



**Data Glacier**

Your Deep Learning Partner

# Bank Marketing (Campaign)

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# BACKGROUND

- 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 (based on customer's past interaction with bank or other Financial Institution).
- **Objective:** ABC Bank wants to use ML model to shortlist customers whose chances of buying the product are more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only on those customers whose chances of buying the product are more.

The analysis will provide information about the following:

- Business and Data Understanding
- Data Acquisition & Preparation
- Modelling
- Deployment

# BUSINESS UNDERSTANDING

The plan is to help ABC company to provide a short list of customer that are more likely to buy their product based on their bank details information such as loan.

Marital status, account balance etc.

This goal will be achievable by using a sophisticated machine learning algorithm capable of using a customer record to predict their future action in a blink of an eye to reduce the company's time and resources.

## **The success criteria:**

The business problem would be based on how much maximum number of customers we are able to predict who have subscribed to the product

# DATA EXPLORATION

- **Tabular data details:**
- Total number of observations 41188
- Total number of files 1
- Total number of features 21
- Base format of the file .csv Size of the data 4.81 MB

## **Approaches:**

Data looks pretty clean

We have unbalanced classes for our target

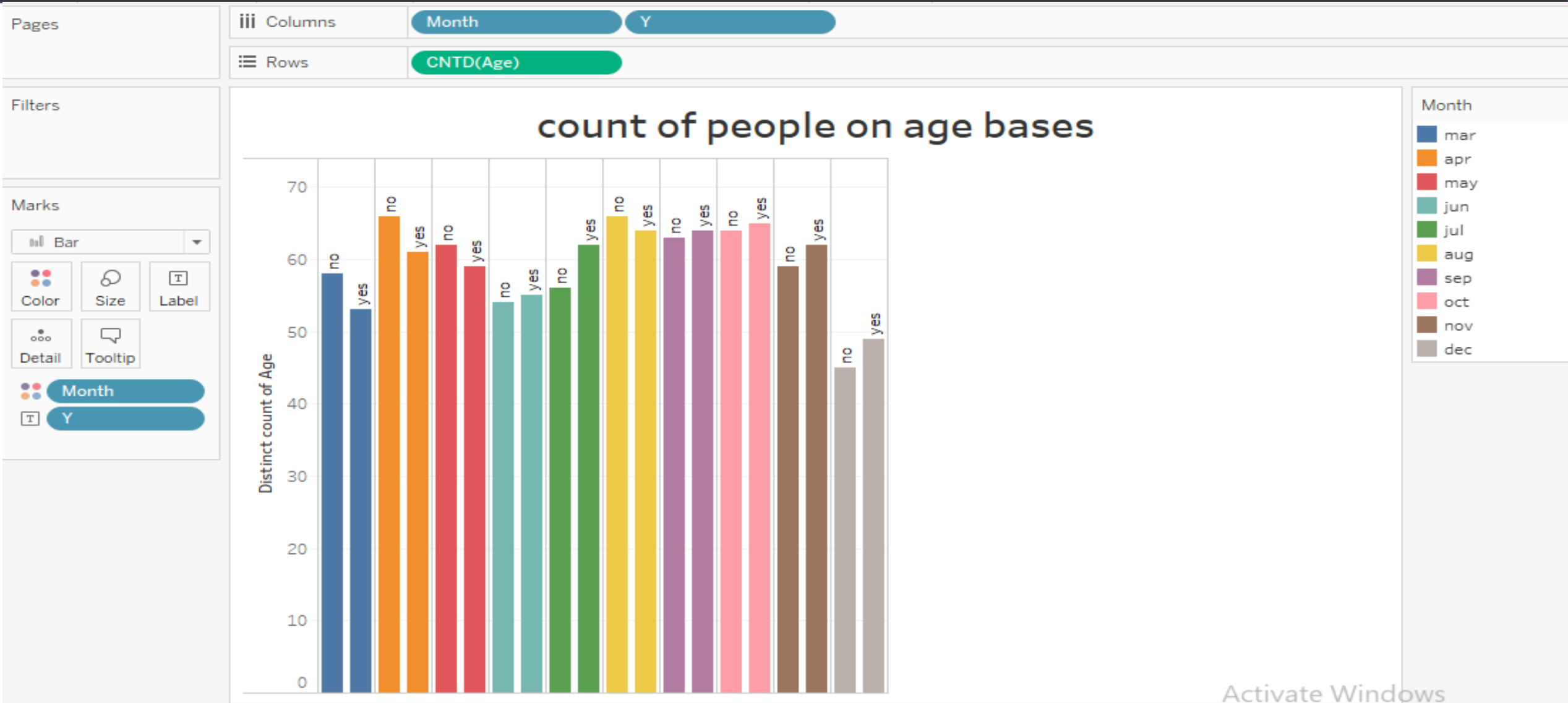
There are a few peaks in 'yes' for some levels of categorical variables to look at

