

Week 10

1-Team members details :

Group name: Scientists

Members

Name	Email	Country	College/Company
Aly Ahmed Refaat	alyahmed1947@gmail.com	Egypt	Fresh computer engineering graduate, Cairo university
Mazen Hawwa	xotofloyt@gmail.com	United Arab Emirates	Self Employed - IT
Mohammed Wahba	mohammedwahba9@gmail.com	Saudi Arabia	computer science
Betty Wairegi	wairreb@gmail.com	Kenya	USIU student, IT

Specialization: Data science

2-Problem description:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps them in understanding whether a particular customer will buy their product or not, the model will predict whether the customer will buy the product or not based on customer's past interaction with the bank or other Financial Institution.

3-Final recommendations:

- Targeting 20-59 group age more than other groups.
- Admins, blue collar and technicians are the greatest potential to subscribe to the deposit.
- Married clients showed greater willingness to accept the offer.
- People without bank commitments like loans were contacted more.
- Choosing the write time where the employment rate was at highest significantly helped in increasing the probability of customers accepting the offer.
- Avoid contacting people at the last quarter of the year when holidays and rate of employment decreases, three months of summer are the best months having the highest subscriptions.

- The longer the call duration the higher probability of the customer accepting the offer, since longer calls gives larger room for the employee to convenience the customer and shows more interest from the customer.