

By Michael and Tony

Ox Bank Marketing Campaign

Presentation Overview

01

Introduction

Model Evaluation

02

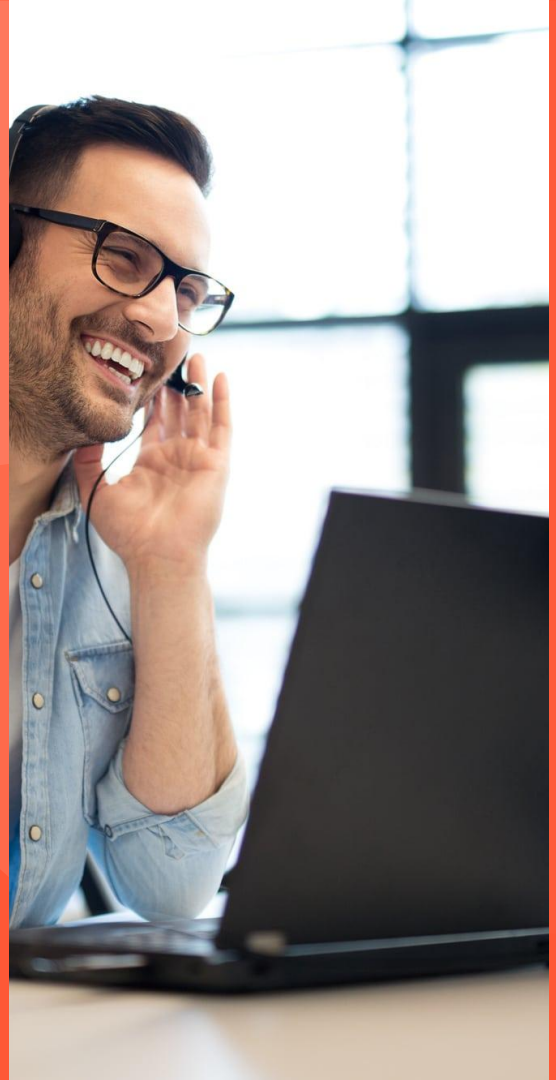
03

Conclusion

Questions

04

Introduction



Business Problem

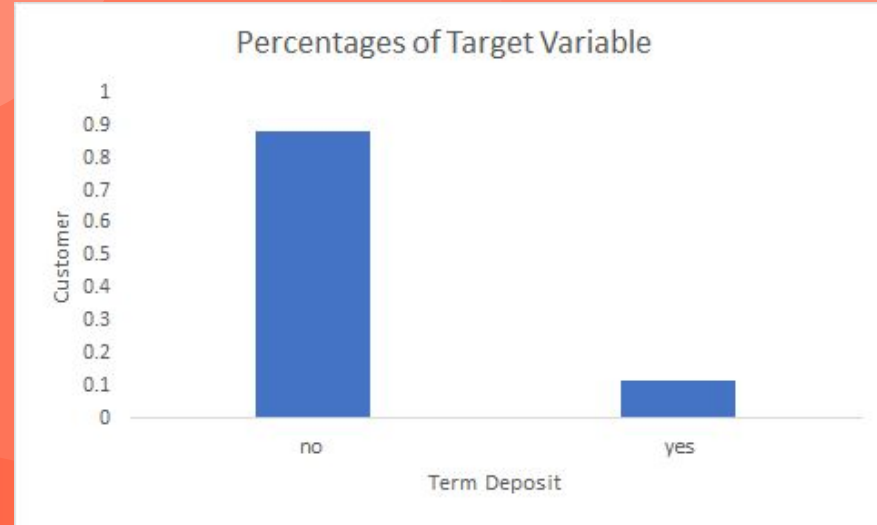
- We want to improve on the Previous Years Marketing Campaign
- Increase Number of Term Deposits

Data Understanding

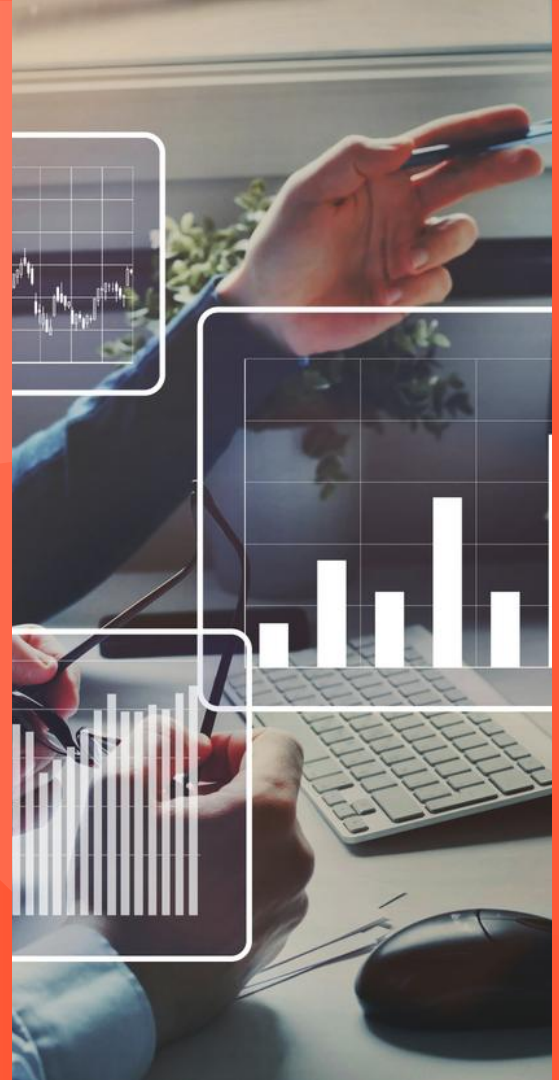
- This data is from last year's Campaign
- Information about Bank Clients
- Information about the campaign
- Phone Call Based

