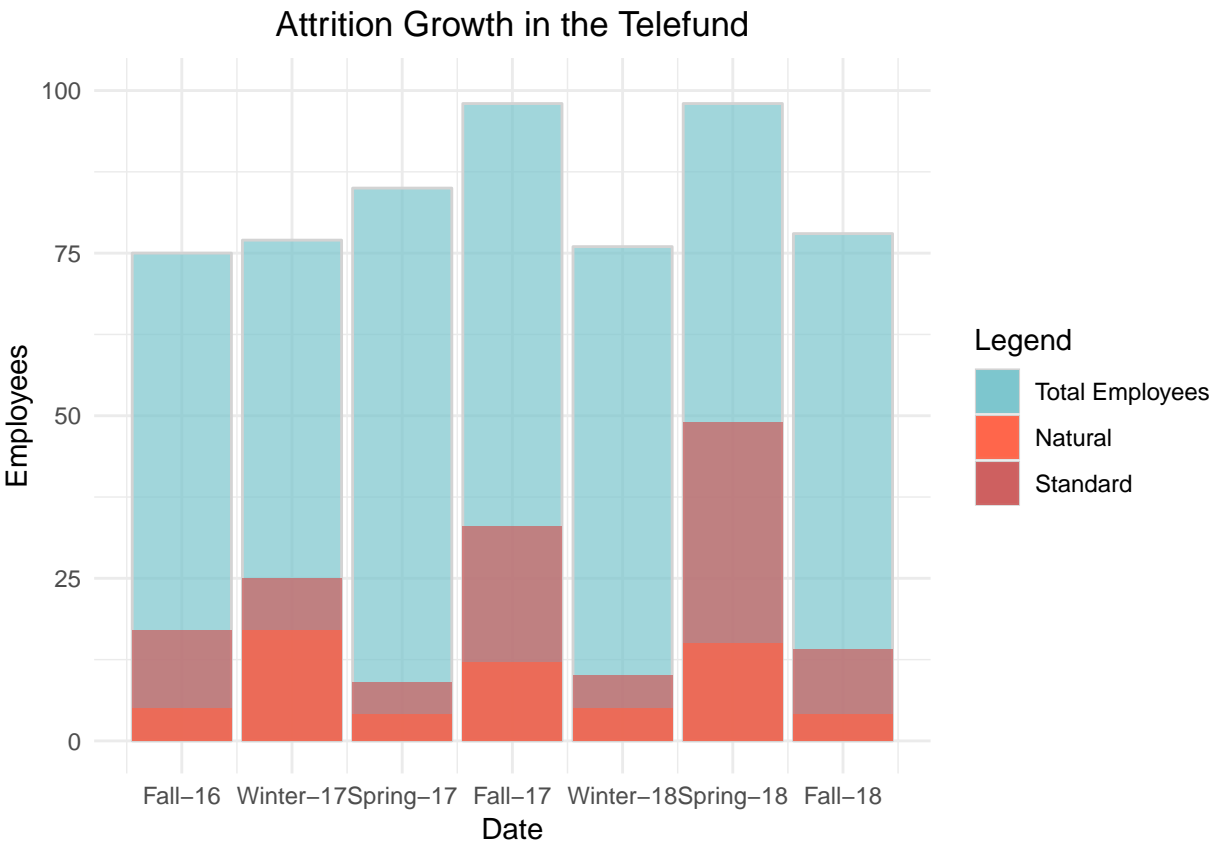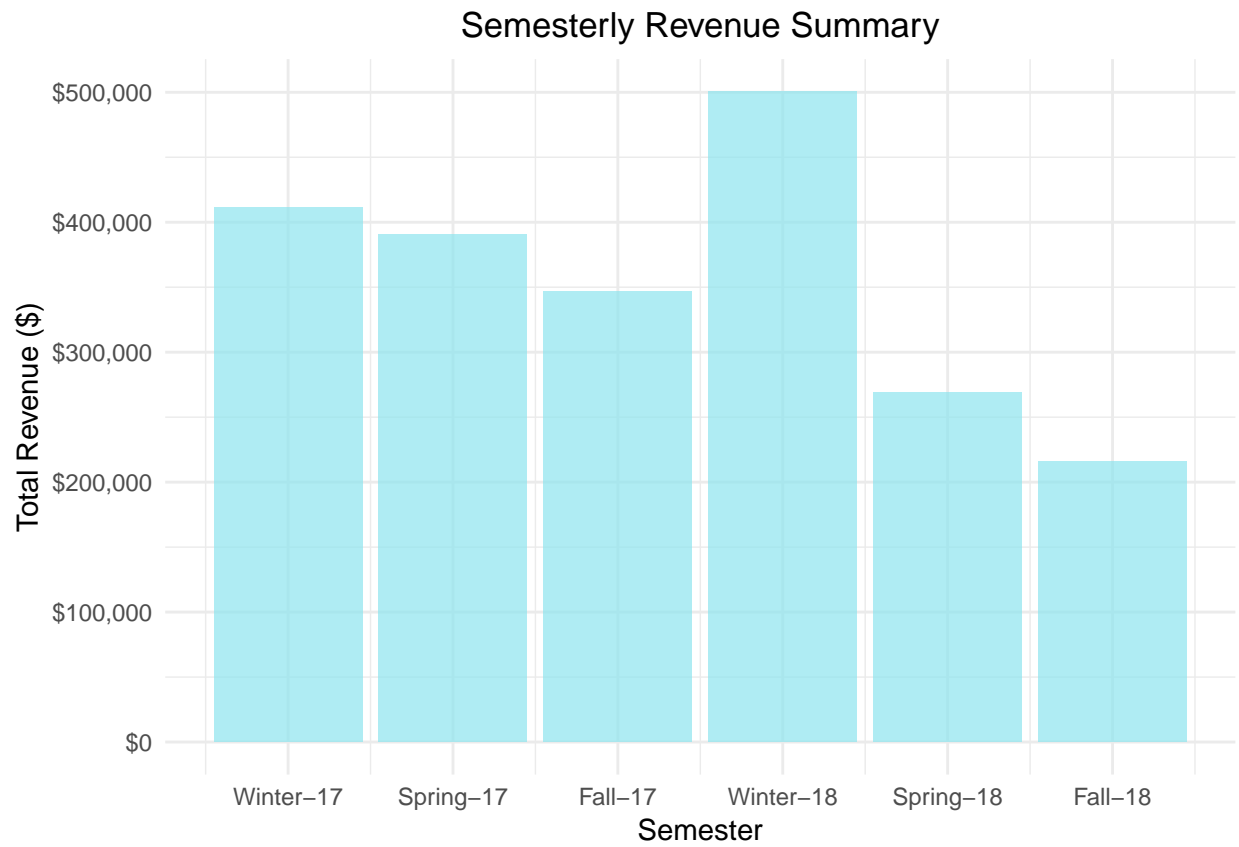# BPR Report
