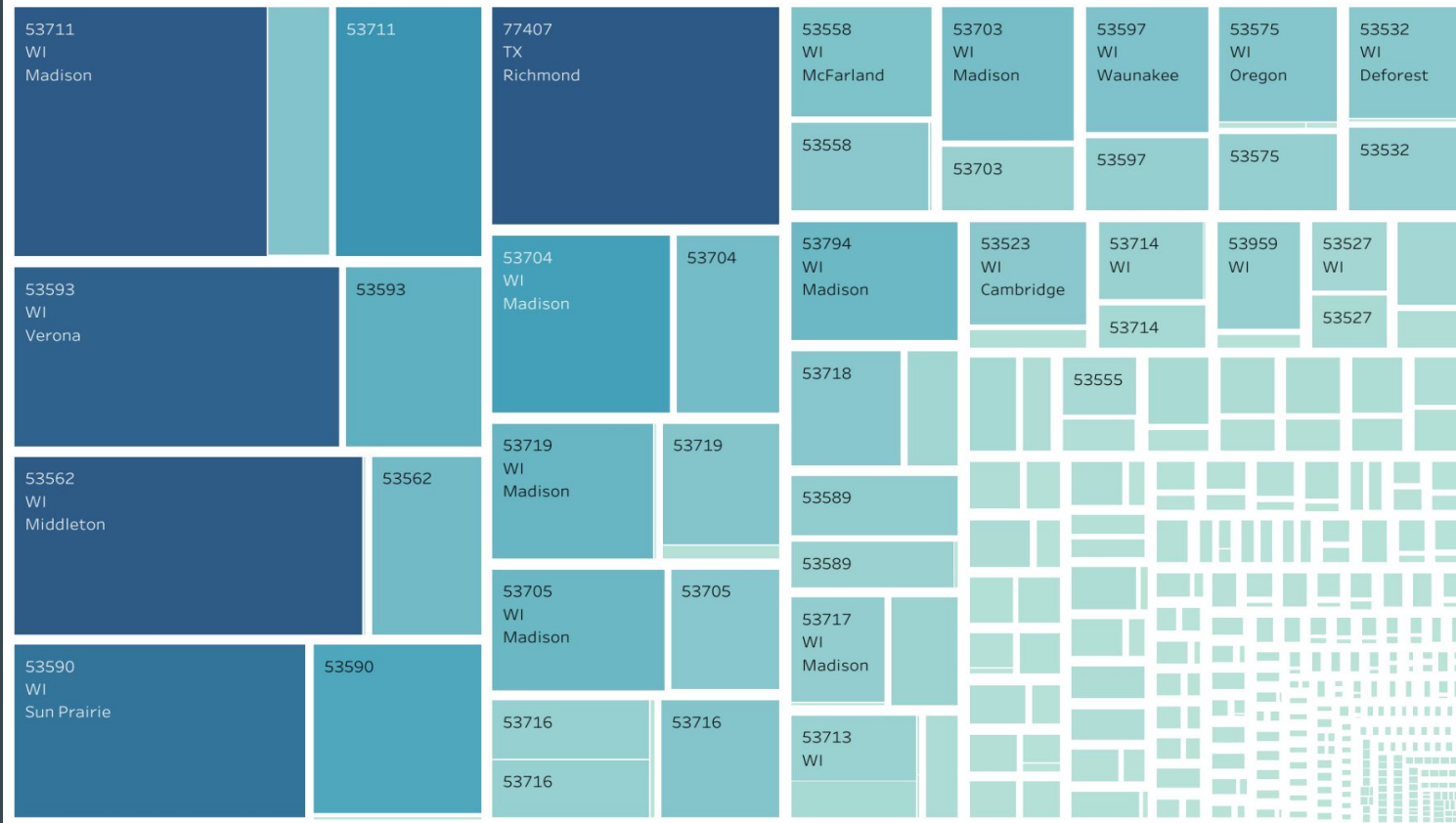
Overview of Donations by Region

Average Donation Per Zip Code



Where Are the Donations Coming From?