Data Overview Summary

- Average Client Age is 41 years
- 75% of clients have \$1428 checking
- Only 12% of our client has a term deposit



Modeling Evaluation



Model Takeaways

- Based on the data, the best fit model accurate on average about 91%
- The model has a **Precision** score of 68%.
- Evaluates the model on how many times it predicts the client is going to make a deposit actually makes a deposit.

Predicted

Actual

True Negatives 3873	False Positives 95
False Negatives 351	True Positives 203

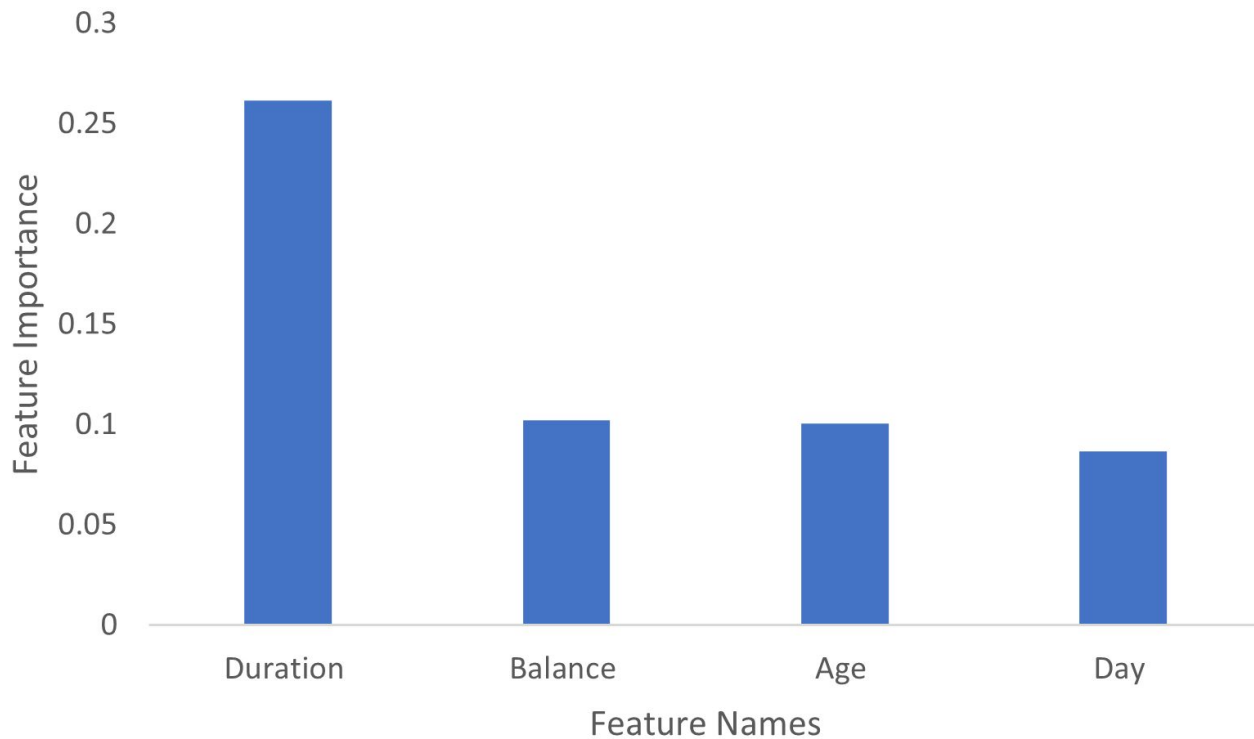
Precision

$$\frac{TP + TN}{(TP + TN + FP + FN)}$$

Conclusion



Top Feature Results



Business Recommendations

Focus Next Campaign on the three Ws:

- When: Duration- Summer Months
- Who: Education - Tertiary and Secondary
- Where: Jobs - Management, Self-employed

Next Steps

- More work in model optimization
- Use a questionnaire during the campaign
- Change from a solely phone based campaign (Social Media, Mail etc)

A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated and their lights reflecting on the water. The image is framed by large, semi-transparent orange shapes on the left and right sides. The text "Thank You!" is overlaid in white, bold, sans-serif font.

Thank You!

Questions?