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**Assessment Cover Page**

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# Introduction

Conventional banking is facing increasing threats to their business models. Online banks and other Fintechs are offering better returns to shareholder via customised products and improved customer service. Digital bank providers are not weighted down by the traditional costs of a physical bank network such as buildings and staff costs. (Atiku and Obagbuwa) This enables them to optimize customer and shareholder returns. Conventional banks need to amend their marketing strategy to face this commercial threat.

On the positive side the traditional banks have built up customer relationships over many years and customers are reluctant to leave. However if banks do not utilise their data to tailor their product offerings then the highly profitable customer segments may be tempted by the digital newcomers.

To improve cost efficiency and enhance profitability bank needs to adapt a more targeted product marketing strategy. Adopting an A.I. model in bank marketing campaigns can help banks reach their commercial and customer goals as follows: (Huang and Rust)

* An AI model removes the manual process involved in a standard marketing campaign where telephone operators execute a blanket calls to customers to sell a given product. An AI model will help identify the optimal customers or customer segments which will eliminate the costs for operating a blanket marketing scheme.
* AI models can be used to analyze customer behaviour and test the success of product outcomes e.g. was the product retained to end term or was it declined?

The aim of this project is to develop an AI model marketing strategy that will more likely lead to a successful bank term deposit sales as opposed to a mass marketing campaign

# Objectives and Problem Definition

[NOTE: For the table of contents to function properly, you must use the correct headings for all your chapters and subchapters.

**Heading 1:** This is the main heading and should be employed for the primary title or chapter. For example: CHAPTER 1.

**Heading 2:** Use Heading 2 as a subheading. For instance: Chapter 1.1.

**Heading 3:** Heading 3 provides a more detailed breakdown, such as Chapter 1.1.1.

By adhering to this hierarchical structure, you ensure an organized and effective document outline, enhancing readability and navigation. However, you are not forced to use all 3 headings, usually heading 1 and 2 are sufficient.

The remainder of your text should be written using a normal font.]

# References