# **Title**

"Predictive Data Analytics for Banking Marketing Success using Term Deposit Subscription Classification"

# **Topic Area**

Predictive Data Analysis, Banking, Telemarketing, Finance

# **Research Objectives**

* To develop and compare predictive models (Random Forest, XGBoost, CatBoost, CNN, and TabNet) for classifying term deposit subscriptions using direct marketing campaign data.
* To evaluate the performance of these models based on accuracy, precision, recall, F1-score, and computational efficiency.
* To analyze the most important features on model prediction.
* To determine which model offers the best balance between interpretability and predictive power.