

Telemarketing Marketing Strategies



GROUP 1



Presented by

Alejandra Q.
Pratham K,
Soham B.
Mahnoor J.
Raksha A.

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Objectives

- 1. Improve Campaign Effectiveness and Donor Conversion**
- 2. Enhance Agent Performance and Efficiency**
- 3. Reduce Payment Delays and Maximize Donation Value**





DONATE!



Methodology

- **EDA** - We perform EDA where we do *data cleaning, exploratory analysis and descriptive*.
 - **CLUSTERING** -
Donors, according to the donations they have made.
 - **CLASSIFICATION MODELLING (Predictive Modelling)** -
Logistics Regression, Decision Tree, Random Forest and Gradient Boosting.
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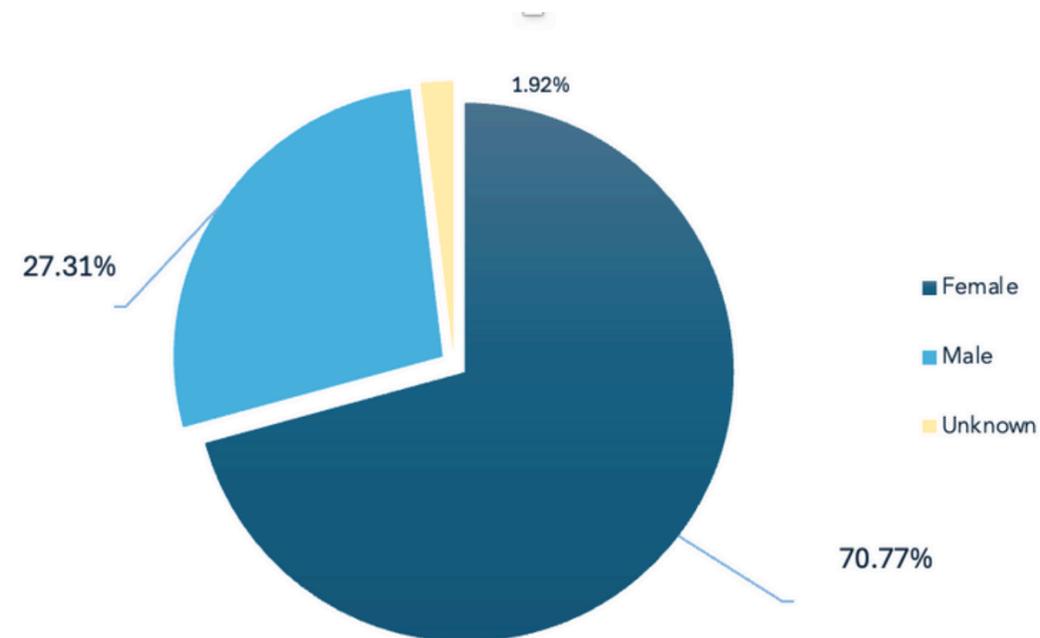


DONATE!