Sum of Donations from Zip Codes by Proportion

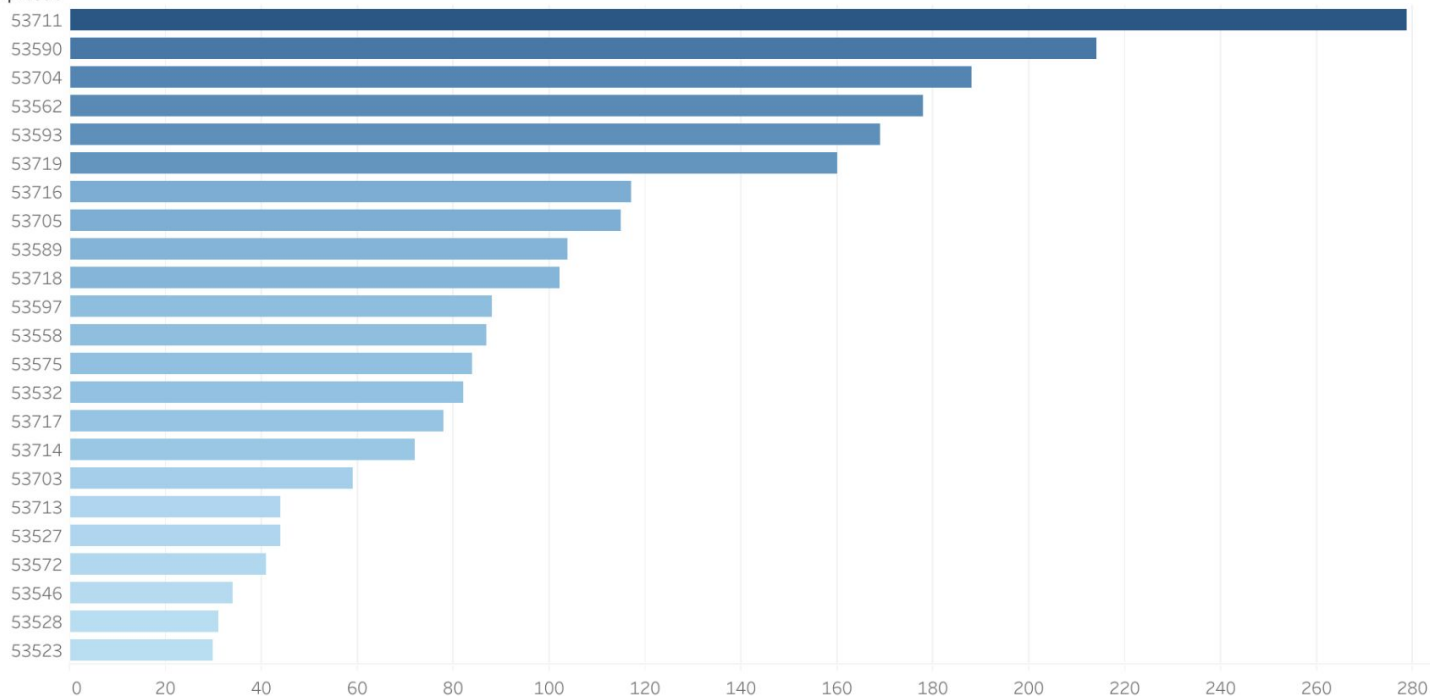


53711 in Madison, WI, contributes \$56.5k out of a total of \$544.6k, making up around 10.3% of the total and ranking as the top contributor.

Where Do Most Donors Live?