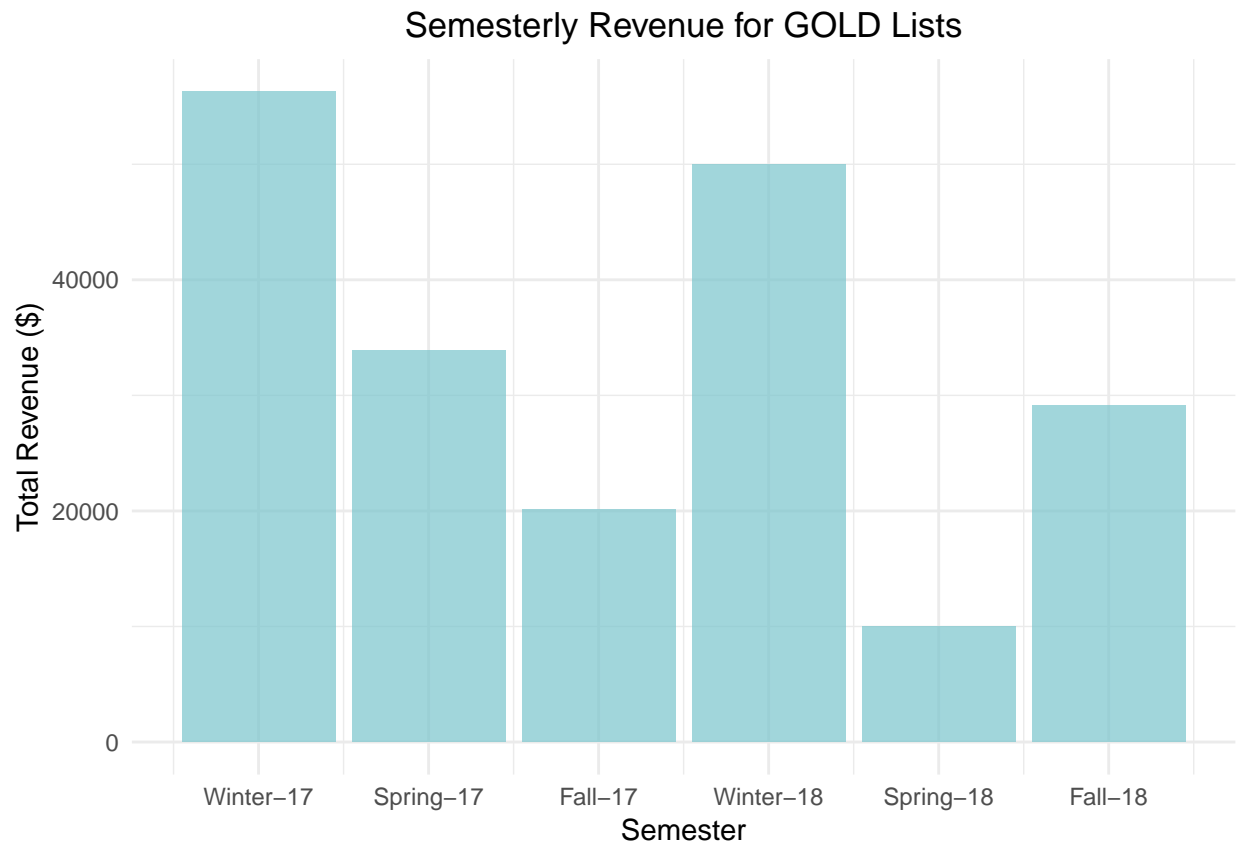
Isaiah Morgan
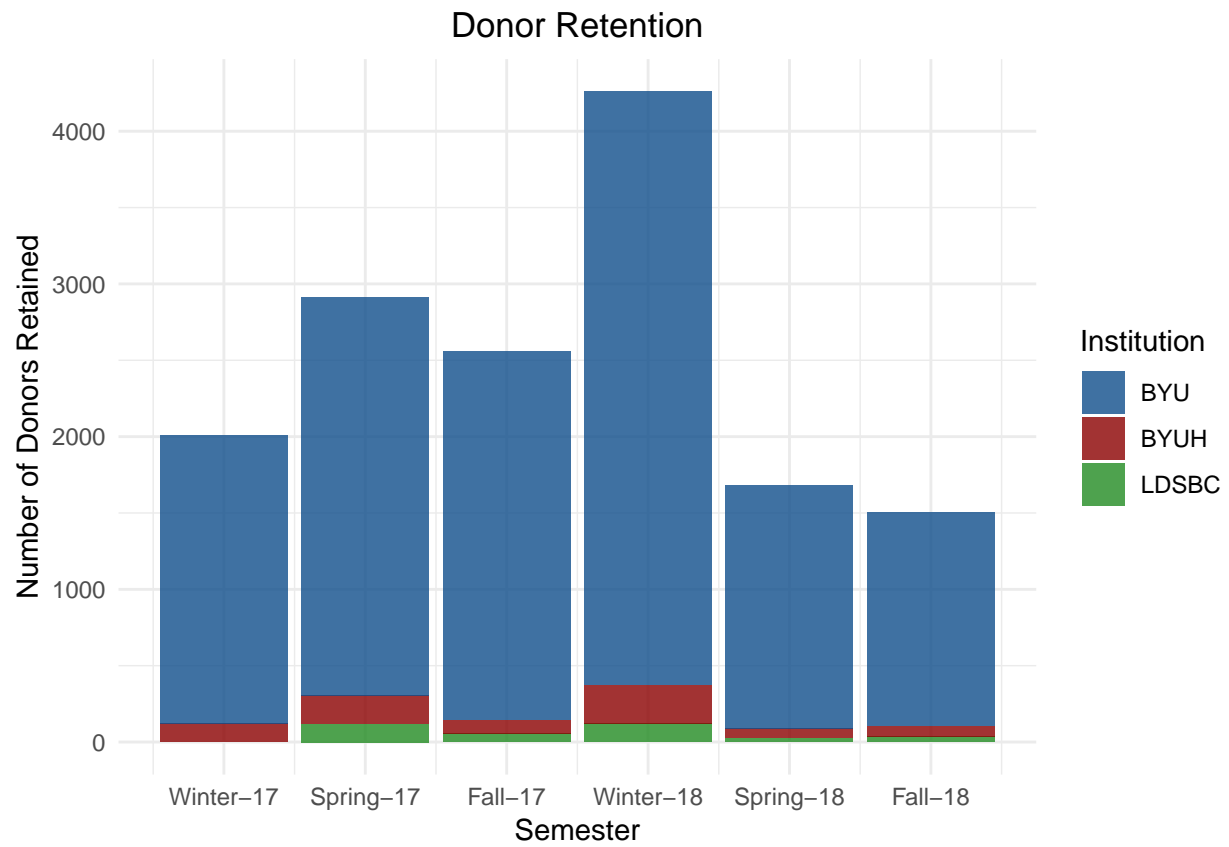
February 13, 2019