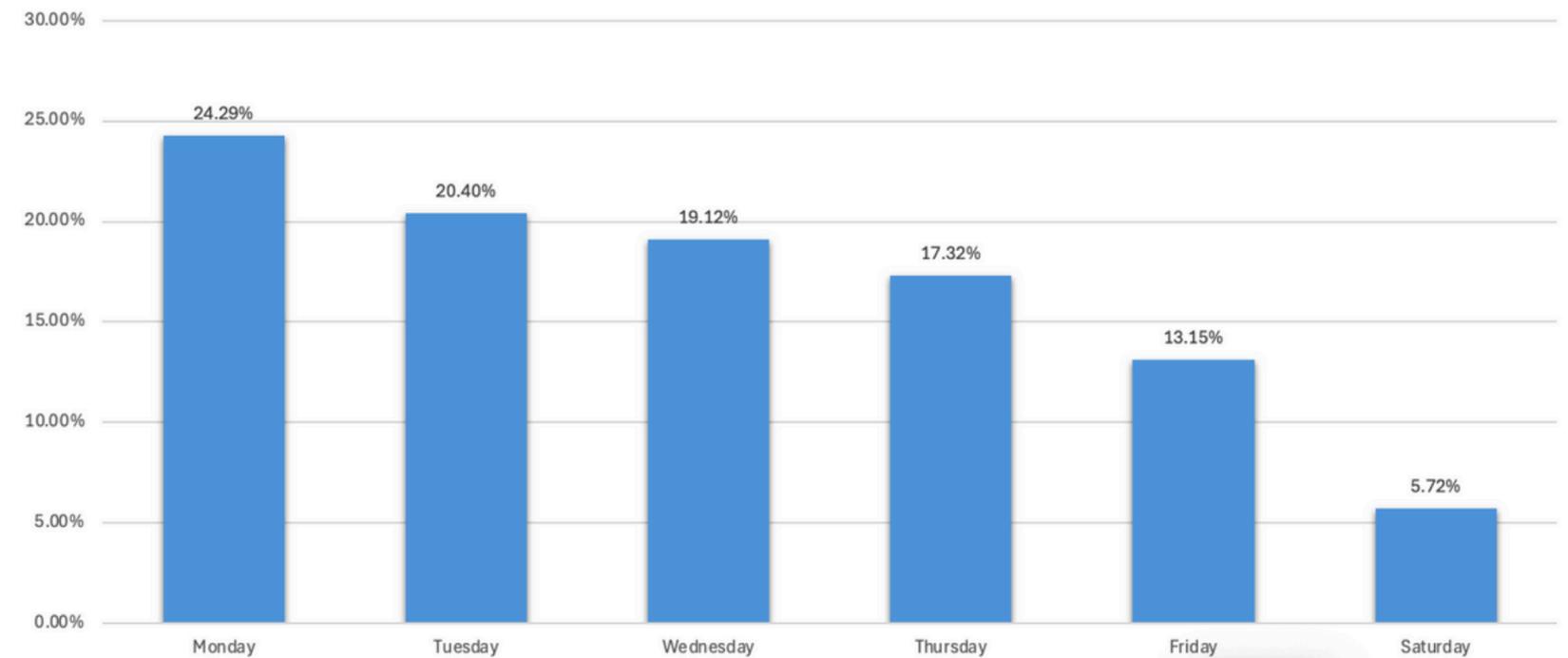
Data: 24, 518

Descriptive Analytics

Demographics

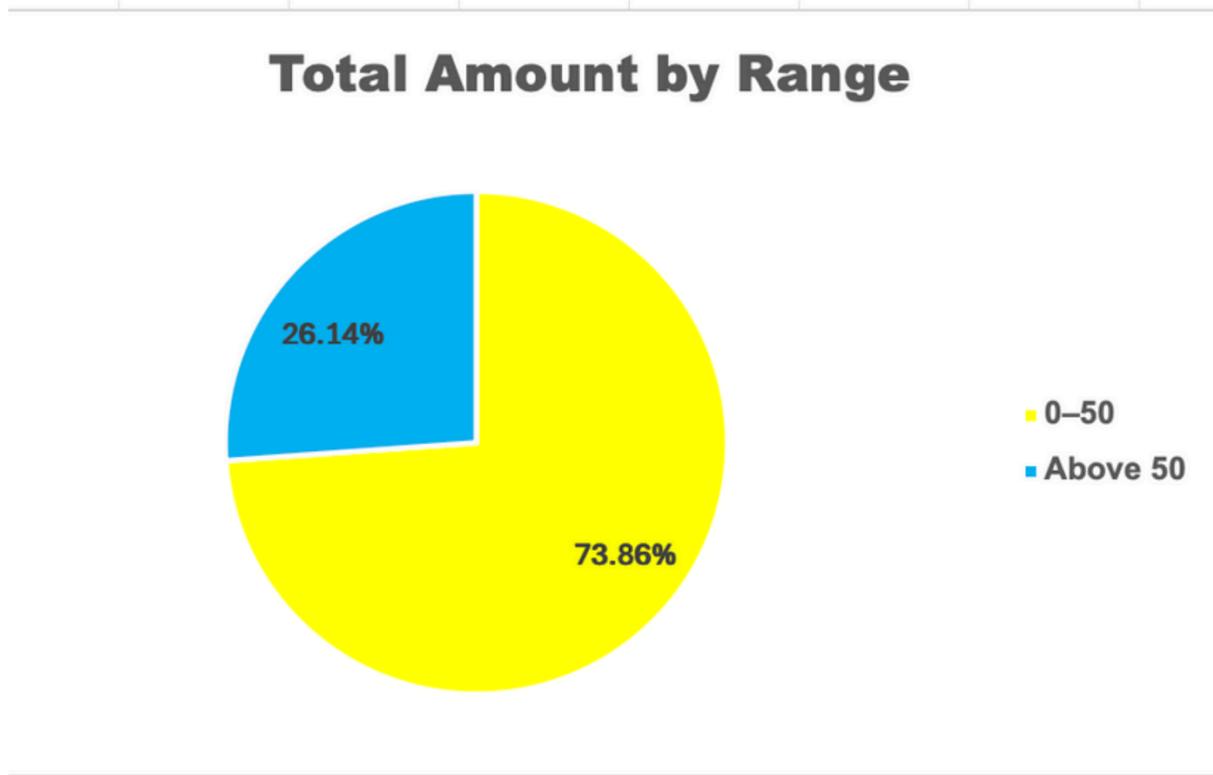


