Cortex
ANALYTICS SIMULATION

Fundraising and Predictive Analytics

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1 Situation & Data EXPLORATION & ANALYSIS

2 DATA PREP

One Hot Encoding
Valores Faltantes
Omisión de variables
Data Partition

3 ROUND 1

XGBoost

Surplus: $9,683,375
Expenses: $300,000
Donors: 6,0000

4 ROUND 2: UPLIFT

XGBoost + Decision Tree

Surplus: $12,104,985
Expenses: 3,050,000
Donors: 170,000