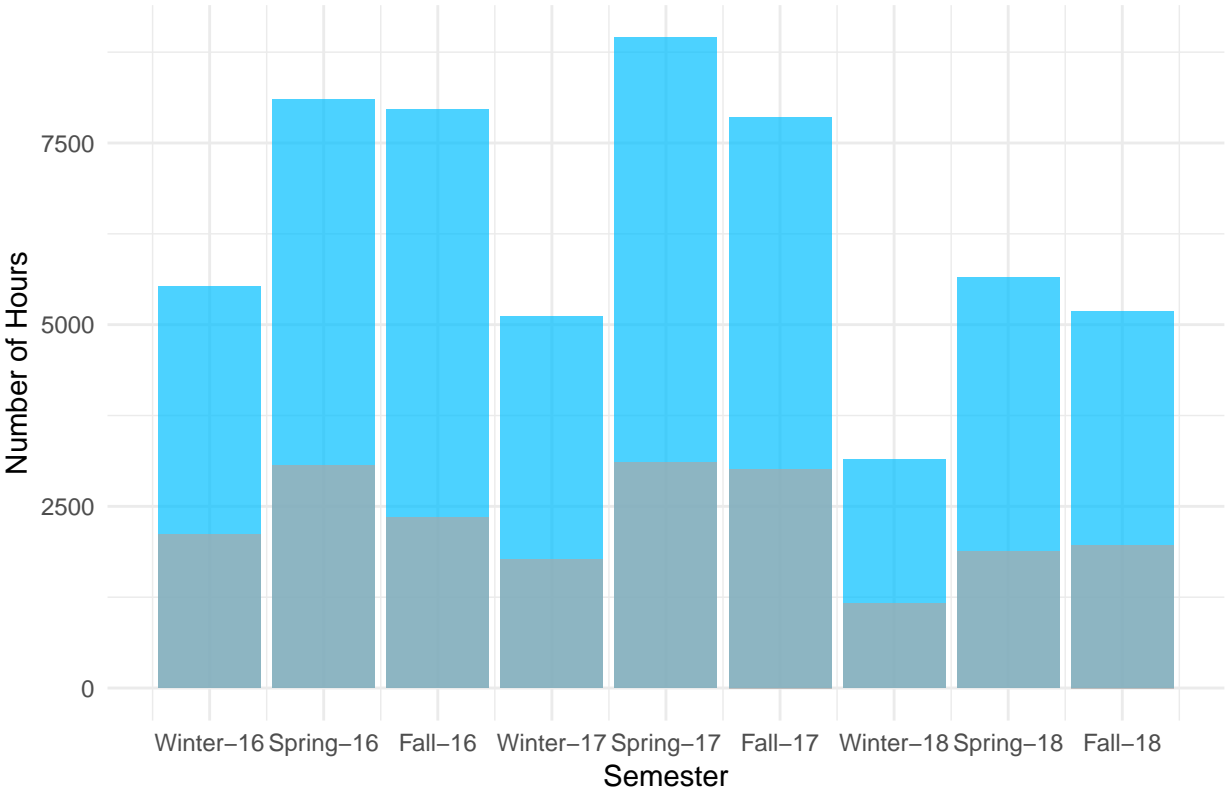**Attrition at the Telefund**
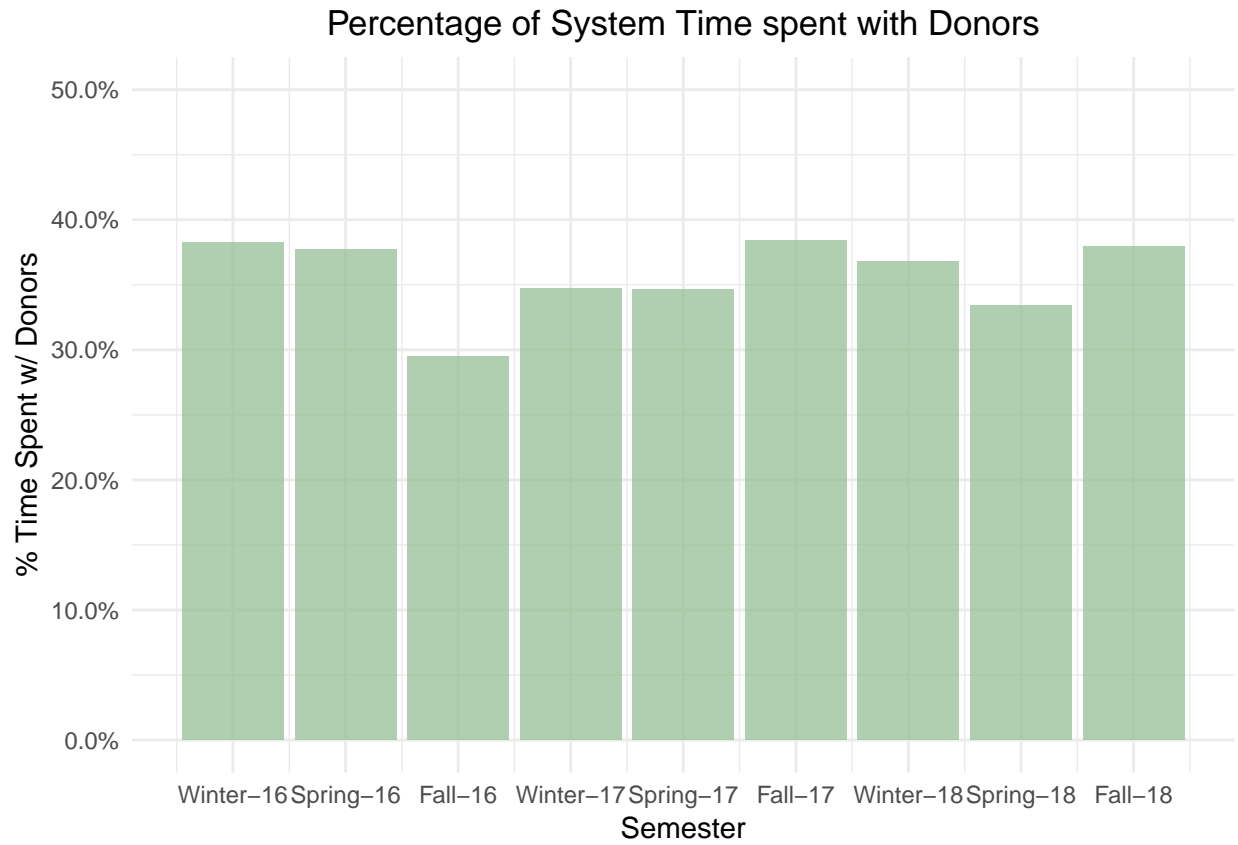