

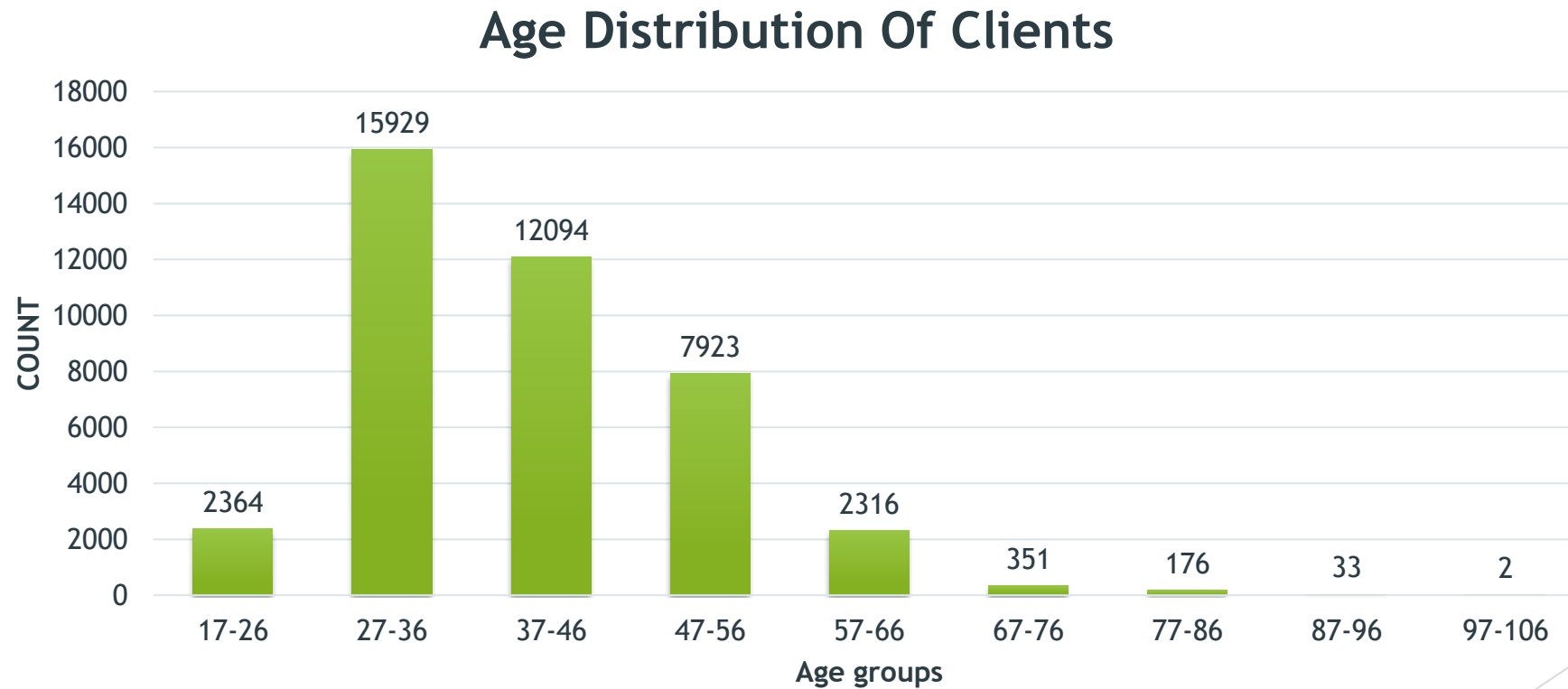
BankOpt: Targeted Marketing Analysis

Predicting Bank Marketing Campaign Success

INTRODUCTION

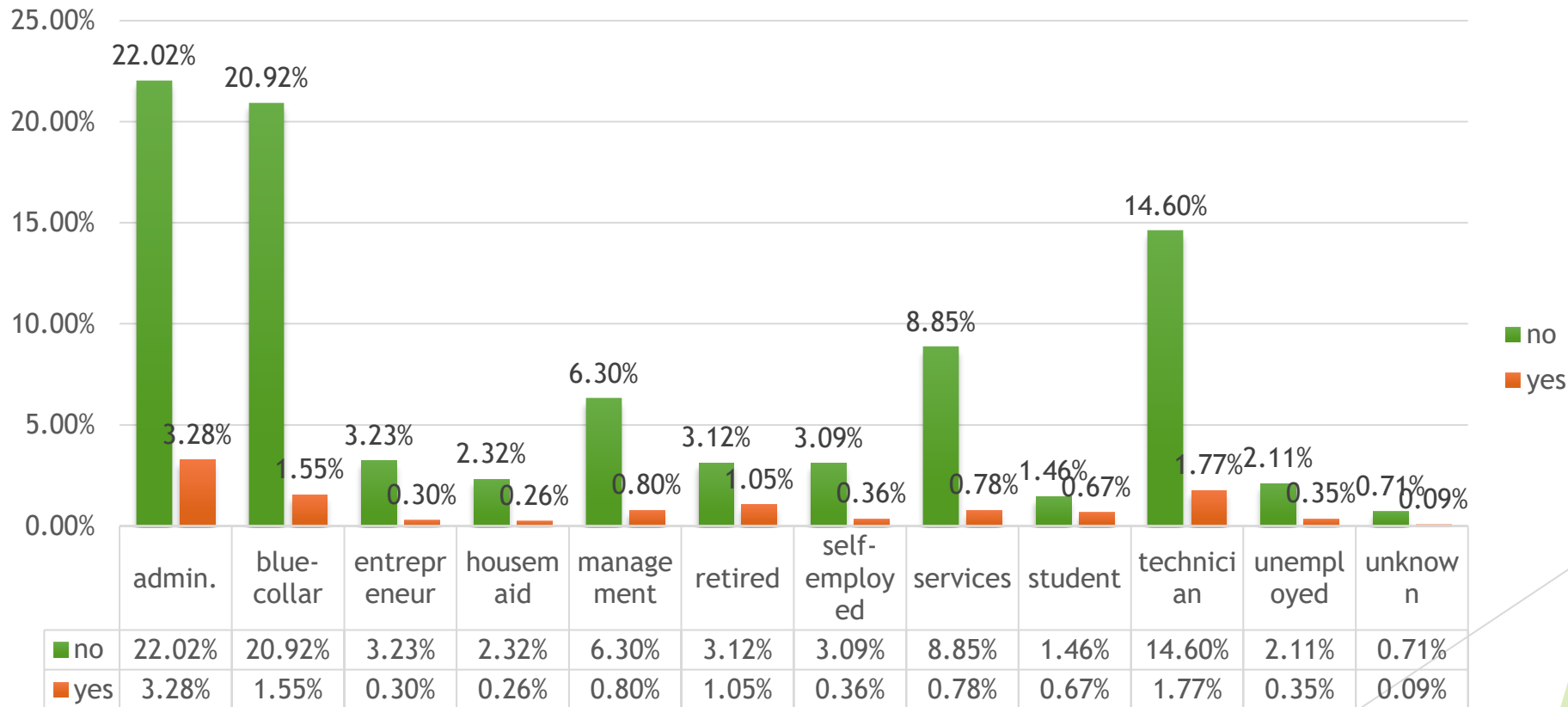
- ▶ The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.
- ▶ With the data we are trying to find out, “How can a bank increase the success rate of its term deposit subscription through targeted marketing strategies based on the profiles of its clients?”
- ▶ Subscriptions to term deposits represent a significant revenue stream for banks. By understanding the profiles of clients who are more likely to subscribe, banks can tailor their marketing strategies, reduce costs, and increase their profitability.
- ▶ Building trust and providing personalized solutions can also contribute to a higher success rate.
- ▶ Remember, effective communication and understanding the needs of your target market are key factors in increasing the success rate of term deposits.

