

# ASSIGNMENT GUIDELINES

- Make the changes in the PPT as you solve the parts
- This file contains the template for the **EDA part** of the project.
- Check the instructions added in the note section of every slide for clarity.
- Don't move around any image or text box
- If you require more/lesser elements, be careful when you copy/delete the existing ones.

# ASSIGNMENT

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## Problem Statement

**Bank of Corporate** conducted a telemarketing campaign for one of its financial products 'Term deposits' to build a long-term relationship with the existing customers. These campaigns need to be cost efficient such that the bank not only increases their overall revenues but also the total profit.

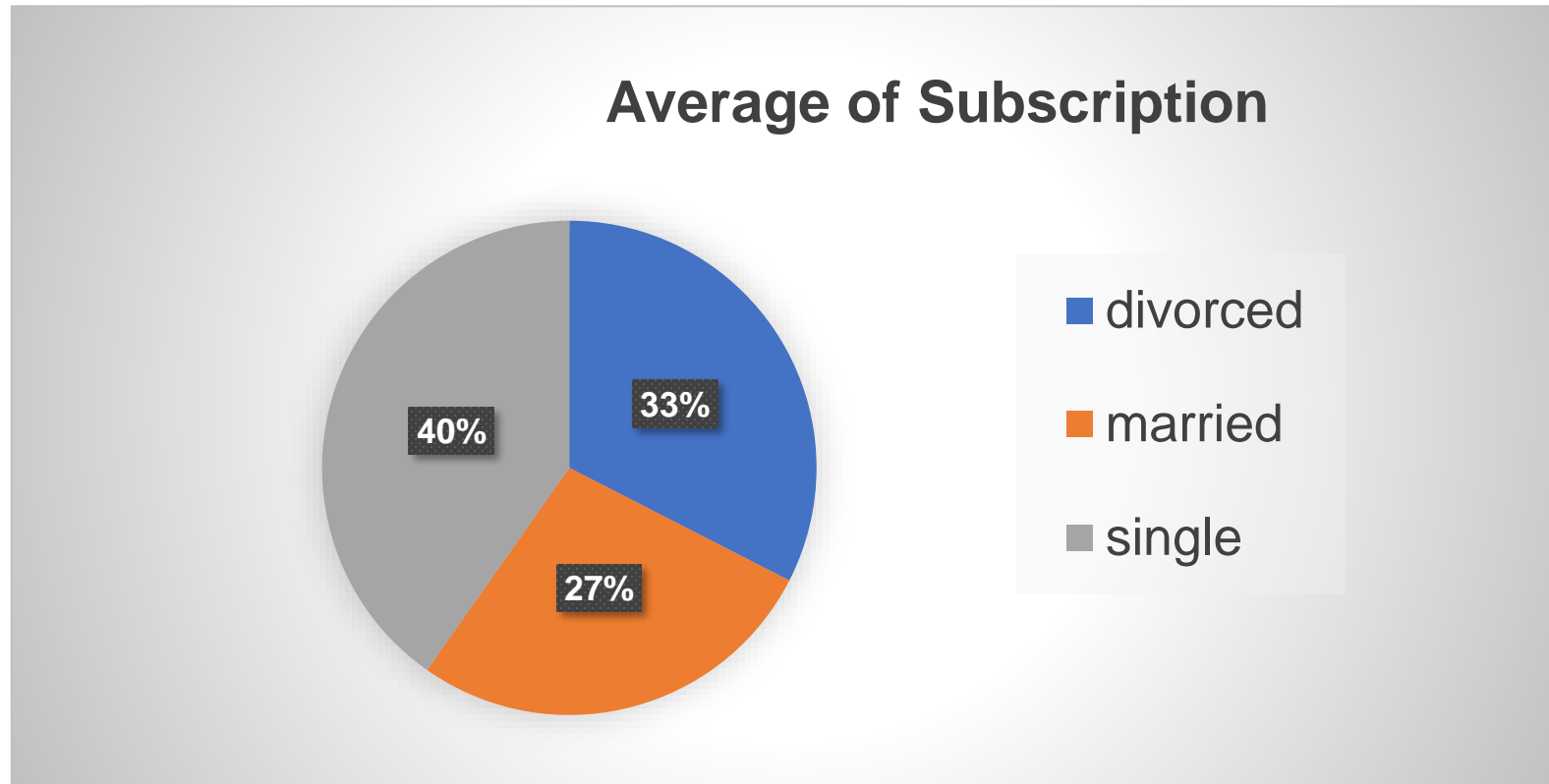
## Assignment Objective

To identify the target customers and the driving factors behind the successful conversion of a customer and optimize future marketing campaigns.