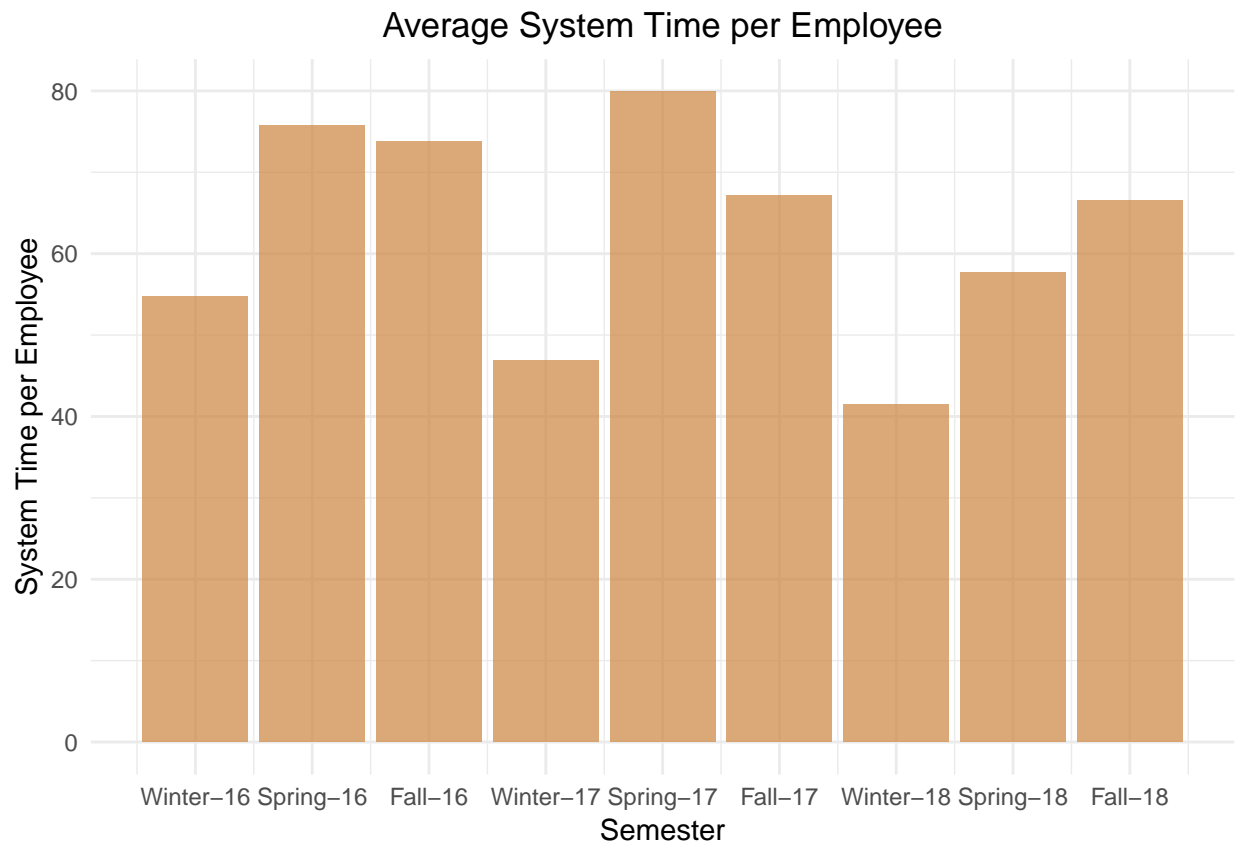
Semesterly Revenue Summary

Semesterly Revenue for GOLD Lists