Avg number of donors per region

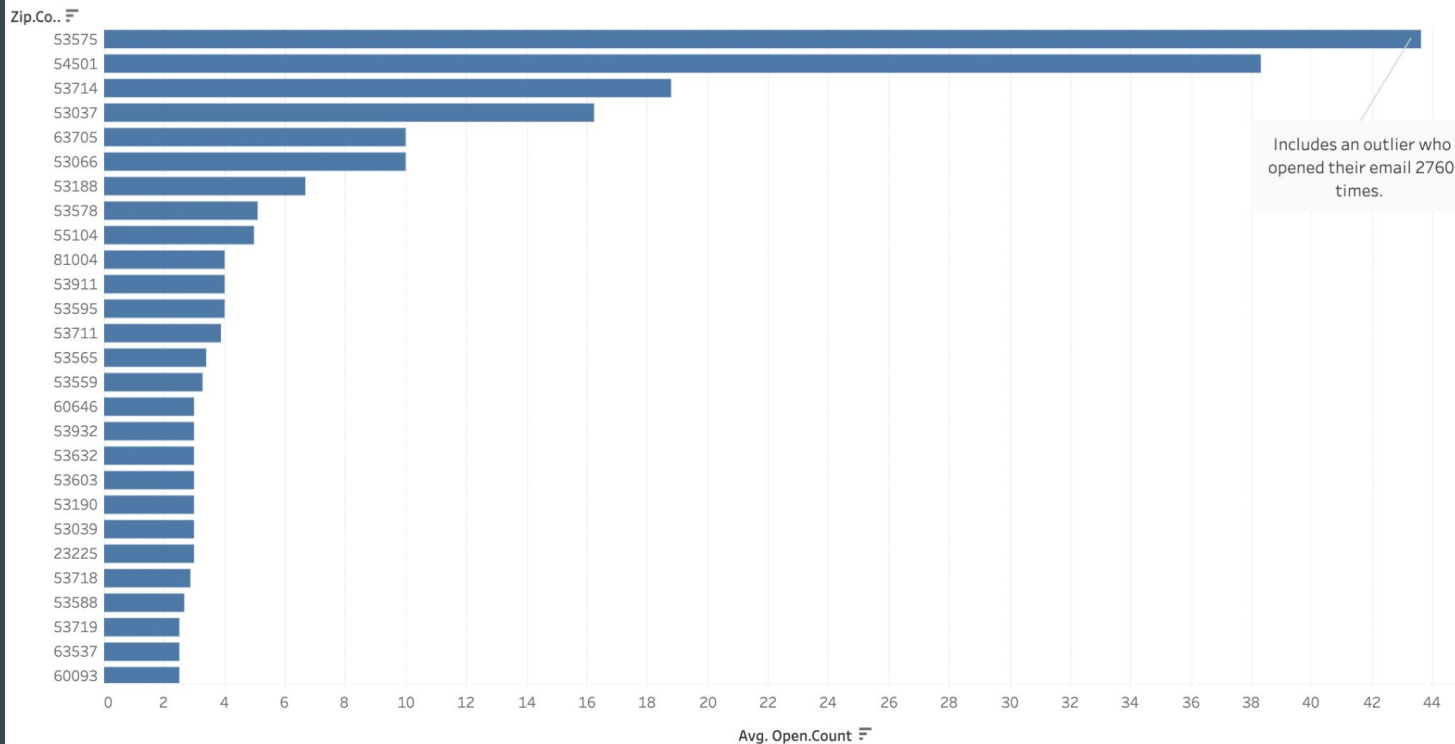
Zip.Code



Avg. No. of Account.IDs