AGE DISTRIBUTION OF CLIENTS



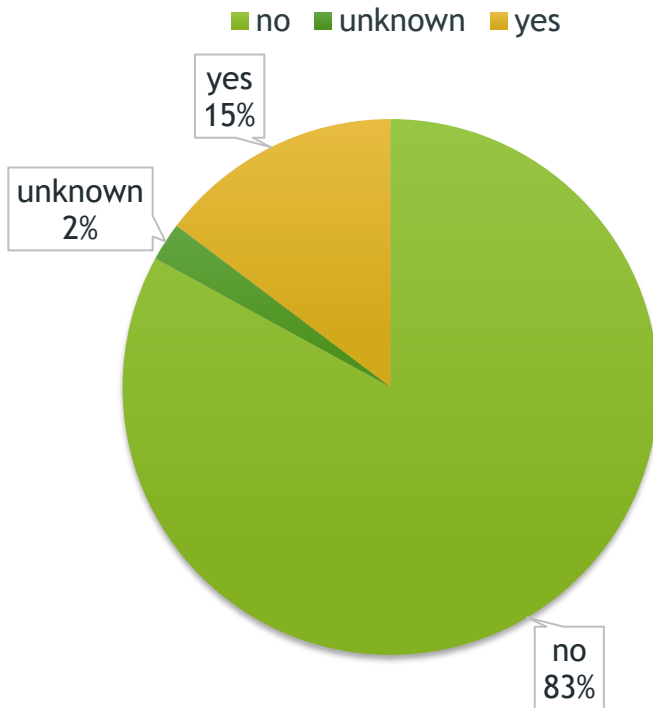
TERM DEPOSIT SUBSCRIPTION RATE VARY ACROSS DIFFERENT JOB TYPES

JOBS VS SUBSCRIPTION

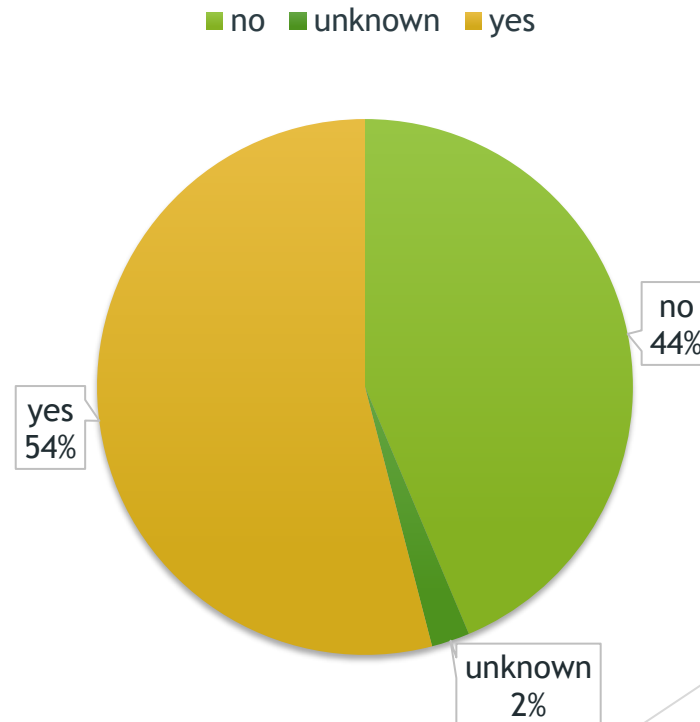


TERM DEPOSIT SUBSCRIPTION WITH VARIOUS LOANS_(4640/36548)