Donor Retention

Call Center Time over Semesters

Percentage of System Time spent with Donors

Average System Time per Employee

Participation by Semester
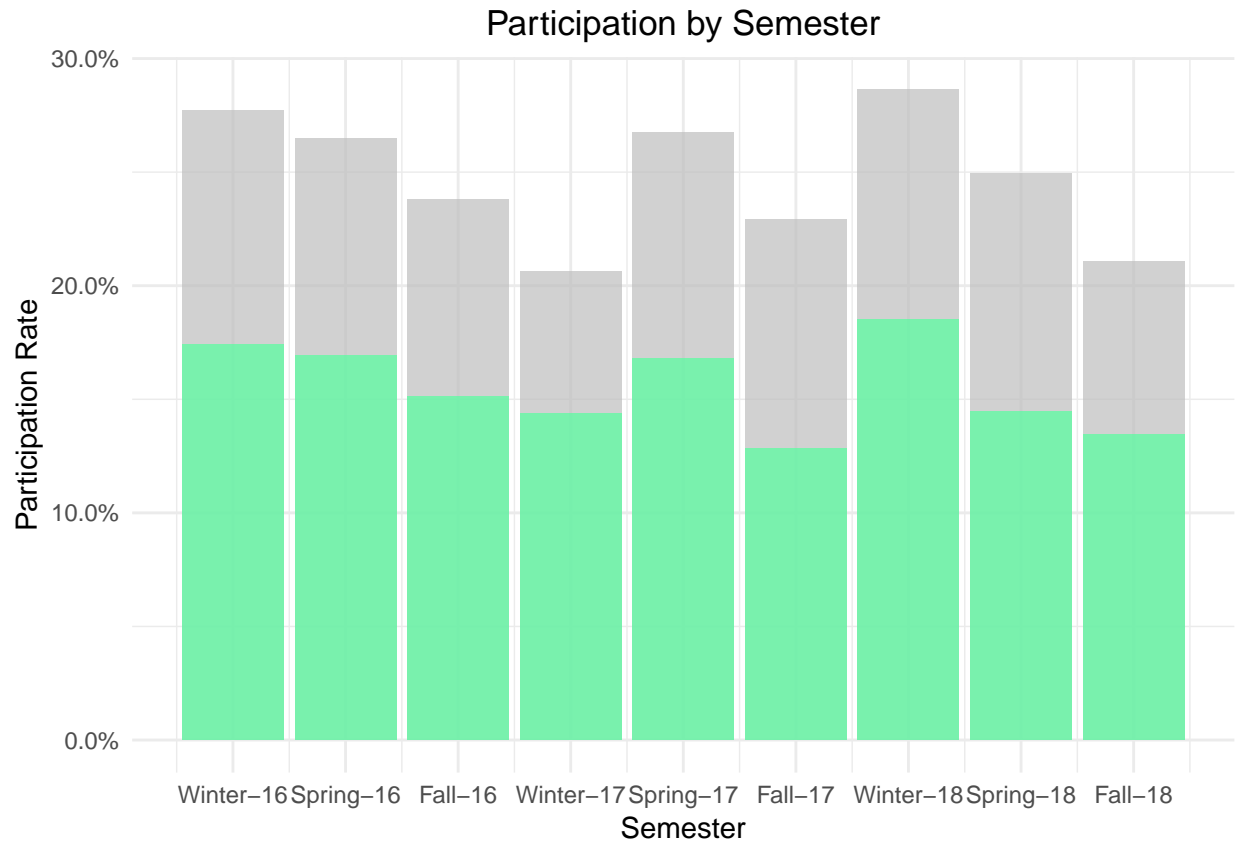