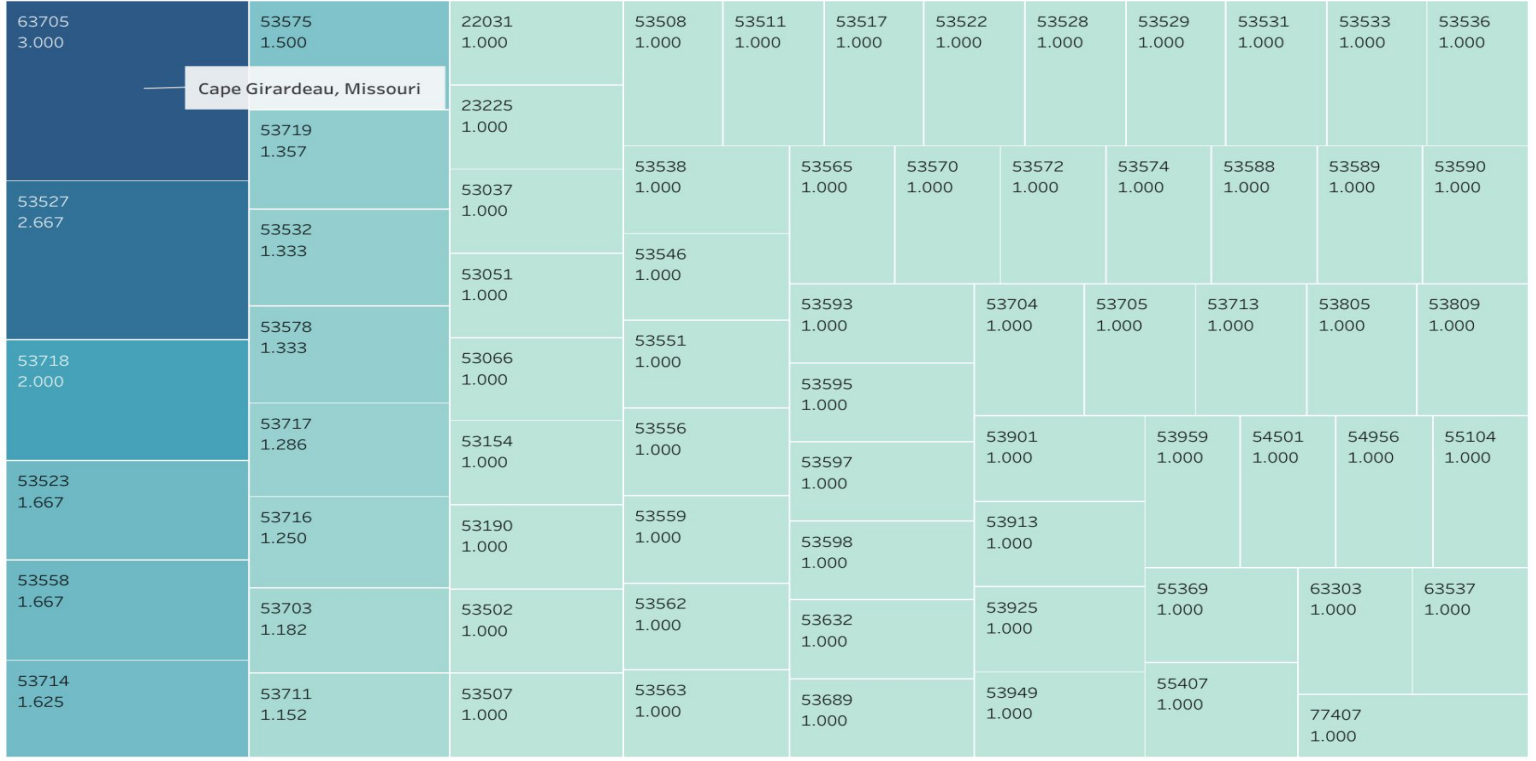
Engagement Metrics: Email Open Count Across Regions