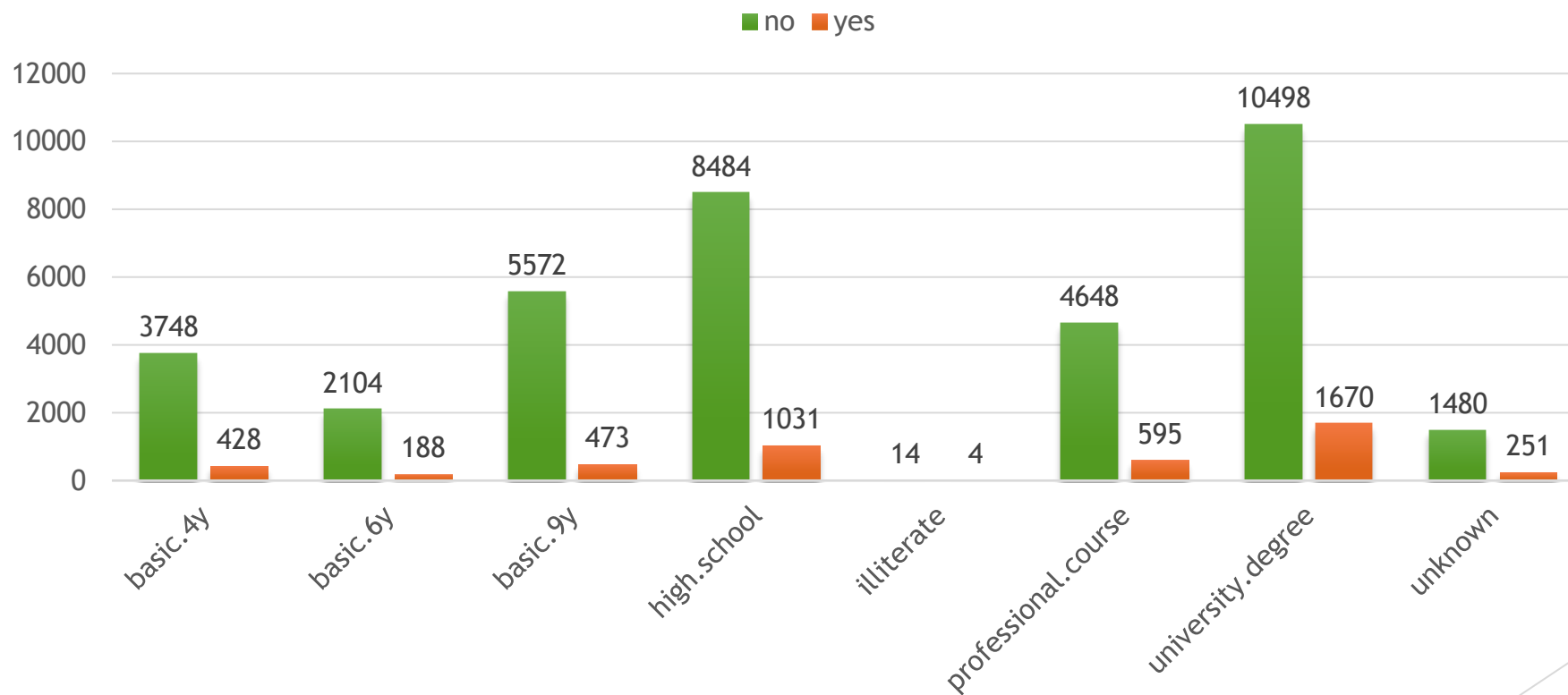
PERSONAL LOAN



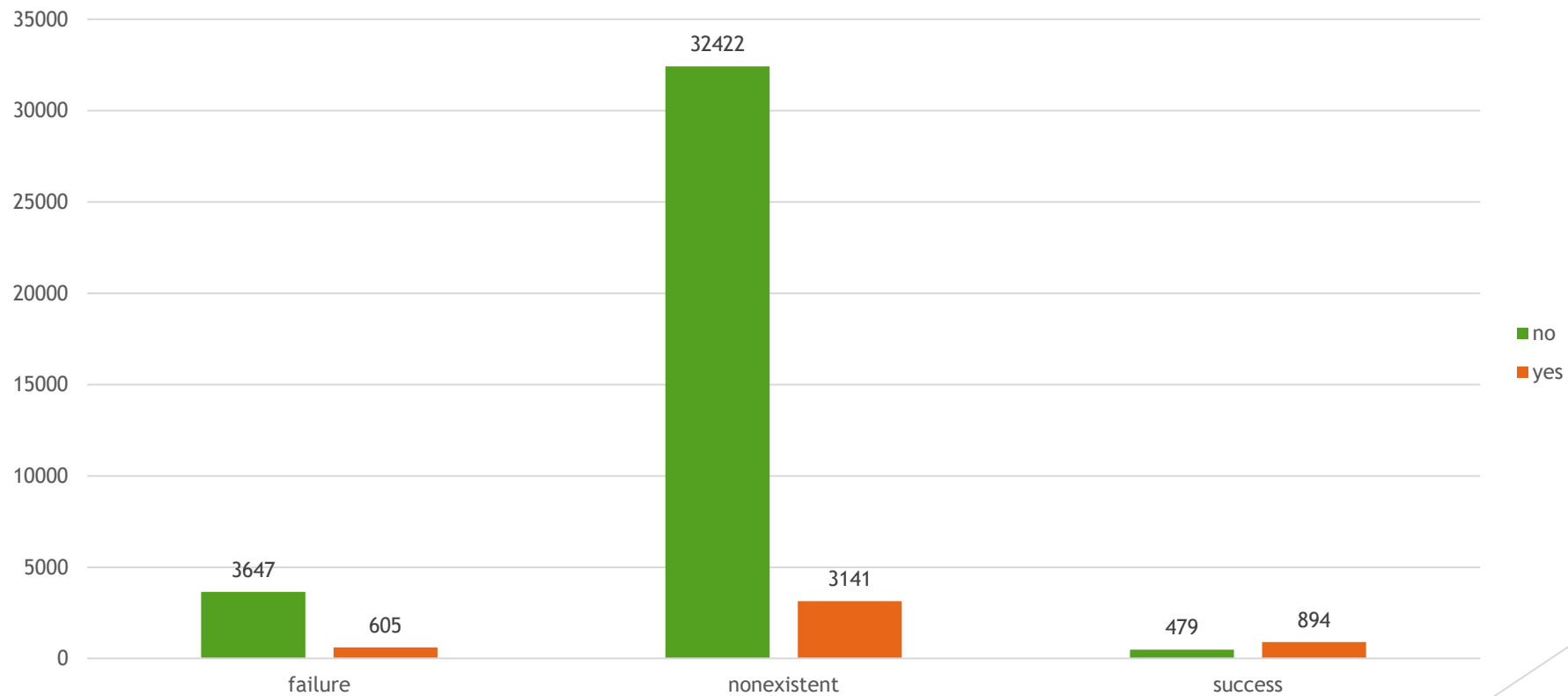