Donation Day of the week



Females: 18,399 **Males:** 5,701 **Unknown:** 418

Amount by Doner Id

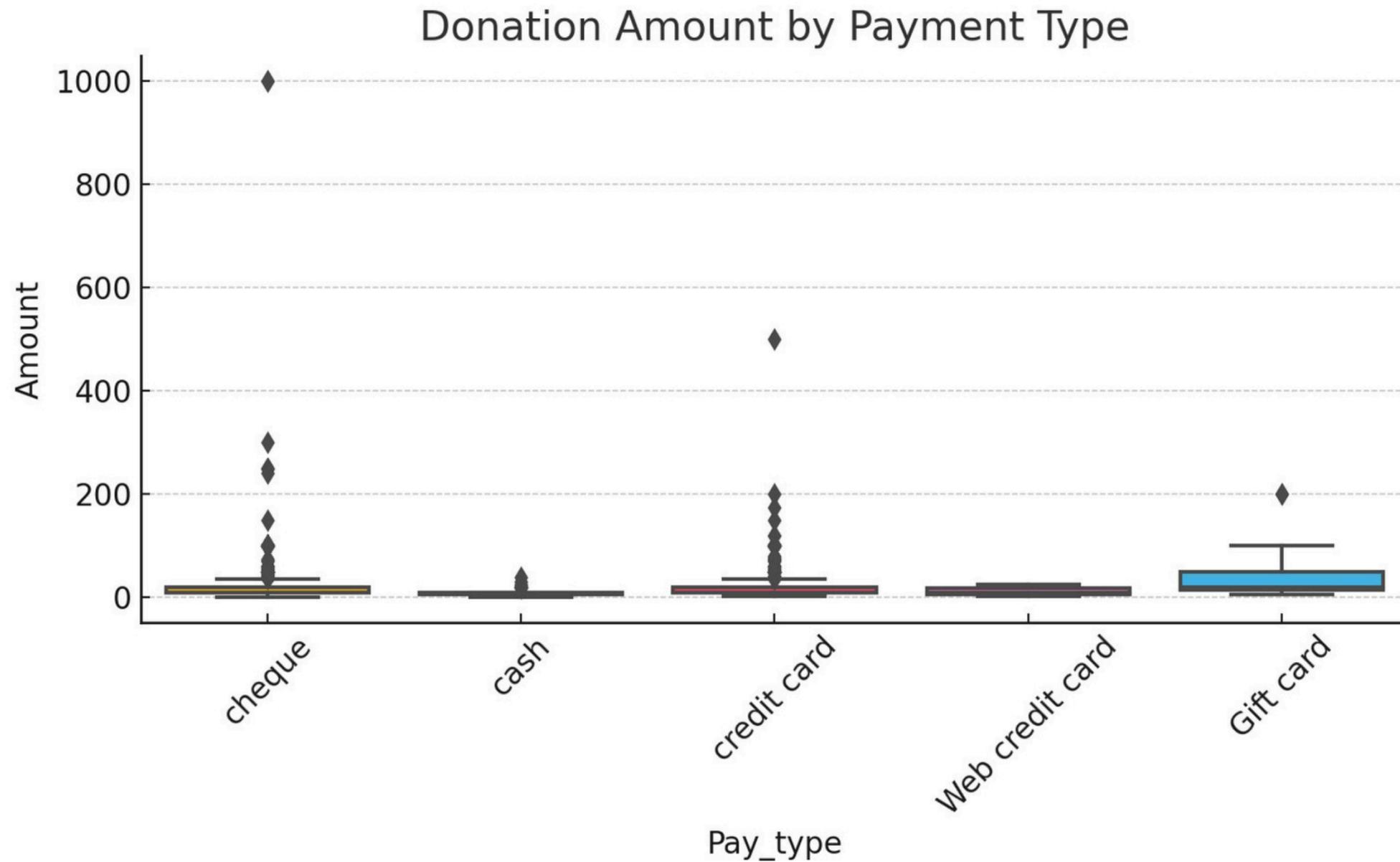


26% of donation is done by top 1% doners

1. Campaign Insights



