The bank should carry out their next marketing campaign targeting clients from the workforce as they have 47% chance of subscribing the term deposit. Followed by youth with 41% chance of subscribing. Bank should also come up with some strategy targeting the clients who are retired as they have 11% chance of subscribing the term deposit.

Clients who are retired, who are at management position or who are technician have high chances of subscribing the term deposit.

Clients with the zero or negative balance have no money to subscribe to term deposit. While clients with positive average balance or higher balance have money to spend and are more likely to subscribe the term deposit.

Married clients have 52% chance of subscribing, followed by single clients with 36% chance of subscribing the term deposit.

Clients who have completed secondary and tertiary education have respectively 46% and 38% chances of subscribing the term deposit.

Client who don’t have any housing loan and personal loan don’t have financial burden, so they have respectively 61% and 91% chances of subscribing the term deposit.

82% of the clients who were contacted to their cellular did subscribe the term deposit.

Clients who were contacted between 8th and 21st day of the month have 95% chances of subscribing the term deposit.

Highest marketing activity was carried out in May and August and least carried out in December and January. Bank should consider marketing in December and January.

The longer the duration of the contact higher the chances of clients to subscribe the term deposit. Same goes for number of times client were contacted during the campaign.