Avg. Open Count by Zip Code



Engagement Metrics: Click Count By Region

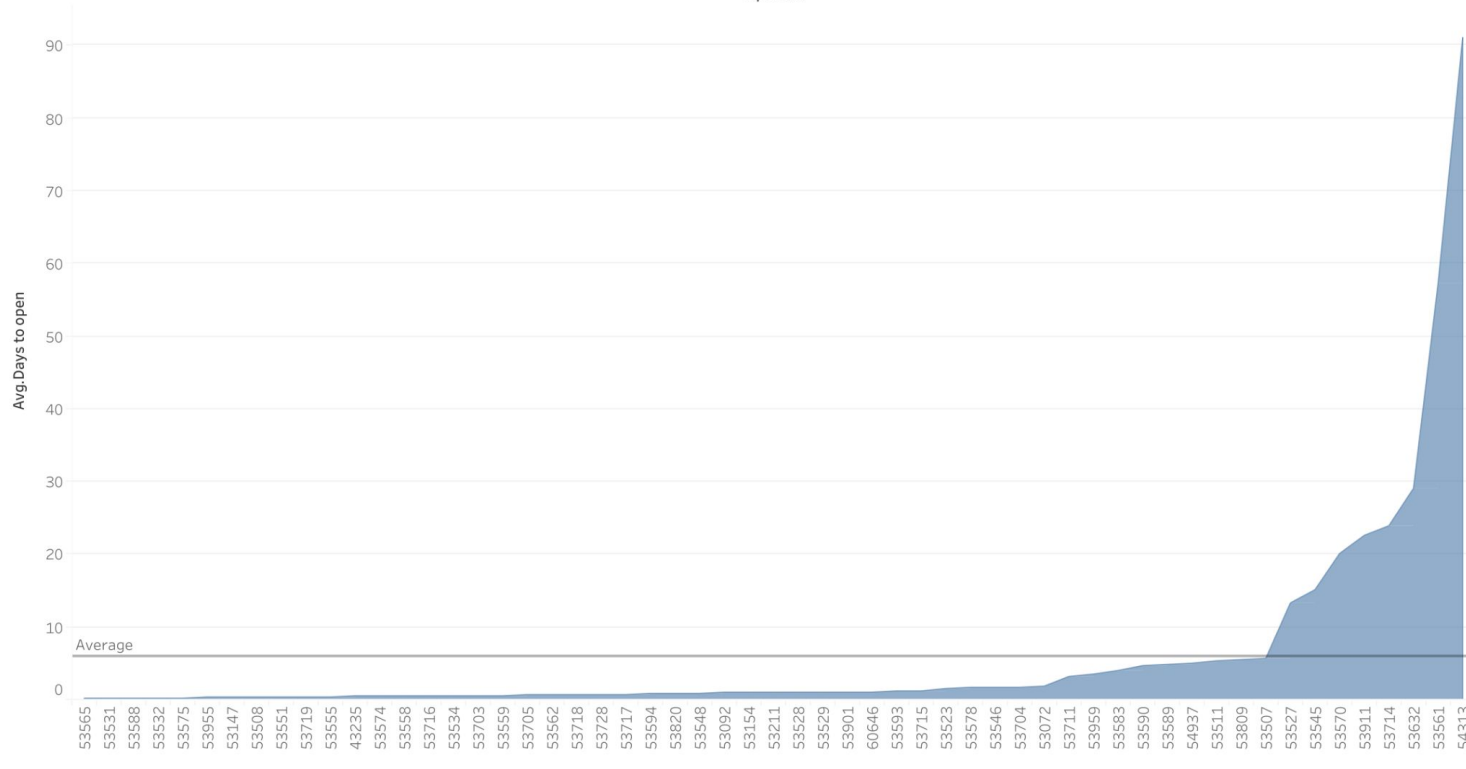
Average number of clicks



E.M: Which zip codes are amongst the slowest to respond?

