ANALYTICS IN FUNDRAISING

Group 1:

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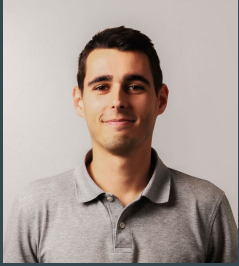
OUR TEAM:

Théau Bruno
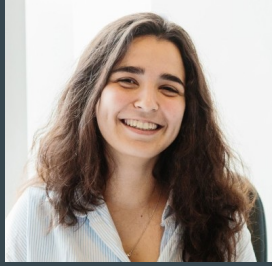
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01 PROJECT DEFINITION

02 OUR MODEL

03 MODEL EVALUATION

04 CONCLUSION

01. PROJECT DEFINITION

ABOUT THE PROJECT

Create a predictive model based on past fundraising campaigns to select the best candidates for your new fundraising campaign.

TIMELINE

CAMPAIGN 6169

Launched on: 04/09/2018

Time Gap: 2 days

Average response time: 10 days

Features: **all past data** prior to the launch date of the campaign

Training set

CAMPAIGN 7244

Launched on: 18/06/2019

Time Gap: 2 days

Average response time: 11 days

Features : **all past data** prior to the launch date of the campaign

Test set

FUTURE CAMPAIGN

Features: all past data prior to the launch date of the campaign

Time Gap: estimated 2 days

02. OUR MODEL

WHAT WE DID

STEP 1:
- Cleaned tables
- Created Train test based on campaign 6169
- Created Test set based on campaign 7244

STEP 2:
- Created features
- Tested **78 features**
- Selected the **24 features** that were relevant

STEP 3:
- Tested the accuracy
- Compared different algorithms

STEP 4:
- Chose **Boosted Gradient Tree Algorithm**
- Use model to calculate probabilities

STEP 5:
- Created various graphs
- Gathered Insights

KEY FEATURES:

PERSONAL DATA

- Age
- Gender

AMOUNT FEATURES

- Previous donation Amount

TIME FEATURES

- Frequency of general donation
- Time of the year
- Time since the last donation
- Time and amount of the last 3 donations

CALENDAR

December and January
+80% donation

GENDER

+48% females

AGE COUNT

40-50 years
25% of donations

FREQUENCY

80% of donors
gave within 3 years

9% of donor give 2 time a year

AGE AMOUNT

Senior
&
20-30 years old

TIME TO GET DONATIONS

70% of donation
<70 euros
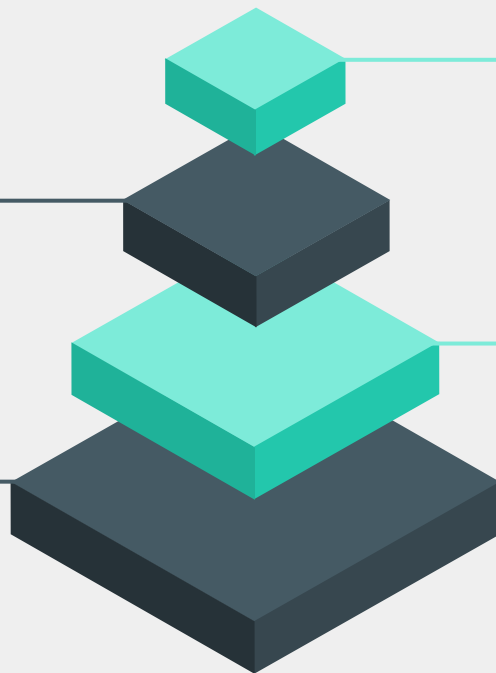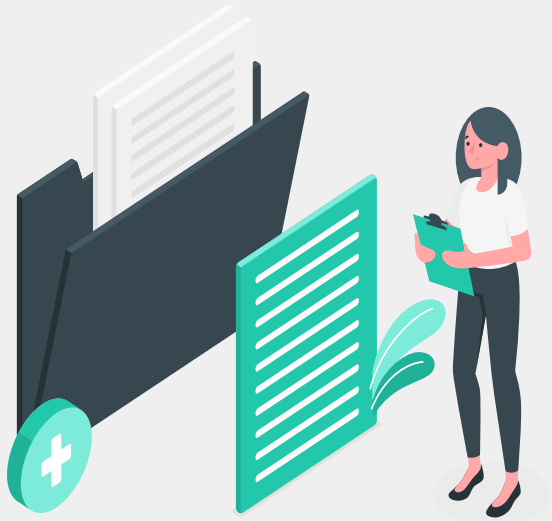
03. EVALUATING OUR MODEL

