Week 9- Bank Marketing Campaign Project

Team member's details :

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Problem description:

ABC Bank is planning to launch a new term deposit product and wants to predict which customers are likely to subscribe based on their past interactions with previous marketing campaigns. By developing a machine learning model, the bank aims to identify high-probability prospects in advance, allowing the marketing team to focus its efforts where they are most likely to succeed. This targeted approach will help reduce overall campaign costs while improving conversion rates.

However, the dataset exhibits a class imbalance (most customers don't subscribe) and certain highly predictive features, such as 'duration', can't be used for real-time targeting.

The goal is to develop and compare ML models (with and without the 'duration' feature) in order to:

- Improve the precision of campaign targets.
- Reduce the operational costs of telemarketing and messaging.
- Convert ML model metrics into insights that business stakeholders can understand.

The main goal is to enable cost-efficient, data-driven campaign targeting with measurable business impact.

Github Repo link: https://github.com/leenarganta/bank_marketing_campaign