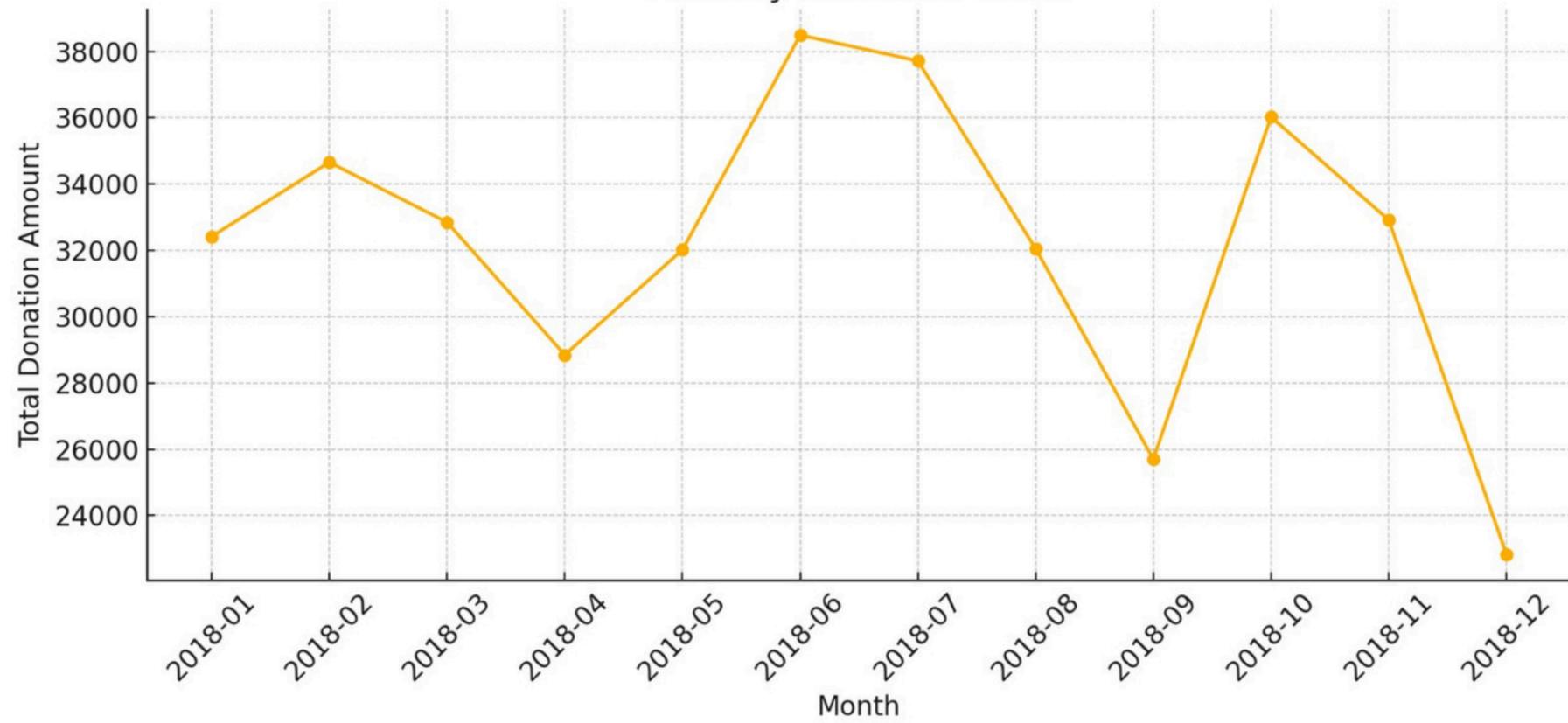
- 1. Cheque
- 2. Credit card



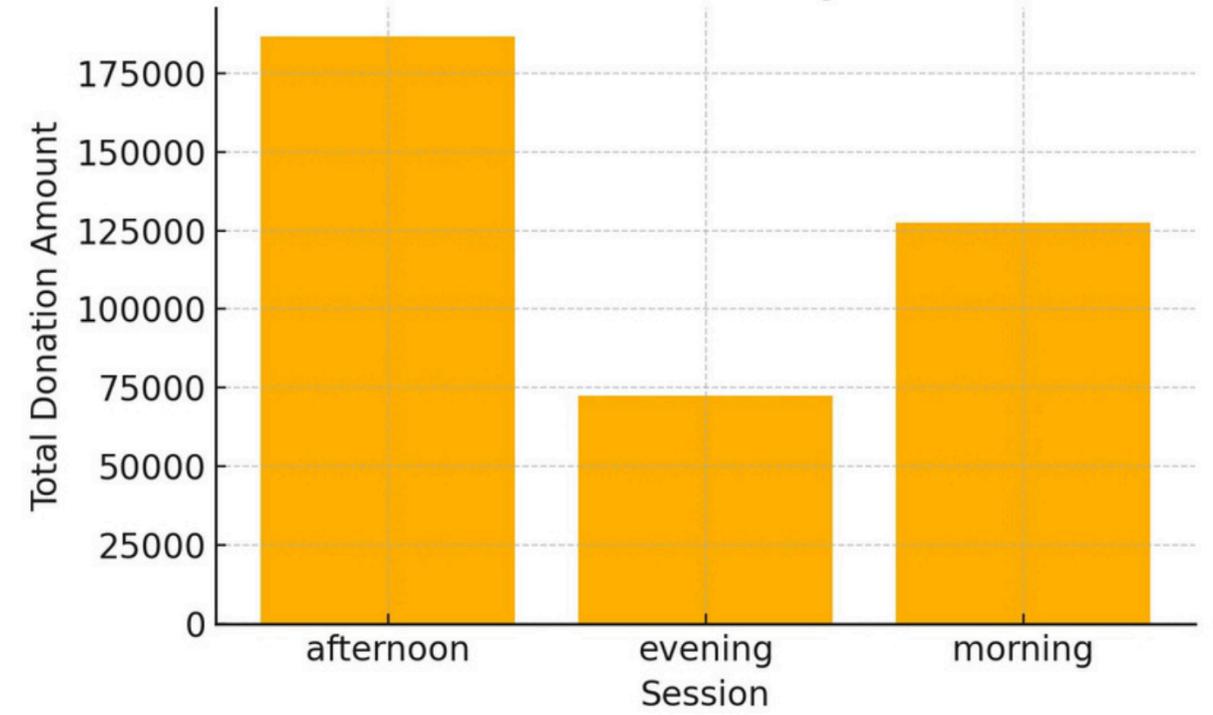
DONATE!