We looked at a few of the numeric features, and the ones that are skewed will need transformed

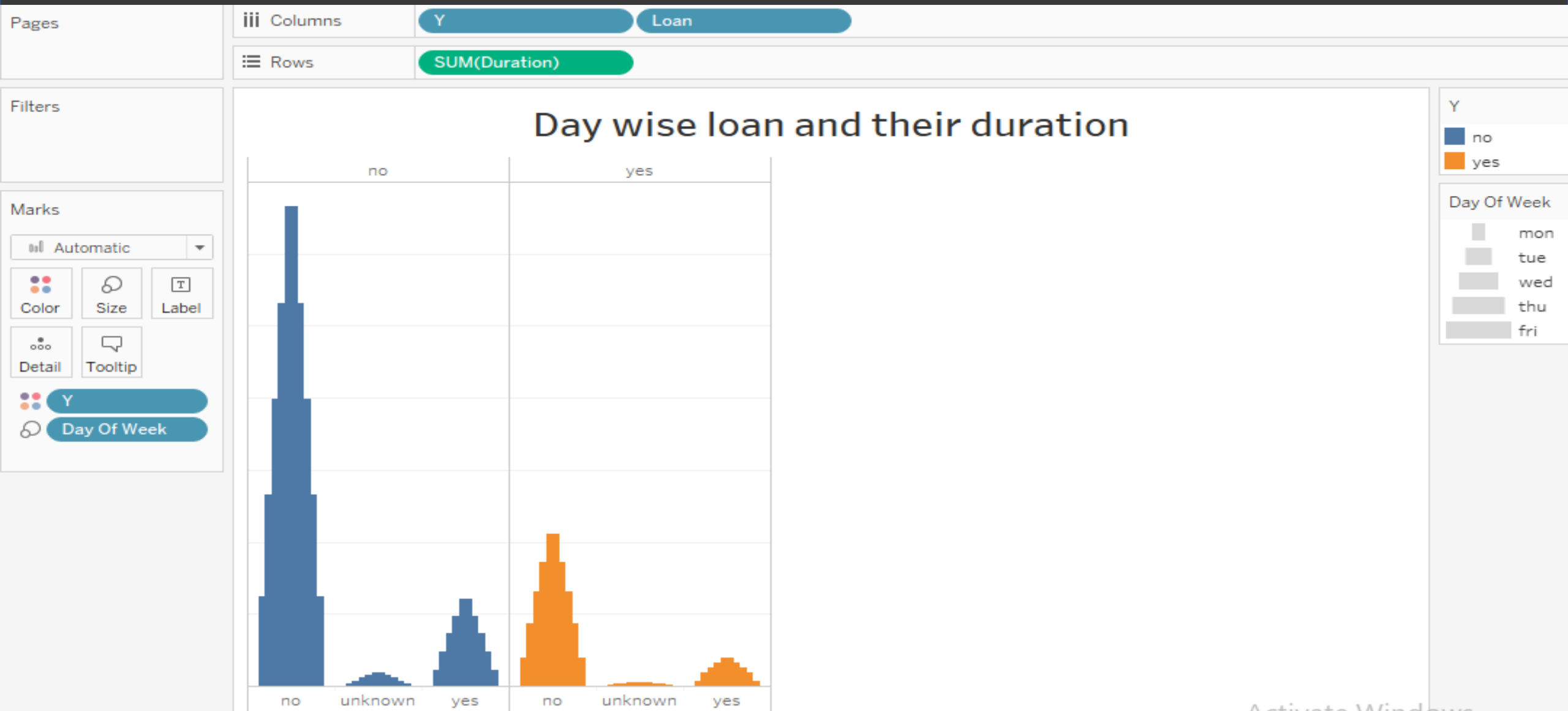
The dataset is heavily skewed

With the 11.38% reduction in market 97.6% sales can be maintained if any person is called maximum of 6 times

