The Michael J Fox Foundation continually seeks novel ways of engaging its constituents. Ever proactive, teams experiment with new marketing campaigns, content, and segmentation. For instance, in 2013, the donation threshold for assigning a donor to a relationship manager was lowered from $2500 to a $1000 in hopes of strengthening donor loyalty and increasing revenue. Once assigned, the donor receives personalized messaging and speaks with a relationship manager on the phone or in-person.

The Data Analyst is charged with assessing the effectiveness of this strategy. The attached data set contains anonymized donation records from 2010-2017 to help your analysis. In 2-3 slides, please describe your methodology, results, and recommendations. Feel free to use any tools, programs, statistical and data mining techniques at your disposal.

Good luck and have fun!