



Financial product
acceptance

Capstone Project 2

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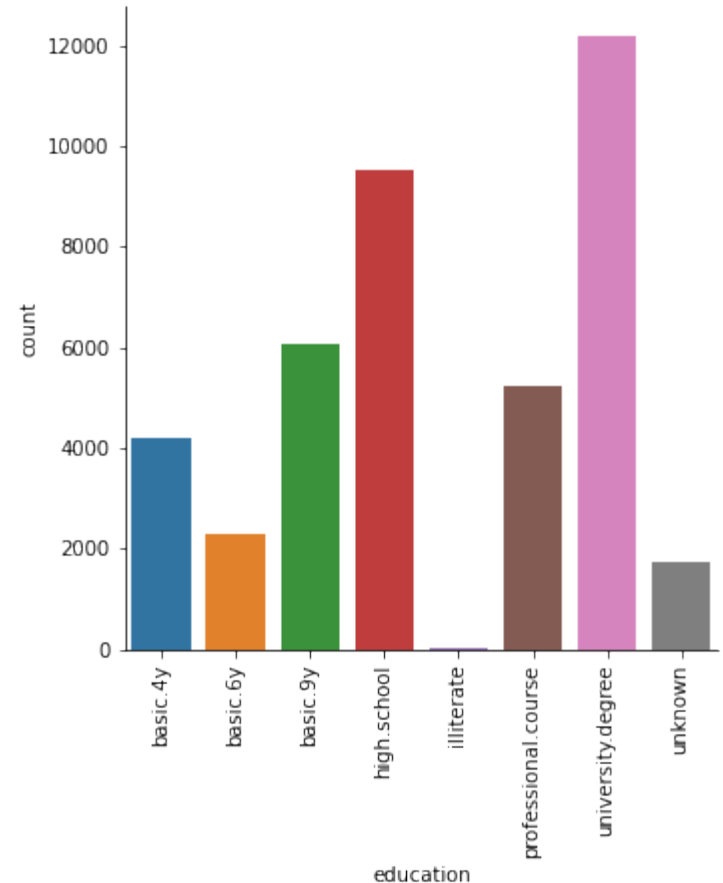
Main objective

**IS IT POSSIBLE TO
PREDICT PRODUCT
ACCEPTANCE, BASED ON
COSTUMER'S
ATTRIBUTES?**

Customer's features

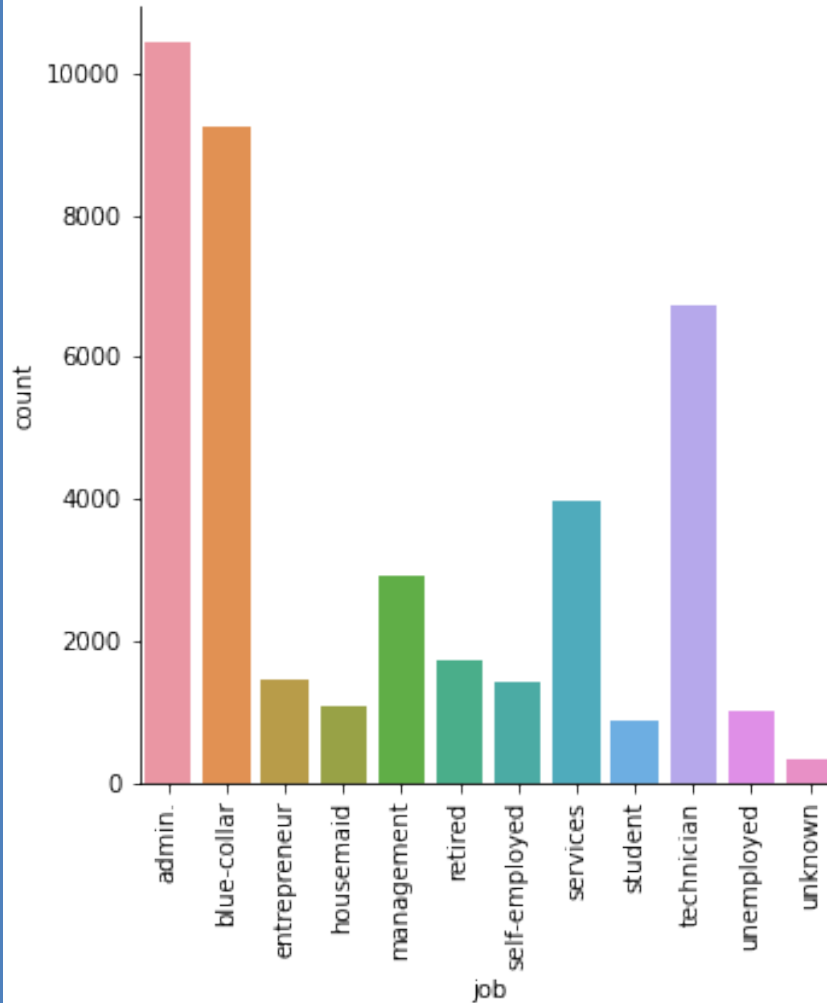
Know your costumers!