Currently the average response rate for your campaigns is 1.8%

HOW CAN WE MAXIMIZE THE PROFIT?
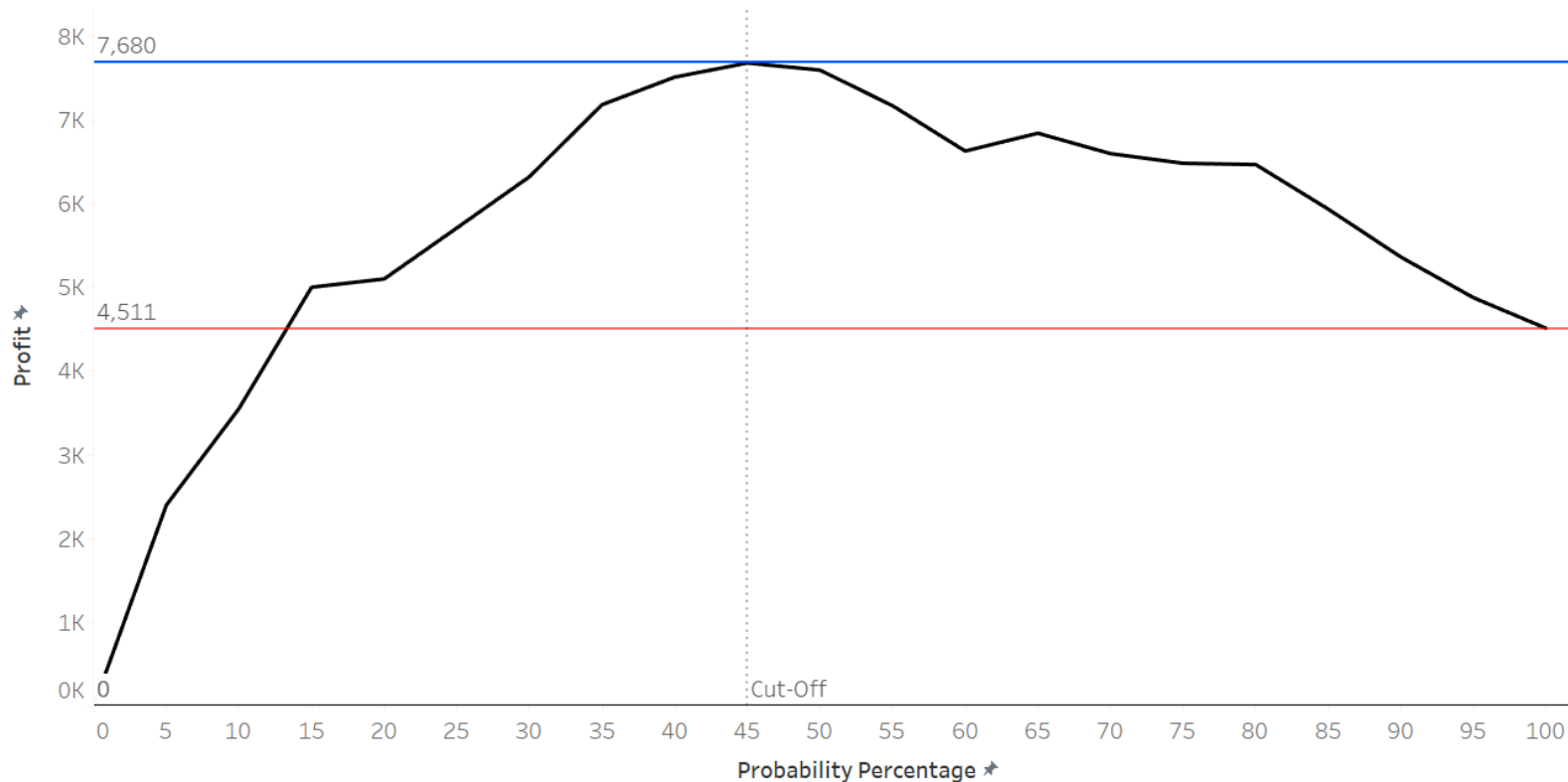
PAST CAMPAINGS

CAMPAIGN 6169 - 04/09/2018

- 34 888 people contacted
- 1 991 responded
- **3.4 % Response Rate**
- Funding gathered : 98 653 €
- Costs: 30 352 €
- **Benefit: 63 301€**

CAMPAIGN 7244 - 18/06/2019

- 25 000 people contacted
- 361 responded
- **1.4 % Response Rate**
- Funding gathered : 18 616 €
- Costs: 14 104€
- **Benefit: 4 511€**

MAXIMIZING PROFIT:

Profit Maximization Table - 7244 Campaign

CAMPAIGN 7244- WITH OUR MODEL

- 11 540 people contacted

- 254 responses

- **2.2% Response Rate**

- Funding gathered : 14 027€

- Costs: 7 052€

- **Benefit: 7 680€**

→ **+70 %** **of benefits**

OUR STRATEGY PROPOSITION:

TARGET POPULATION:

- Donors that have the highest probability of donating
- In campaign 7244: over 45% we start losing money

TOP 10 DONORS:

- **WHO:** People who in the past have given the biggest amounts
- **STRATEGY:** Could call them instead of sending them letter
- **BUT:** make sure to not call or contact them too much

04. CONCLUSION

PROJECT STAGES

STEP 1:

 Built the model for you to use

STEP 2:

Use the model for your next campaign

STEP 3:

Re-evaluate the model once we have the results of the campaign (takes approximately a month)

OUR CONCLUSION

OUR MODEL

Calculation of the probability that donors will donate in the next campaign

ADVANTAGES OF OUR MODEL

- Priority list of clients
- Maximisation of profit
- Reduction in costs

CAMPAIGN 7244

With the data known we could have increased the benefits by 70%

DONORS

There are also a lot of donors with a low probability to donate

GETTING MORE DATA

Could collect additional data in the next campaign to get more features and a more specific model

THANK YOU

Any Questions?