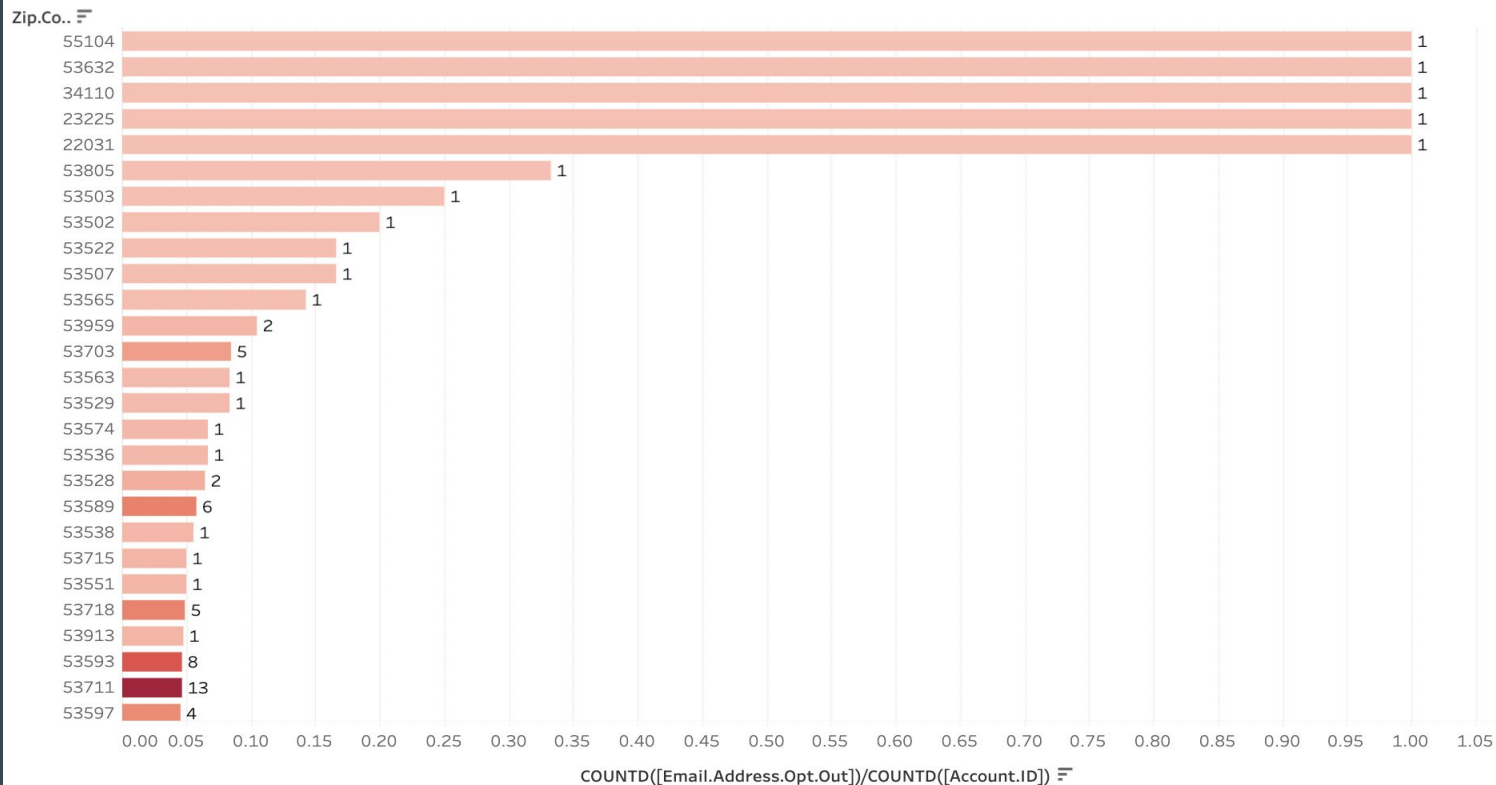
Avg. Days from Email Sent to Opened

Zip.Code



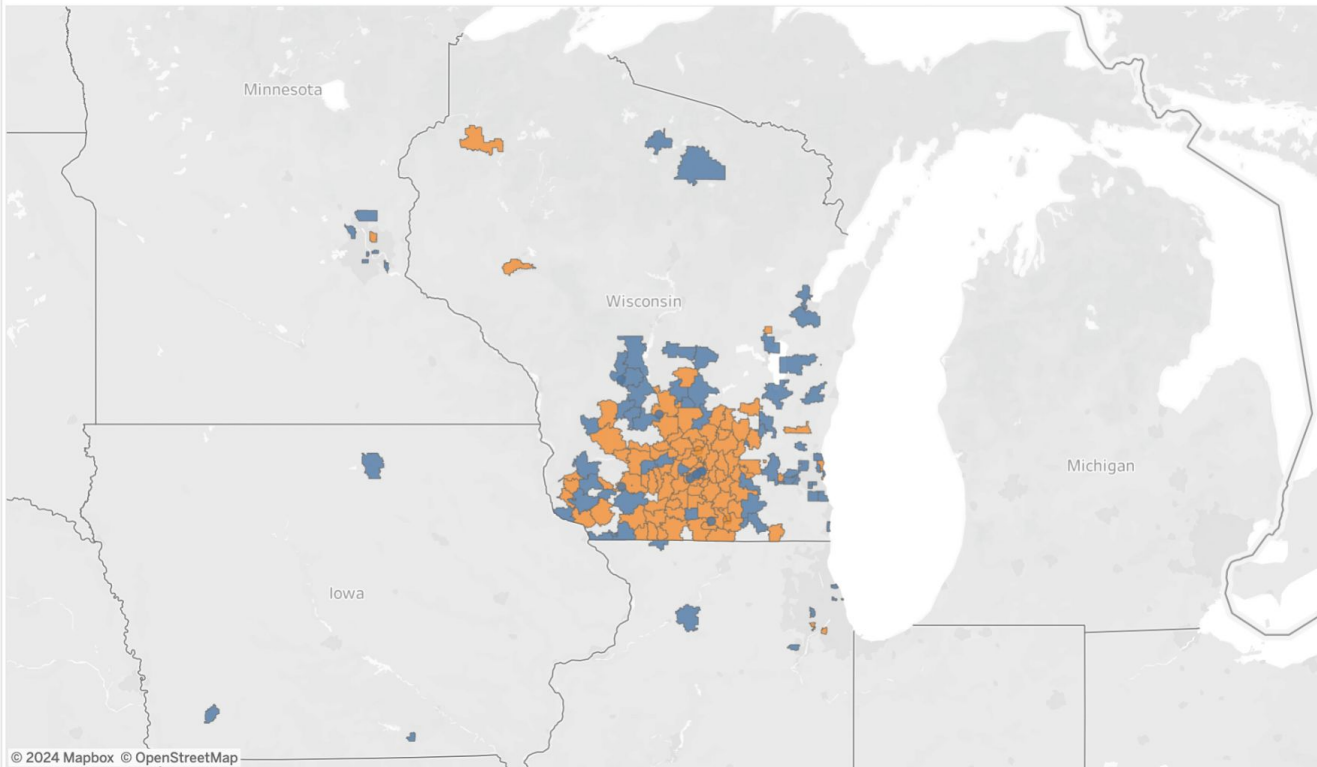
E.M: Zip Codes Opting Out

Avg. No. of People Opting Out By the Total Donors in a Zip Code