HOUSING LOAN



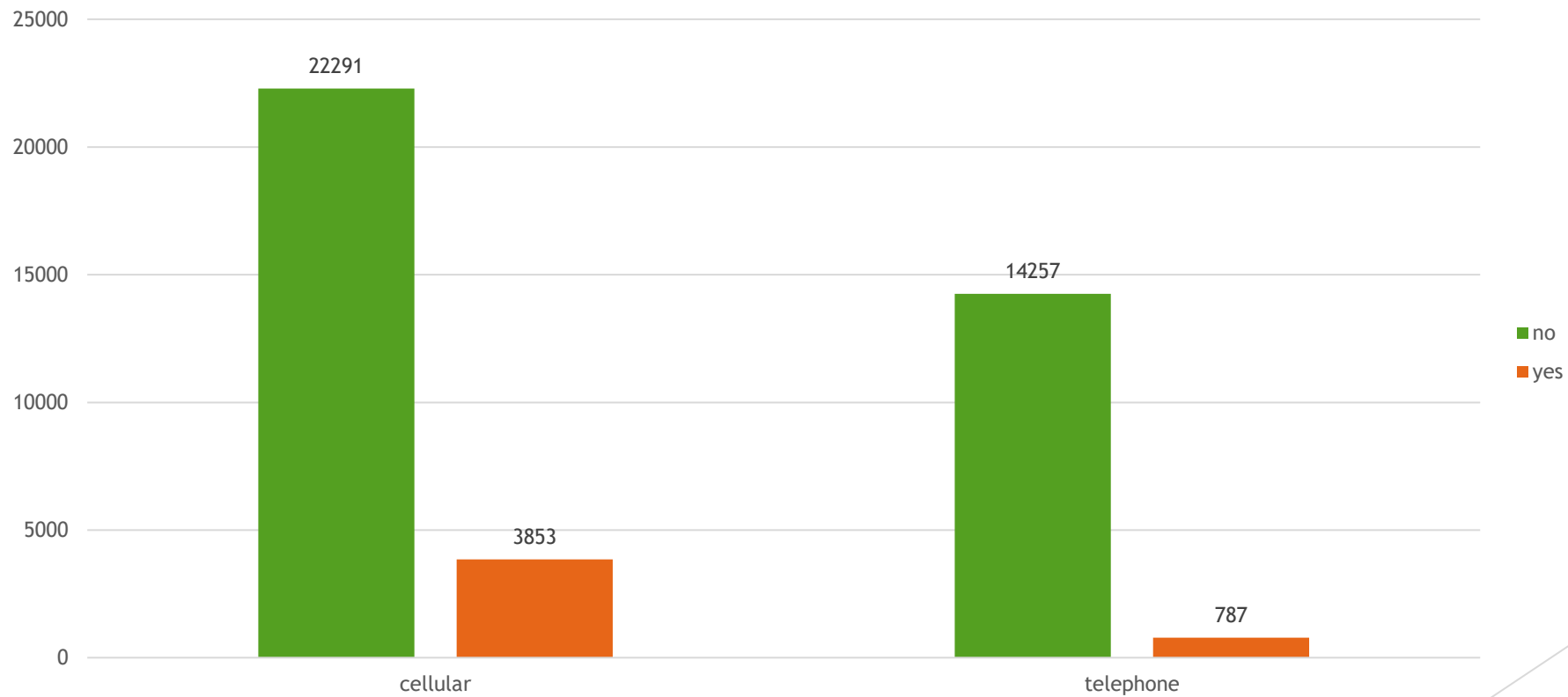
CLIENT EDUCATION LEVEL WITH TERM DEPOSIT SUBSCRIPTION