Donation Trend Analysis

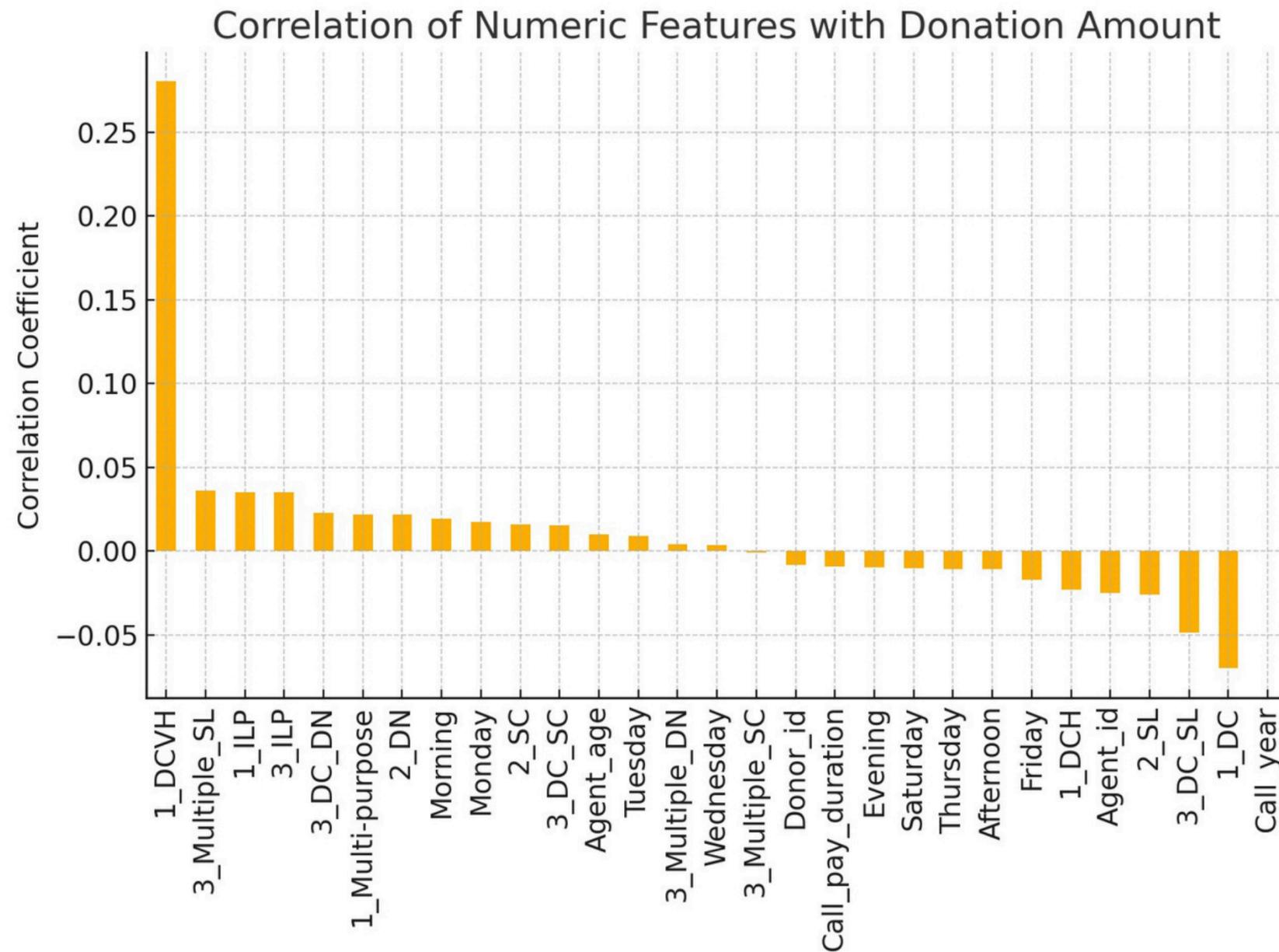
Monthly Donation Trend



Donation Amount by Session



Correlation campaigns



- 1_DCVH (+0.28) – a strong indicator that this campaign subtype is linked with higher donations.
- 3_Multiple_SL, 1_ILP, 3_ILP – mild positive correlations, hinting that involvement in these campaigns may slightly increase donation size.
- Negative Correlations:
 - 1_DC (-0.07) and 3_DC_SL (-0.05) show slight negative associations with donation amount.
 - Call_pay_duration (-0.009) and Agent_id (-0.025) – very weak correlations, essentially negligible.

Clustering Donors



Agents Heatmap

1_DC	2_SL	Afternoon	Call_month			Donor count	Evening
1_DCVH	3_DC_DN	Agent_age					
			Friday	Thursday	Tuesday		
1_DCW	3_DC_SL	Agent_origin_2	Monday				
1_ILP	3_ILP	Agent_tenure_days	Morning	pay_day			Call_day
1_Multi-purpose	3_Multiple_DN	Agent_tenure_years	PAY_TYPE_2	pay_month			
2_DN	3_Multiple_SL	Amount	Saturday	3_DC_SC		2_SC	

Classifications (Predictive) Modelling

MODELS THAT WE HAVE USED:

MODEL	DONATION VALUE <£20	DONATION VALUE <£50
Logicstic Regression	62.8	96.9
Decision Tree	60.1	96.1
Random Forest	59.4	96.4
Gradient Boosting	62.7	96.8

