**KDD-CUP-98 final project by Uliana Zeigman.**

**oficial data in folder: AditionalInfo**

**Problem Statement and Idea:**

The goal of the problem is to maximize net profit from a marketing campaign for fundraising. Since the response rate is low (about 5 percent), it is necessary to devise a strategy to identify profitable candidates. Given a candidate-member x, to predict:

1. whether x will donate? (Clasification)

2. what amount will x donate? (Regresion, not implemented yet)

**Files description:**

**1. Data ingestion and preprocessing:**

DataExplAndPrep.ipynb

**2. Clasification Models(MLPClassifier and LogisticRegression):**

ClassificationModel.ipynb

**3. Test set scoring:**

TestSetScoreCalc.ipynb

**Conclusion**

In this investigation LogisticRegression winning.

**Future goals**

There is many ideas to check others methods for models and feature ingenering,

Is still missing result comparison visualisation.

Regression models.