Which Campaign Was Most Popular (Monetarily) By Region?

Which Campaign received most donations?



Campaign with highest s...

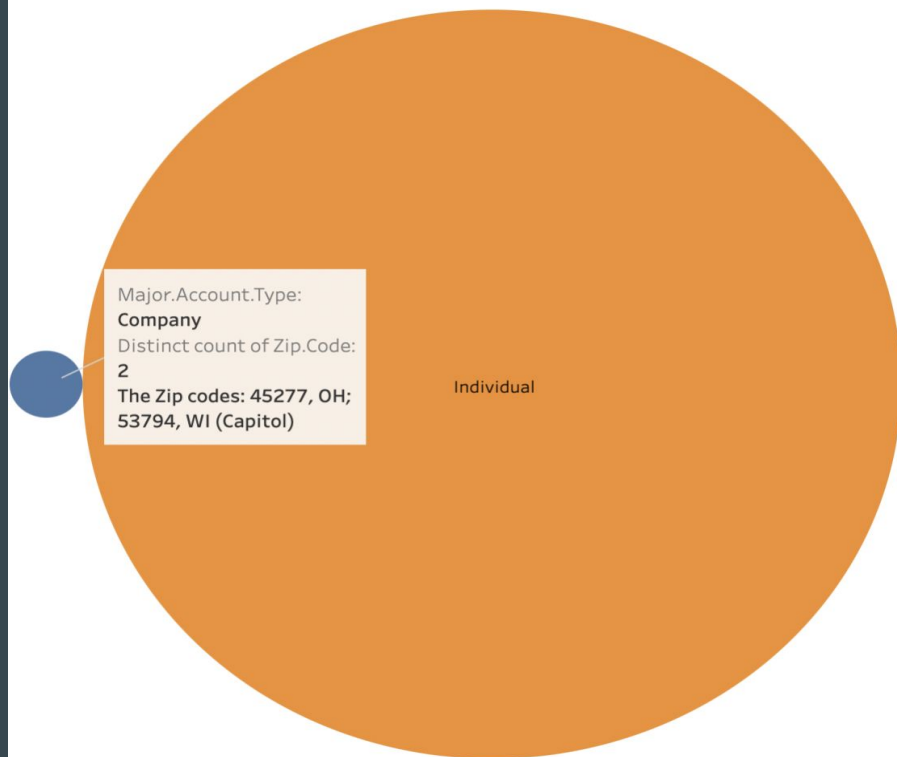
■ 2021 Diaper Drive Go...