```
## Warning: Removed 47 rows containing non-finite values (stat_smooth).
```

## Participation Rate by day for 2018
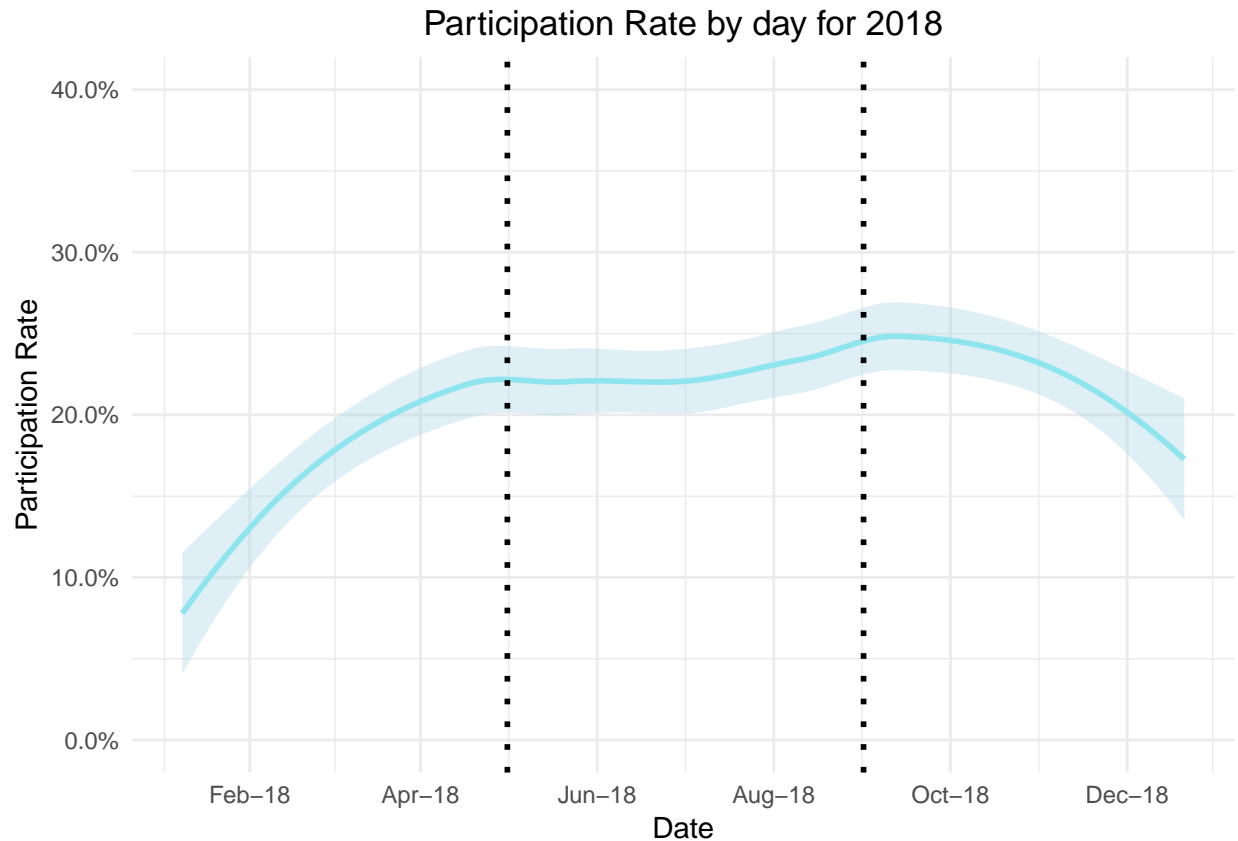

```
## Parsed with column specification:
## cols(
##   PROJECT_ID = col_character(),
##   SEGMENT_GROUP = col_character(),
##   LAST_CALL_DATE = col_datetime(format = ""),
##   RESULT_CODE = col_character(),
##   PLEDGE_AMOUNT = col_double(),
##   NUMBER_PAYMENTS = col_double(),
##   PAYMENT_TYPE = col_character(),
##   PLEDGE_REASON = col_character()
## )