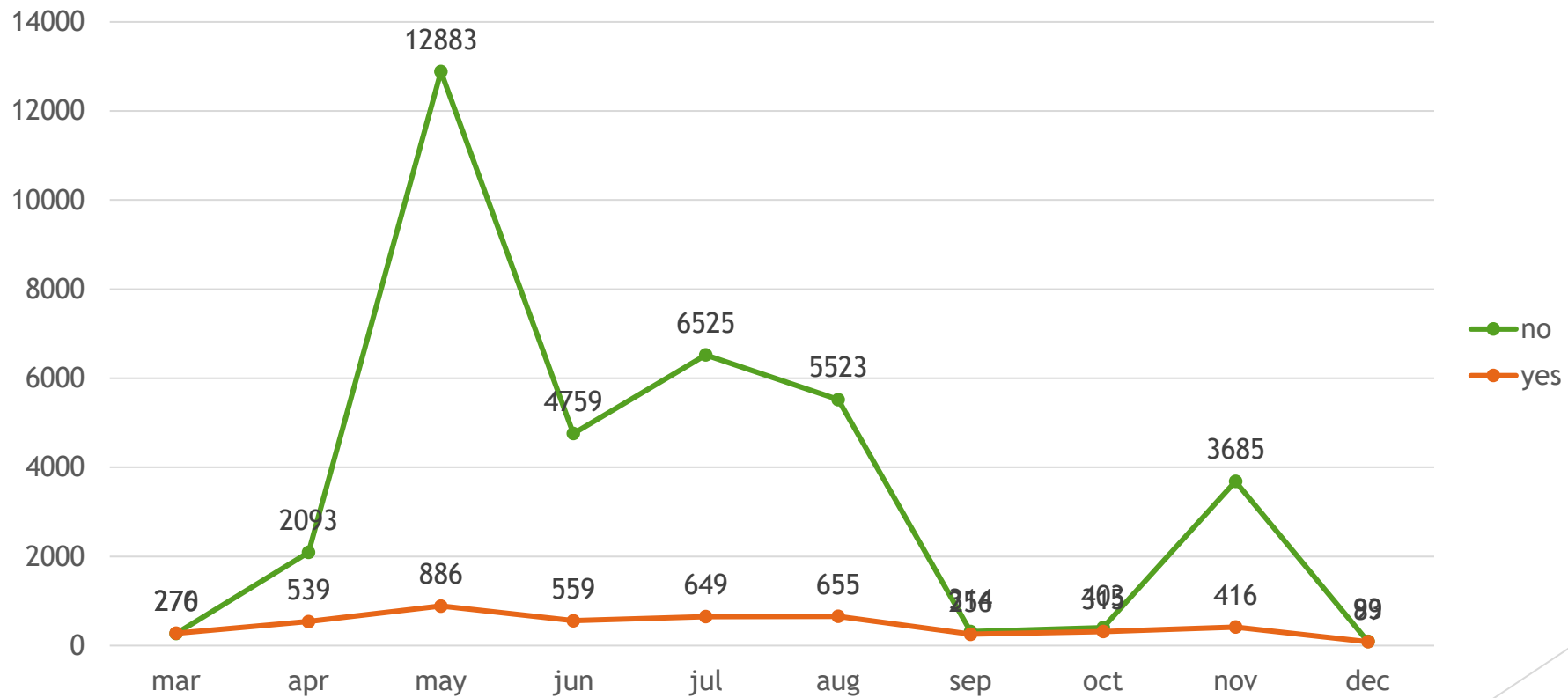
PREVIOUS CAMPAIGN AND TERM DEPOSIT SUBSCRIPTION