SWOT Analysis



Strength

- Unique and Comprehensive Service Portfolio
- Clear Mission and Vision



Weakness

- Digital Engagement Gaps (Past/Transition)
- Niche Market Awareness



Opportunities

- Expand Digital Reach and Engagement
- Amplify Impact Storytelling

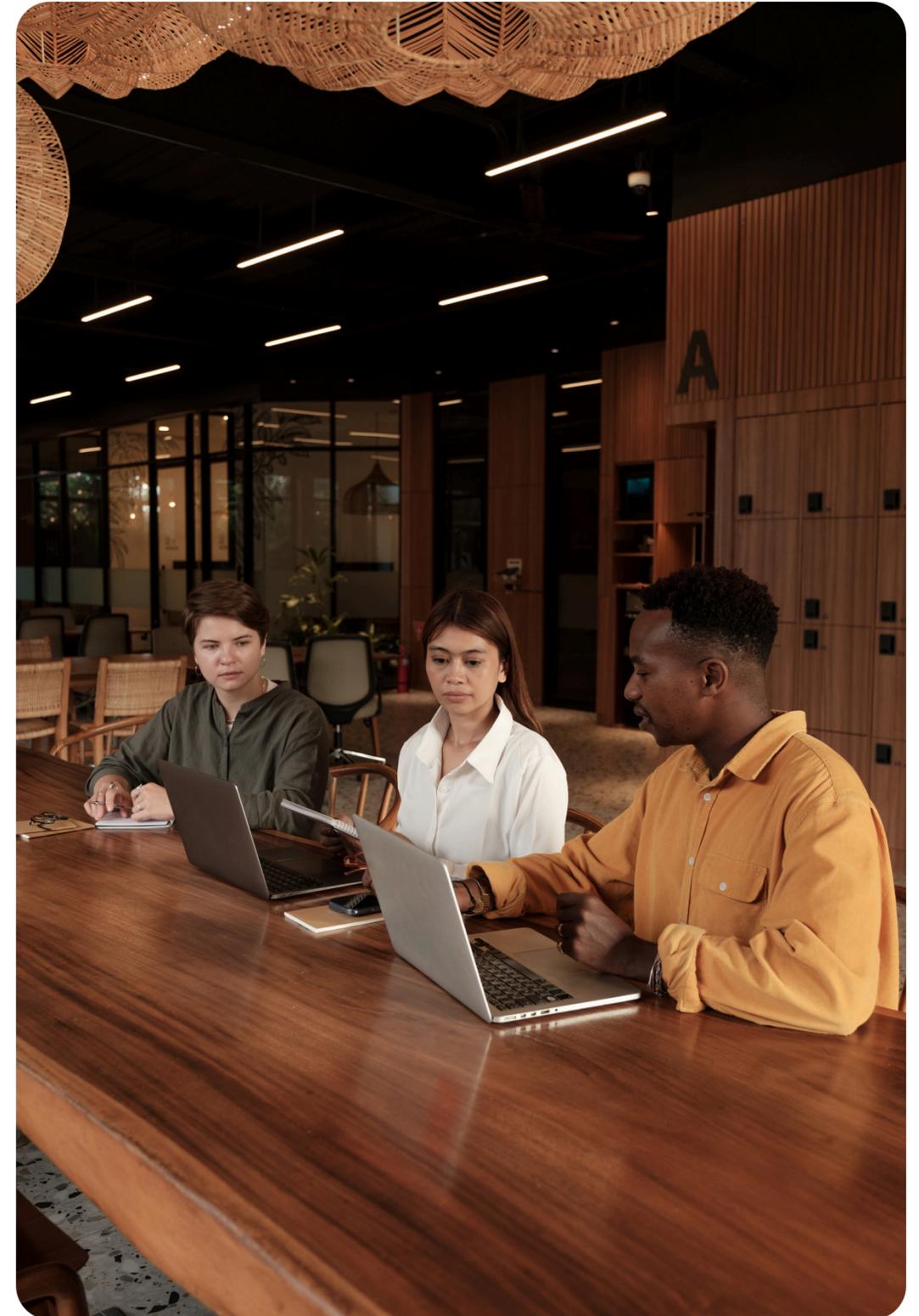


Threats

- Donor Fatigue and Engagement Drop-Off
- Loss of High-Performing Talent

Business and [➤] Marketing Insights

- Strategic Donor Targeting
- Optimising Call Center Operations
- Refining Campaign Strategies
- Enhance Agent Management and Training





THANK YOU