■ Bottoms Up Ball In...

■ Diaper Need Aware...

Company vs Individual: Which Zip Code Leans Which Way?

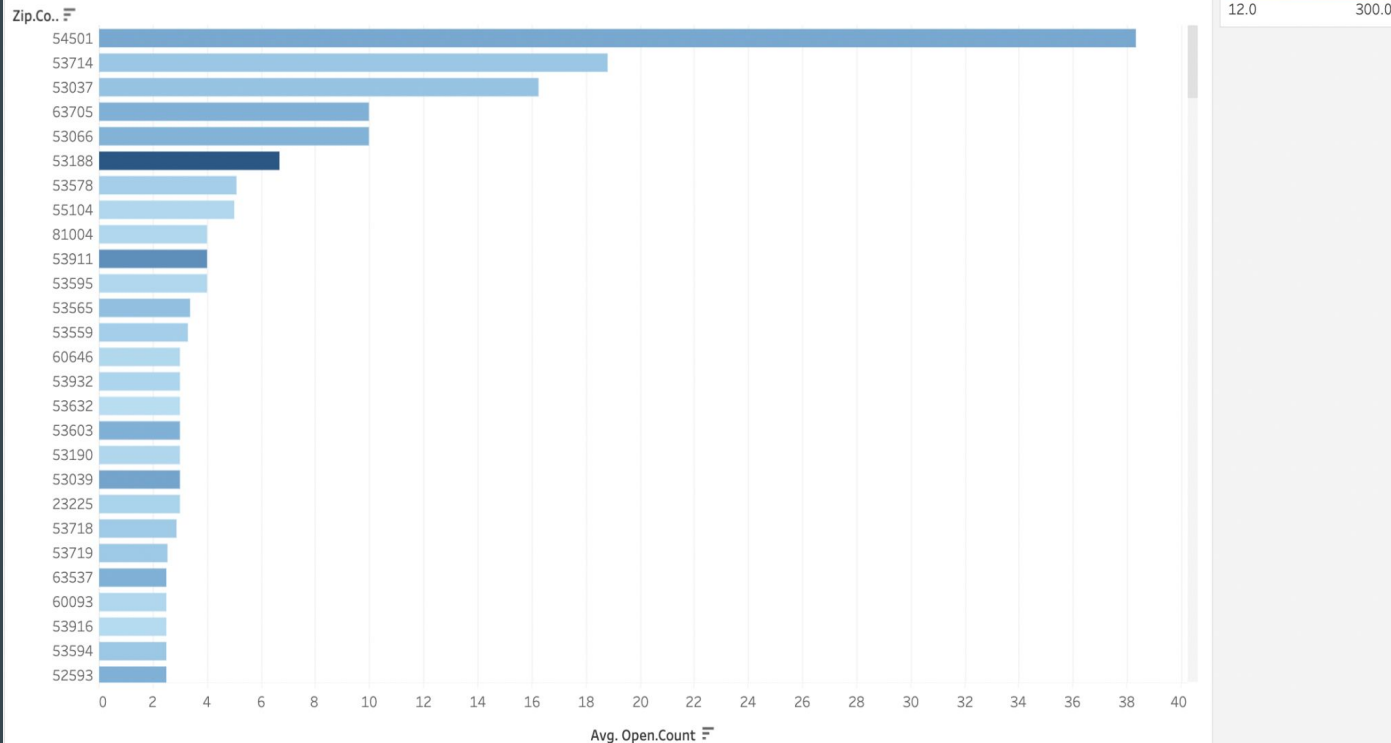
Individual vs. Company By Zip Code



45277 contributes an average of \$250, while 53794 does \$3,500. Across all states, the overall average donation amount is \$112.

Areas to Target!

Zip Codes That Have high Open Counts but Low Donations



All of these zip codes have high engagement but relatively lower avg. donations. They are from WI, CO, MI, VA, and more.