The most:
University degree
High school
Basic 9y



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Customer's features



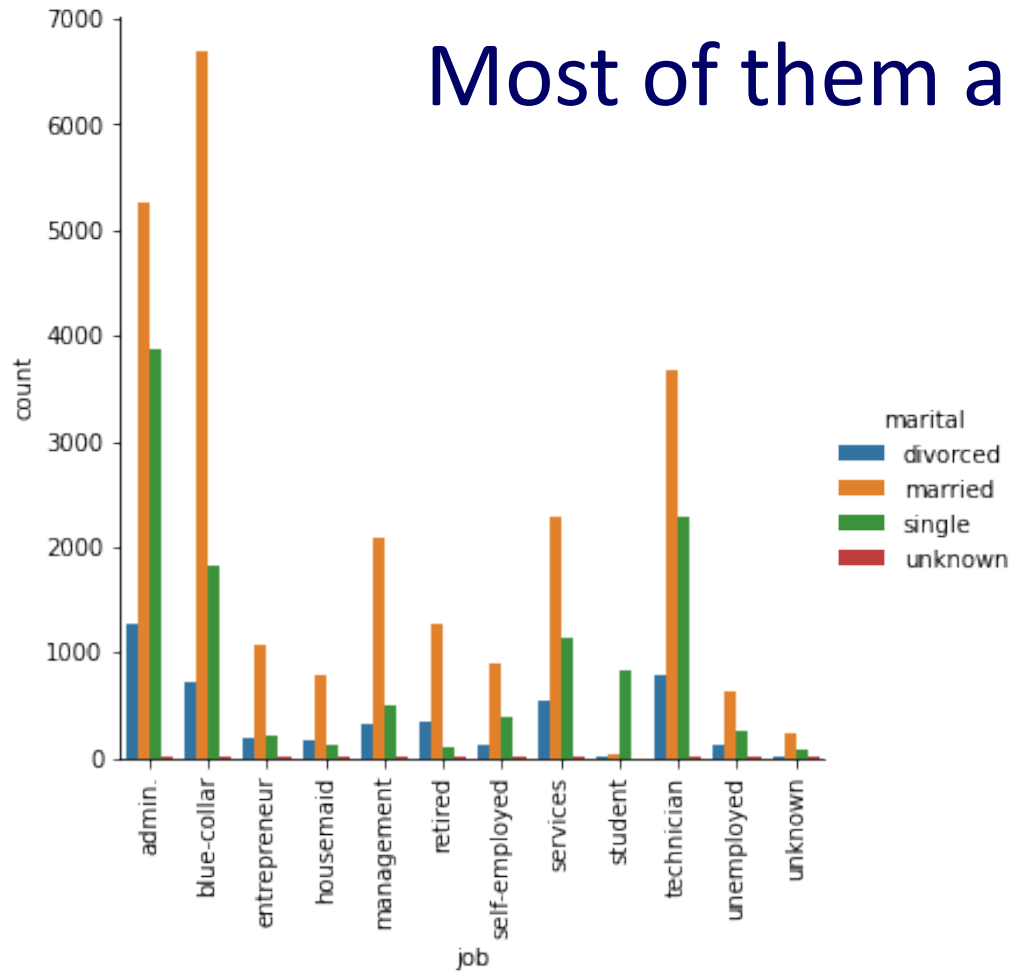
Their jobs

Check for:
Admins
Blue-collar
Technicians