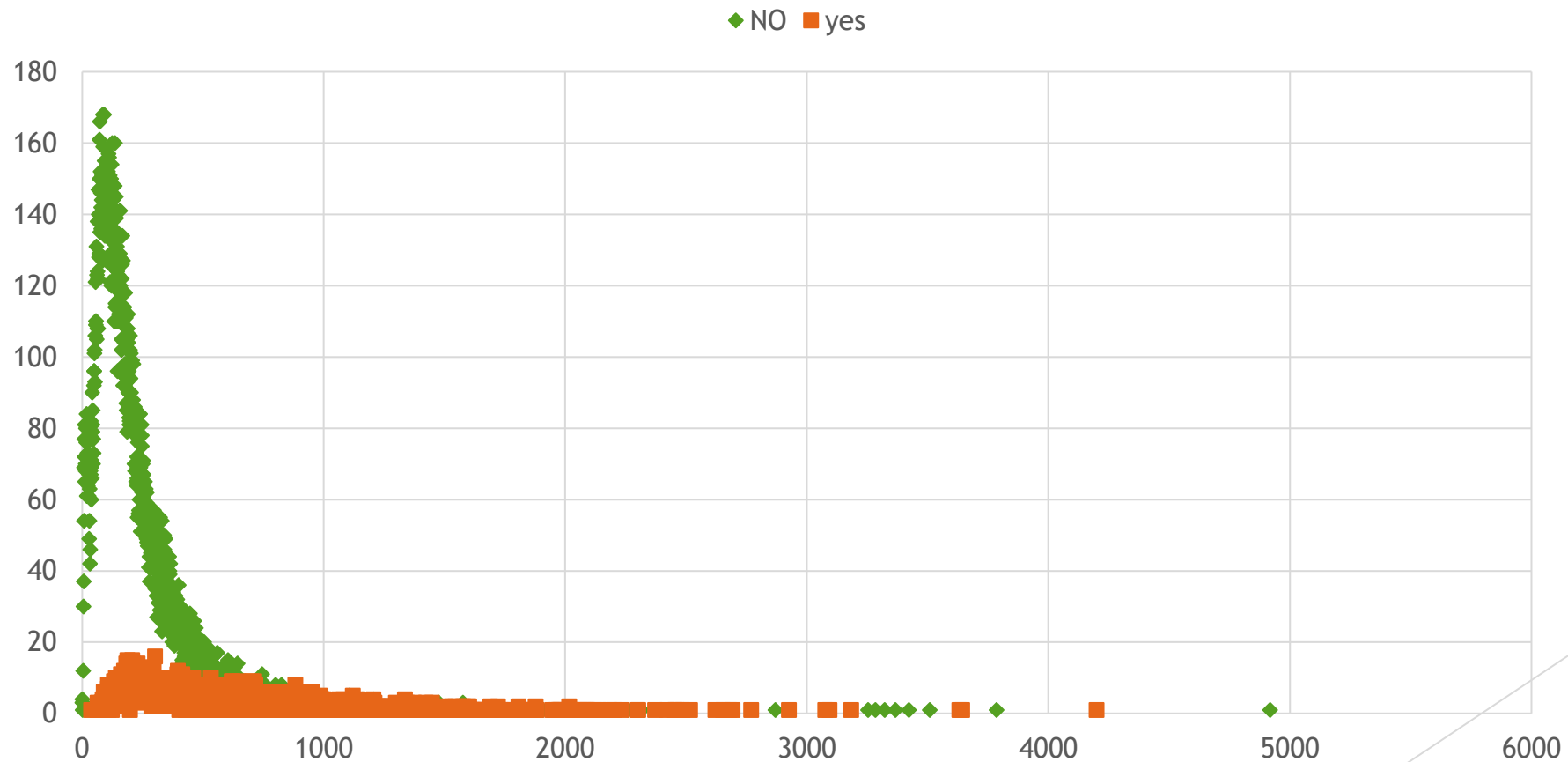
CONTACT LEADS AND SUBSCRIPTION WITH VARIOUS METHOD



MONTHLY SUBSCRIPTION OF TERM DEPOSIT



RELATION BETWEEN TERM DEPOSIT AND DURATION (IN SEC.)



CORRELATION WITH SUBSCRIPTION OF TERM DEPOSIT

Credit Default	No	Yes	Total
no	28391	4197	32588
unknown	8154	443	8597
yes	3		3
Total	36548	4640	41188

SUBSCRIPTION	Average of campaign
no	2.63
yes	2.05
Grand Total	2.57

AGE	SUBSCRIPTION
17-26	471
27-36	1772
37-46	1018
47-56	718
57-66	400
67-76	150
77-86	94
87-96	15
97-106	2

MARITEL	SUBSCRIPTION
divorced	476
married	2532
single	1620
unknown	12

DAYS	SUBSCRIPTION
mon	847
tue	953
wed	949
thu	1045
fri	846

DEFAULT	SUBSCRIPTION
no	4197
unknown	443