

Client Situation: Translational Health (Behan)

Problem Statement:

- To develop and design a predictive model on donors and donations data, to determine the strategy for retaining the donors and eventually to reduce donor attrition
- To study the existing data, define the Donor features which affect the propensity of a donor to be a repeat donor

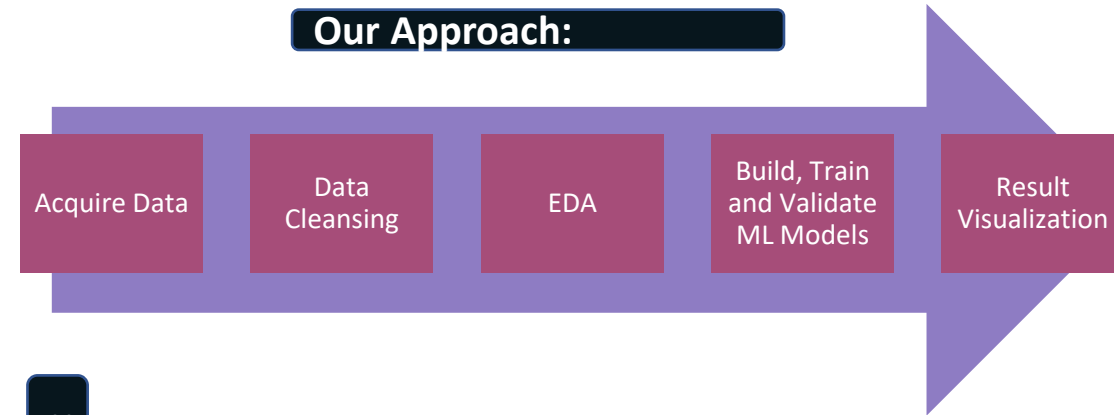
Our Solution:

- EDA to show the spread of the data across various features
- Data Cleaning and preprocessing
- Statistical analysis of the features
- Data visualization to represent the data more effectively
- RFM Analysis of the donations data
- Figure out donation's trends for each donor

Business Outcomes

- Finding Donor categories (New Donors, Loyal Donors, Churned Donors)
- Improve re-donations and reduce donor attrition
- Deploy, test and validate classification model based on the requirement
- Help Vanessa Behan to apply various strategies based on inferences through modelling, in order to retain the donors

Our Approach:



Technologies Used:

