Lead Conversion for World Plus Bank
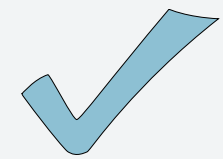
Lead with Accurate Analytics Group

IB9BW0

Group 1

ACC Analytics

PROJECT OVERVIEW

✓ **Objective**: To develop a state-of-the-art lead prediction system.

✓ **Focus**: Targeting potential customers for new term deposit products.

✓ **Goal**: Improve marketing efficiency and reduce operational costs.

CONTENT

ACC ANALYTICS

Understanding Business Problem

WHY LEAD PREDICTION?

Helps companies understand potential customers

Benefits

- Cost Savings
- Increased Revenue
- Enhanced Customer Engagement

Drawbacks

- Wasted Resources
- Missed Opportunities
- Ineffective Strategies

Median conversion rate for financial sector is between 3.4% and 5%.
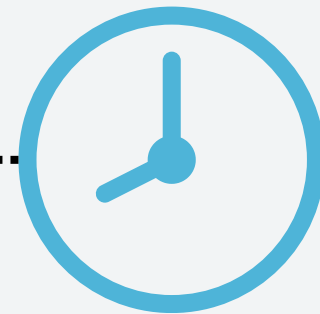
4.7%   5.8%   4.4%

ACC ANALYTICS

KEY PERFORMANCE INDICATORS

Accuracy

>= 80%

Improved ROI

Precision

>= 60%

Recall

>= 60%

ACC ANALYTICS

SOLUTION
SOLUTION APPROACH: CRISP - DM

Understanding Business Problem

Data Understanding

Deployment

Evaluation

Data Preparation

Modelling

ACC ANALYTICS
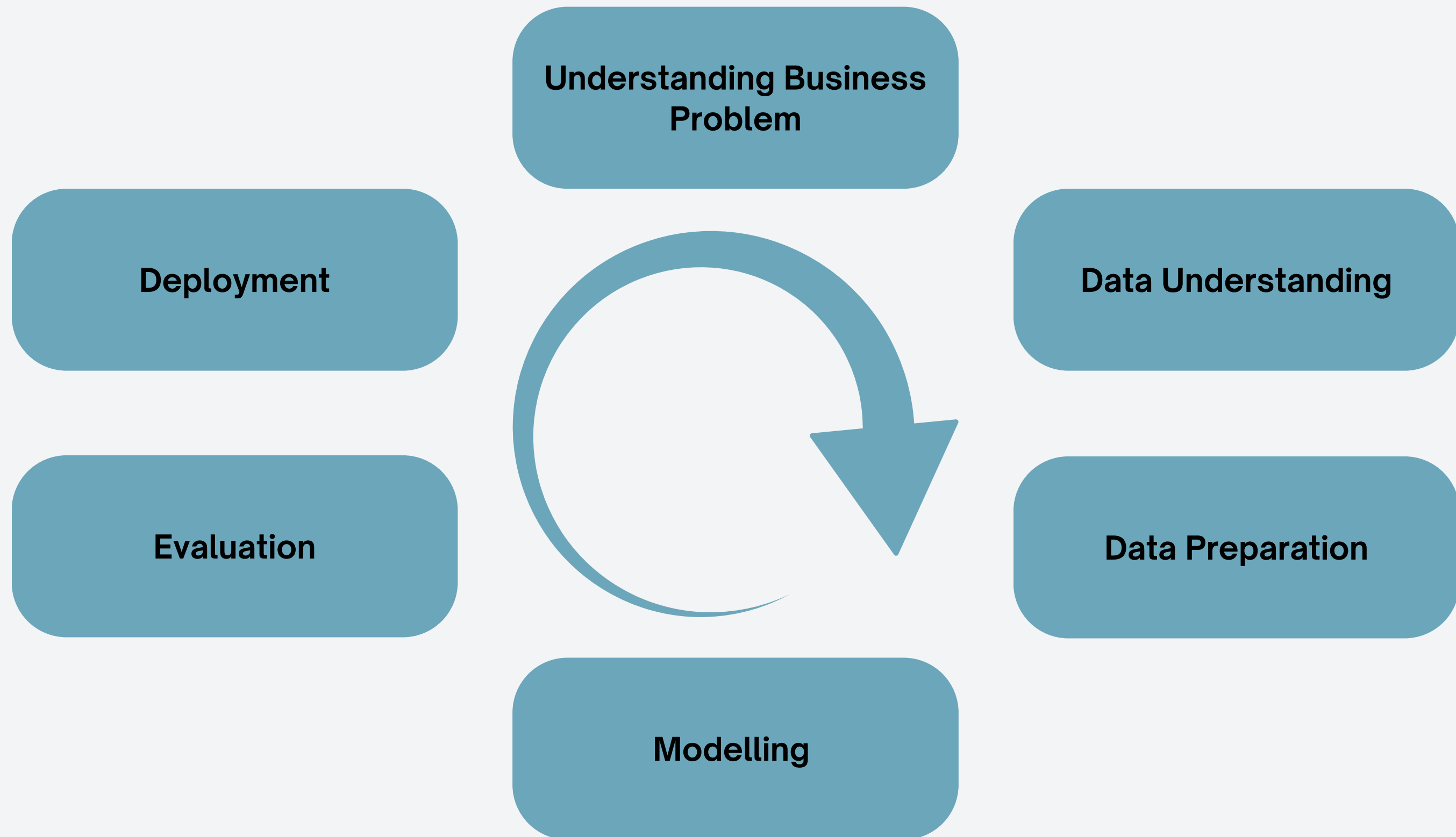
The Solution Approach

SOLUTION

Data Understanding and Preparation

Data Wrangling

Thorough exploration and preparation/cleaning of data with **220K observations.**

SOLUTION

Modeling and Testing

Different models are created using data modeling techniques and tested by creating **training and test sets.**
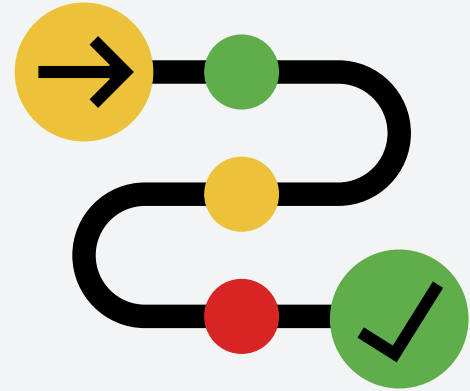
Our proposed model:

Logistic Regression

Common Applications

- Customer Churn Prediction
- Credit Scoring
- Fraud Detection
- Inventory Management
- Quality control

SOLUTION

Evaluation

Models are evaluated based on the determined KPIs for **accuracy, precision, and recall.**

Our Results

- **Accuracy**:   89.21%
- **Precision**:   64.11%
- **Recall**:   61.25%

LOGISTIC REGRESSION

ACC ANALYTICS

Implications of the Analysis

IMPLICATIONS

Efficient Marketing Strategy

Higher ROI

Cost Savings

Application of the model Across Products

Competitive Advantage

Customer Segmentation

Data maturity

ACC ANALYTICS

IMPLEMENTATION

Lead Prediction System

Integration in Banking System

- Servers
- CRM

FINAL TIMELINE

Pilot Project

Training

Complete Deployment

Thank you!

Leading you to success in every step taken!

ACC Analytics