This document gives brief overview of the business problem and the programming approach to solve the same.

The aim here is to predict the likelihood of whether a past blood donor will donate again in the next drive based on the RFMTC factors provided in the dataset shared by Blood Transfusion Service Centre in Taiwan. The RFMTC stands for Recency, Frequency, Monetary (Vol. of blood), Time (Time since last donation) and a class variable C, which indicates whether the donation happens or not.

Alongwith usual steps of ML modelling, we use TPOT classifier here which automates the optimization process of algorithm on the lines of genetic programming in Computer Science world. After duly normalizing the skewed parameters, we eventually resort to Logistic Regression to get the best-validated model. We end up getting a model which helps us get about 79% accuracy on our test set.