## Warning: 18 parsing failures.
## row             col expected             actual                                      file
## 1958 LAST_CALL_DATE  date like  LAST_CALL_DATE  '(WhichAsk) Ask Performance.csv'
## 1958 PLEDGE_AMOUNT   a double   PLEDGE_AMOUNT   '(WhichAsk) Ask Performance.csv'
## 1958 NUMBER_PAYMENTS a double   NUMBER_PAYMENTS '(WhichAsk) Ask Performance.csv'
## 3916 LAST_CALL_DATE  date like  LAST_CALL_DATE  '(WhichAsk) Ask Performance.csv'
## 3916 PLEDGE_AMOUNT   a double   PLEDGE_AMOUNT   '(WhichAsk) Ask Performance.csv'
## .... .............. .......... .............. ..................................
## See problems(...) for more details.
```

Performance of Each Ask
An Exploratory Look at Telefund Ask Structure
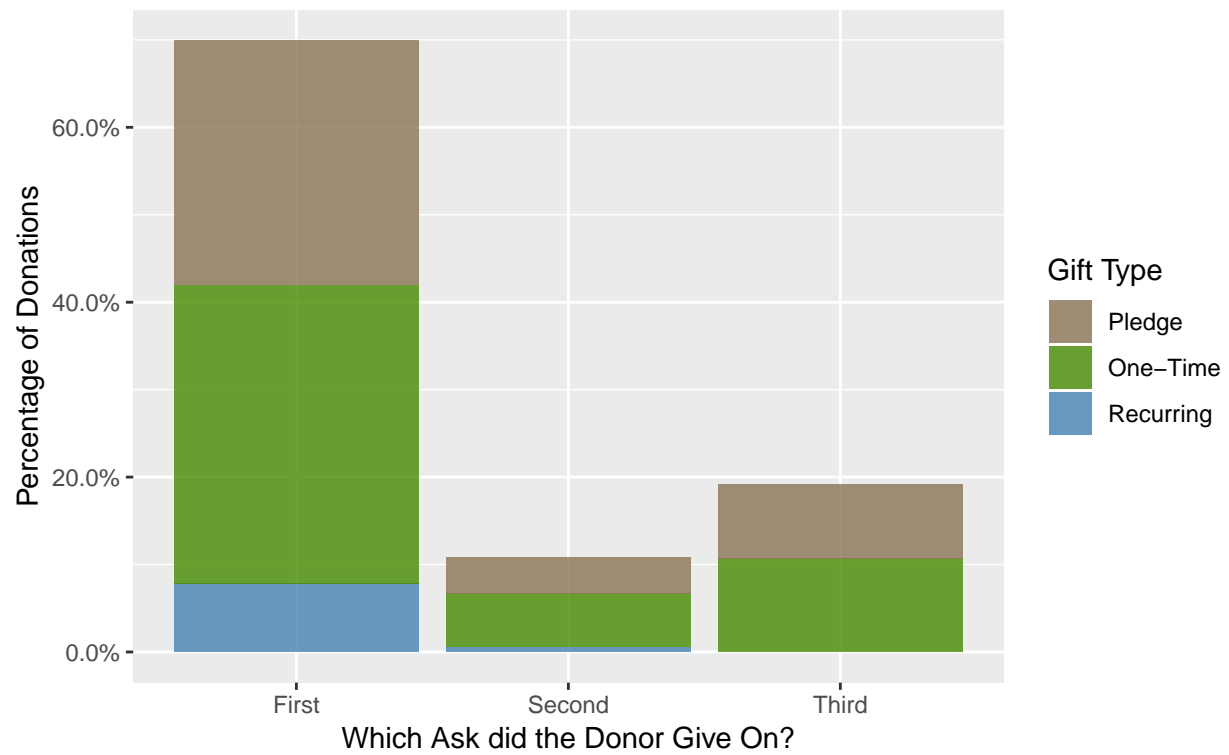
Percent of Amount Raised

The percentage of money raised for each ask