# PART I : Univariate Analysis

## Marketing Campaign Optimization

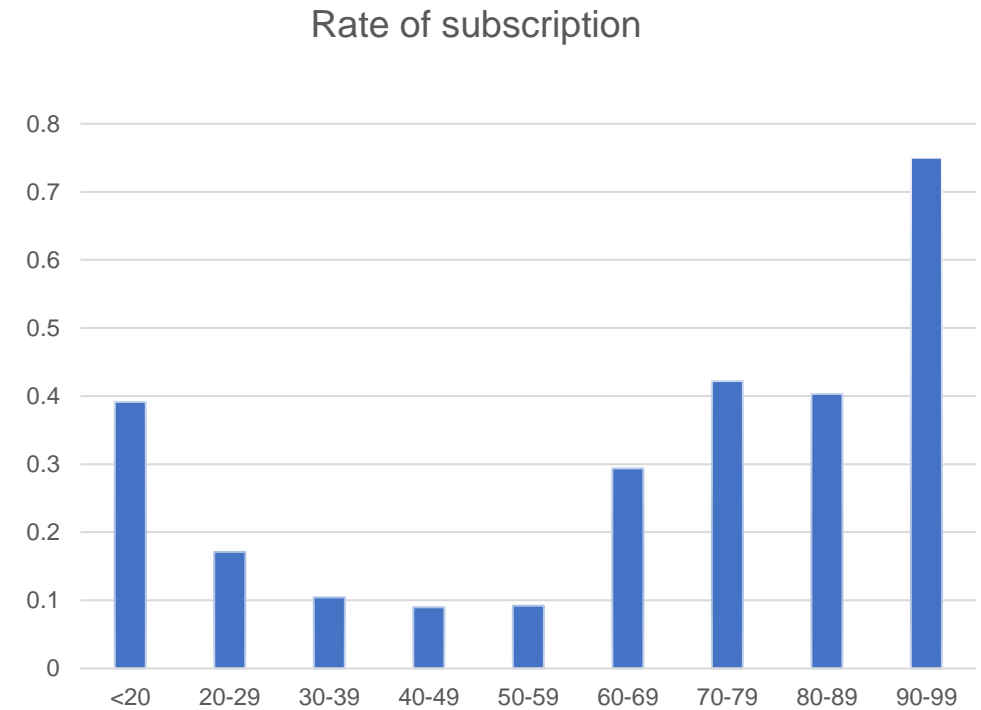
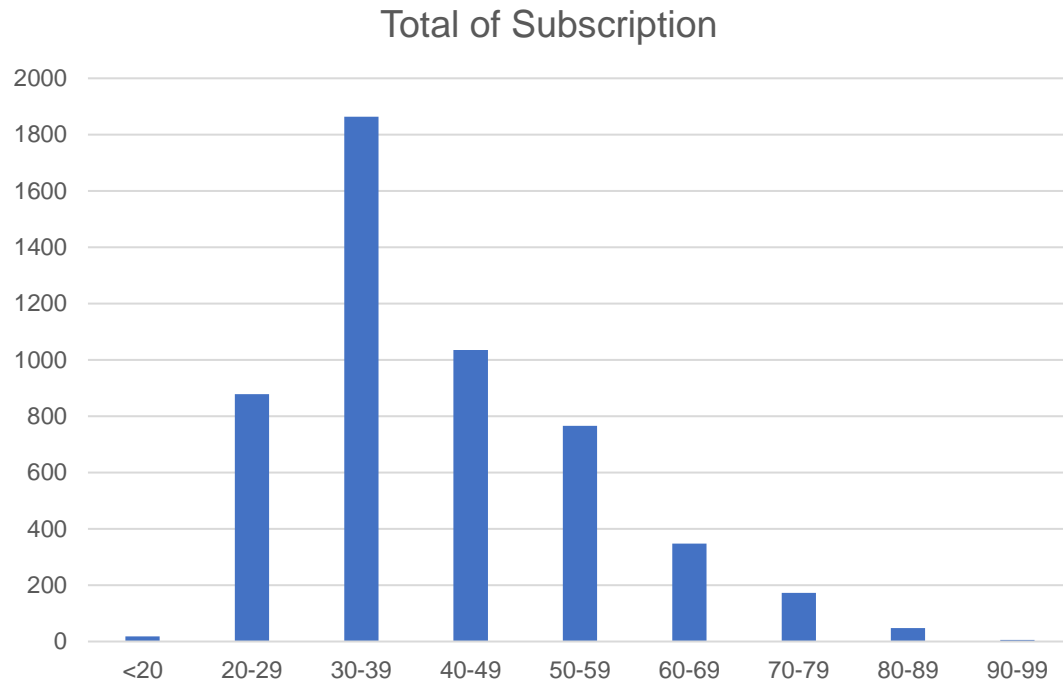
Variable under consideration: Single and divorced customers are more interested in the term deposit



