Banco Federal de Finanças Report

Target Marketing Campaign

Team 4

## Background

*A major telemarketing campaign and the results were inadequete to come to a conclusion. We were assigned to impelment a Machine Learning Algorithim to help find the following:*

*1. Find interesting customer segments based on their previous marketing campaign.* *2. Find a way to identify the types of customers most likely to respond favorably to future marketing campaigns.* *3.Proving to a skeptical Senhor Ferreira that a targeted campaign based on data science will significantly outperform a campaign made up of randomly selected customers.*

*Since we’re operating in the European Union, we’re subject to GDPR compliance requirements. The GDPR doesn’t apply in this situation, since we’re just building a model, not selling data. In order to use this data under GDPR, we’ll need to get consent from the customers in the dataset.*

## Recommendation

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## Methodology

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## Results, Actions, and Limitations

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## Tree

## Metrics

## Questions

**Types of customers respond better on certain days than others?**

chart3

alt.Chart(...)

## Python Notebooks