**STAT 471/571/701**

**Final Project Proposal**

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Objective:

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be (‘yes’) or not (‘no’) subscribed. The classification goal is to predict if the client will subscribe (yes/no) a term deposit.

Data:

The data set characteristic is of type multivariate. The data has 41188 observations, 20 predictor variables and the response variable (term deposit- variable ‘y’). The data is ordered by date (from May 2008 to November 2010), and is very close to the data analyzed in [Moro et al., 2014]. On quick exploration of the data it is seen that around 89% of the response variable is ‘no’ while 11% is ‘yes’.

Source:

[Moro et al., 2014] S. Moro, P. Cortez and P. Rita. A Data-Driven Approach to Predict the Success of Bank Telemarketing. Decision Support Systems, Elsevier, 62:22-31, June 2014

Link:

http://archive.ics.uci.edu/ml/datasets/Bank+Marketing