# Transform Sales in 2020

**Project objective**

# What if we could predict who would say "yes" to a term loan?

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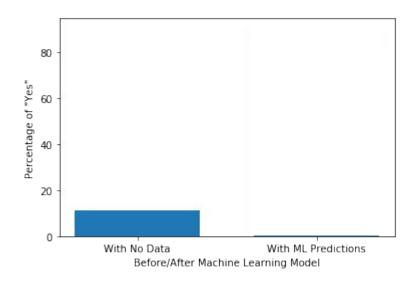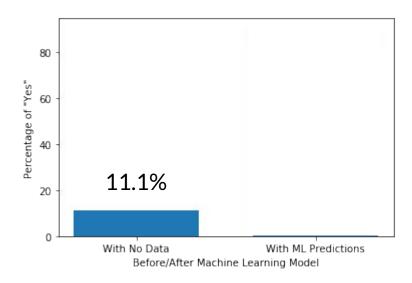What if we could predict who would say "yes" to a term loan?

What if we could increase your close rate by 400% or more?

# Overview

- Use Machine Learning to predict who will say, "Yes."
- Significant results because of the data you've collected

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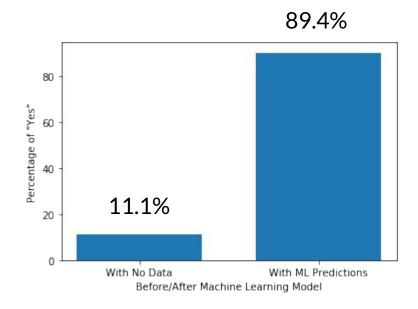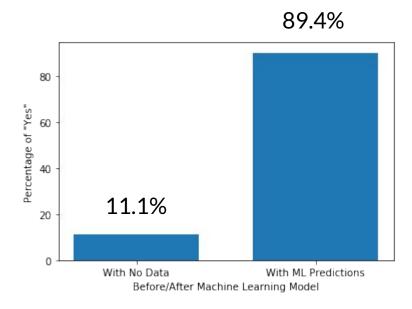- Significant results because of the data you've collected

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89.4%

11.1%

# 800% Increase



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Percentage of "Yes"

With No Data          With ML Predictions

Before/After Machine Learning Model

# How We Did It

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1. The hard work of gathering the data into an Excel sheet.

2. Strategically cleaned the data to get it ready for processing.

3. Ran results through multiple machine learning models.

4. Came out with some very impressive results.

# What To Do Next

**1** Provide us with a new data set for your next campaign.

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**1** Provide us with a new data set for your next campaign.

**2** We will provide you with a "Yes" list and a "No" list.

You can expect an increase of at least 400% from randomly selecting prospective clients to call.

# Thank you.