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Customer's features

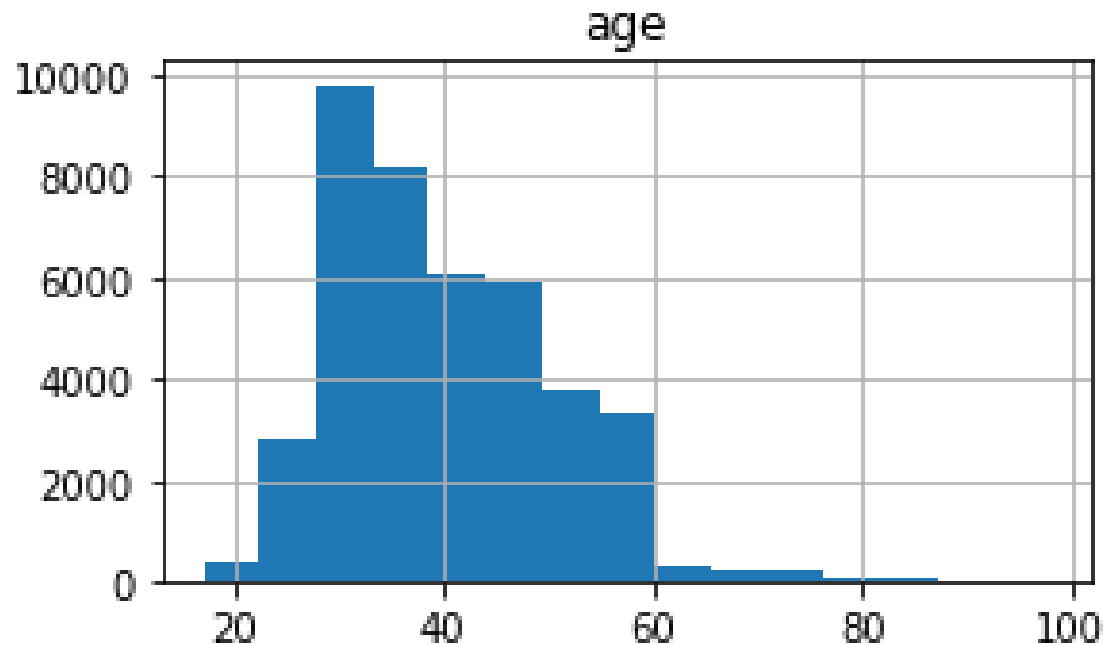
Most of them are married!



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Customer's features

How old are they?