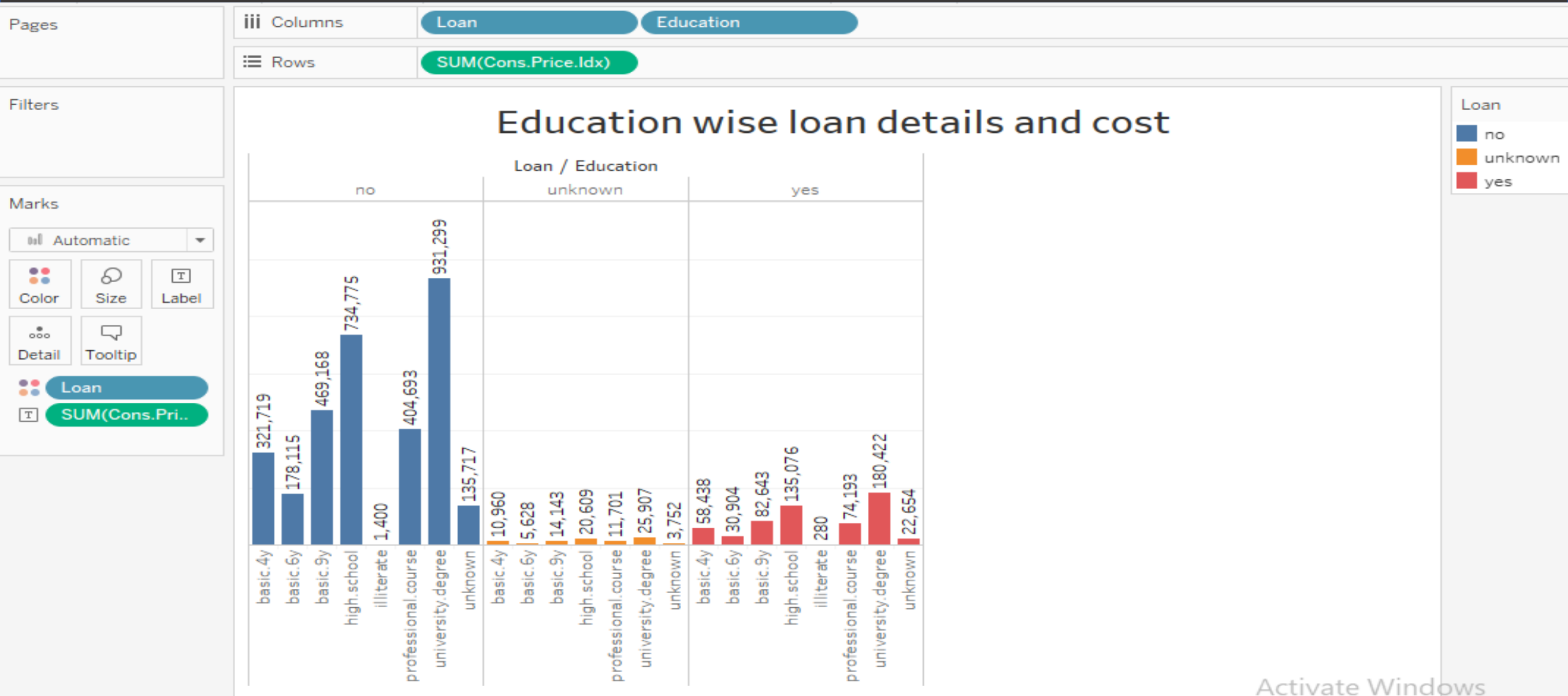
# COUNT OF PEOPLE ON AGE BASES



# DAY WISE LOAN AND THEIR DURATION



# EDUCATION WISE LOAN DETAILS AND COST



# Thank You