

## **PROJECT OVERVIEW**

For this project I will use the dataset provided to perform different analysis in logistic and multiple linear regression as well as use classification metrics to generate insights on the business problem.

## **BUSINESS PROBLEM**

Optimizing Marketing Campaigns to Increase Term Deposit Subscriptions

### **Problem Statement**

The bank wants to optimize its marketing campaigns to increase the number of clients who subscribe to a term deposit. The primary challenge is identifying which clients are most likely to subscribe, allowing the bank to focus its resources on high-potential leads and reduce unnecessary contact with clients who are unlikely to subscribe.

### **Objective**

Develop a predictive model that classifies clients into two categories: those who will subscribe to a term deposit and those who will not. By doing so, the bank can improve its marketing efficiency, reduce costs, and increase the conversion rate of term deposit subscriptions.

### **Focus Areas.**

1. Which client attributes (e.g., age, job type, balance) are most predictive of term deposit subscription?
2. How can the bank segment its customer base to target high-probability subscribers?
3. What is the optimal contact strategy (e.g., frequency, timing, communication type) for maximizing subscriptions?

### **Potential Impact:**

- Increased Conversion Rates: By targeting the right clients, the bank can significantly increase the number of term deposit subscriptions.

- Cost Efficiency: Reducing the number of unnecessary contacts can lower operational costs and improve client relations.
- Resource Allocation: The bank can allocate resources more effectively by focusing on high-potential clients, improving overall campaign effectiveness.