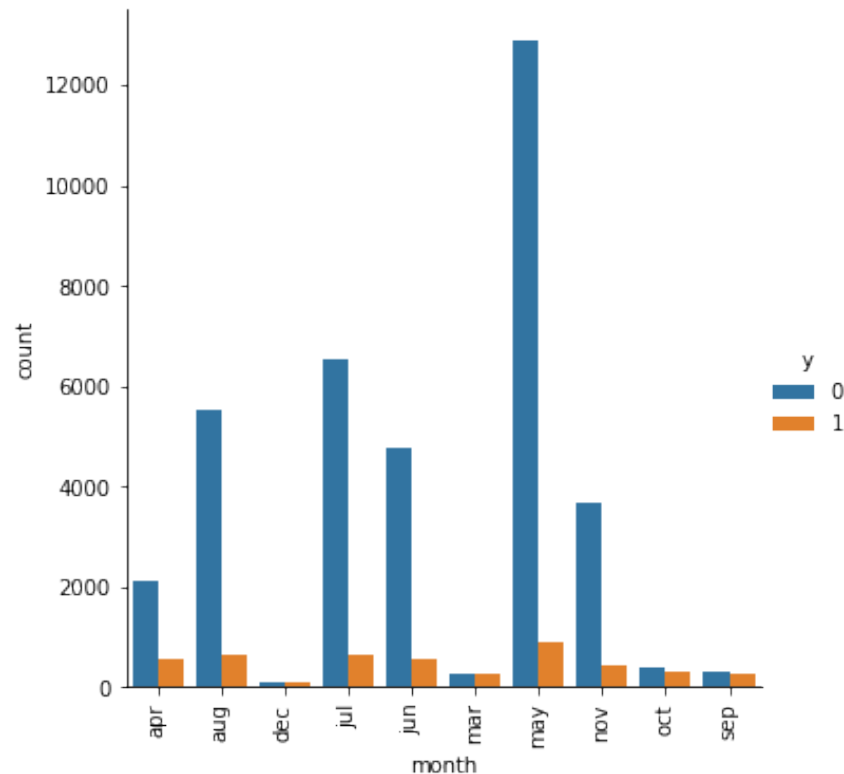
MEAN: 40 years

STD: 10 years

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Calling features

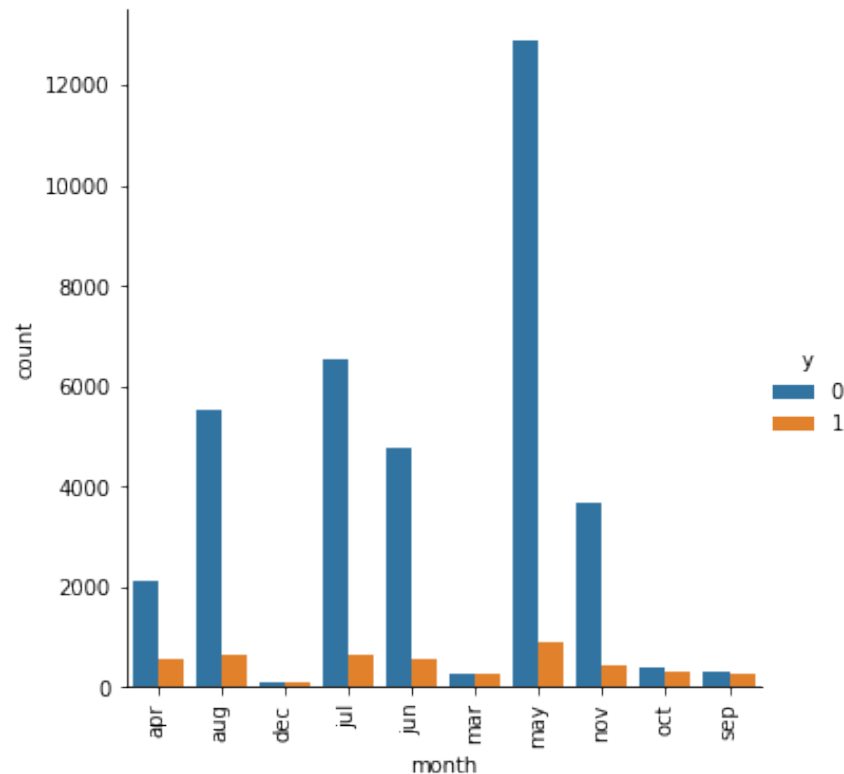
When is it more likely for them to accept?



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Calling features

When is it more likely for them to accept?



Calling features

Other features:

Number of previous calls

Duration of phone call

Information on previous campaigns

Logistic Regression Model

Accuracy: 71 %

Recall: No 80%
 Yes 61%

Precision: No 67%
 Yes 76%

F1-score: No 73%
 Yes 68%