# PART I : Univariate Analysis

## Marketing Campaign Optimisation

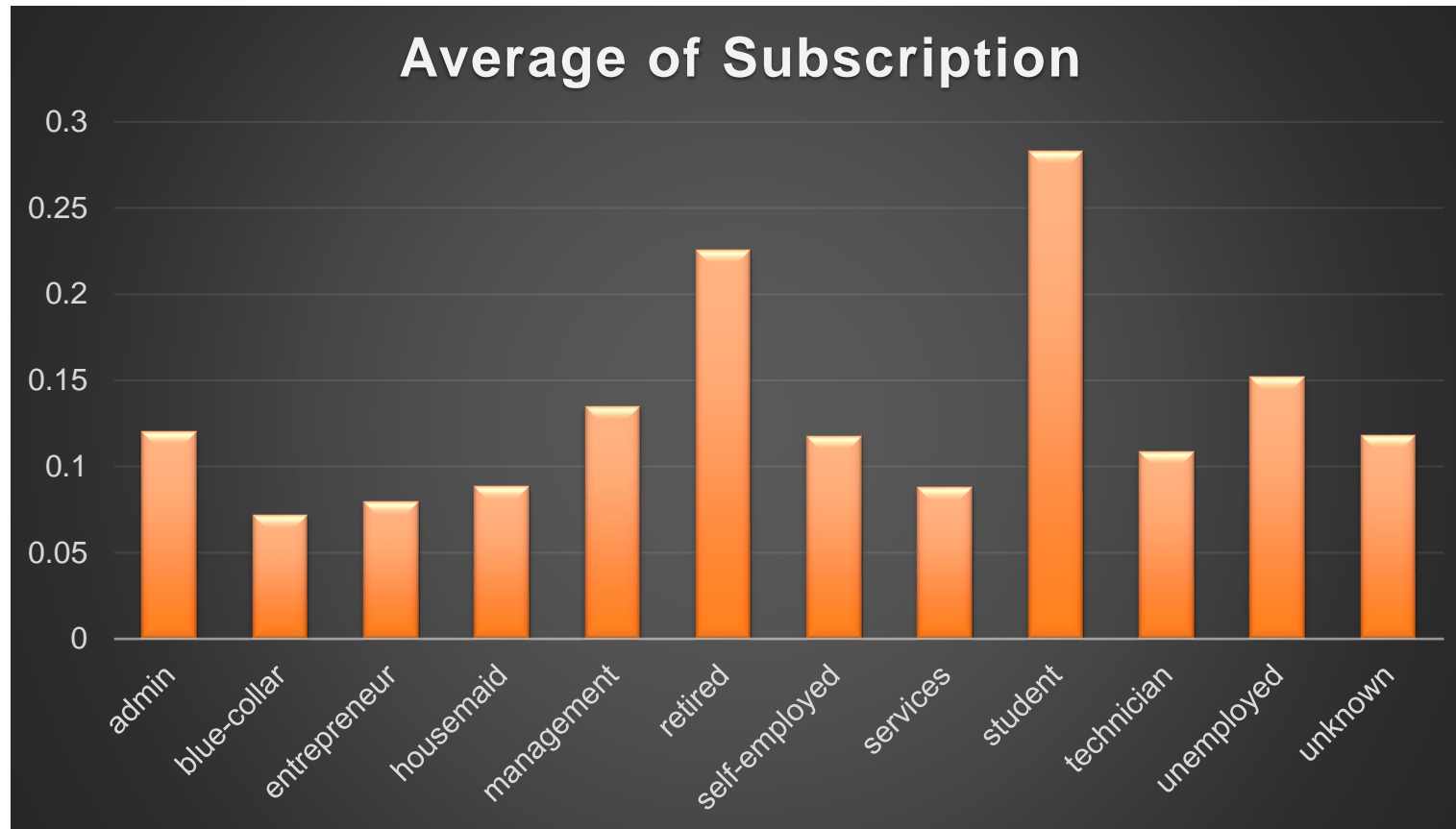
Variable under consideration: More number of subscription occurred at 30-39 age group. But the success rate is very less. **We can target 20-29 and 60-69 age group customers for better success rate.**



# PART I : Univariate Analysis

## Marketing Campaign Optimisation

Variable under consideration: Average subscriptions are more for students and retired customers. So we can target them for marketing campaign



# PART I : Univariate Analysis

## Marketing Campaign Optimisation

Variable under consideration:

### Call duration:

- Average call duration for successful subscription is **9 mins**
- However any call extend between **14 min to 30 min**, the rate of successful subscription is higher.

### Education:

- Master and doctorate are more interested to subscribe the term deposit. The success rate is higher for doctorate.

### P\_outcomes:

64% of customers who had subscribed previous outcomes accepted the term deposit.

### Date:

The month of May, June, July more number of subscription are achieved, but March, Sep and Oct conversion rate is higher.

### Type of Contact

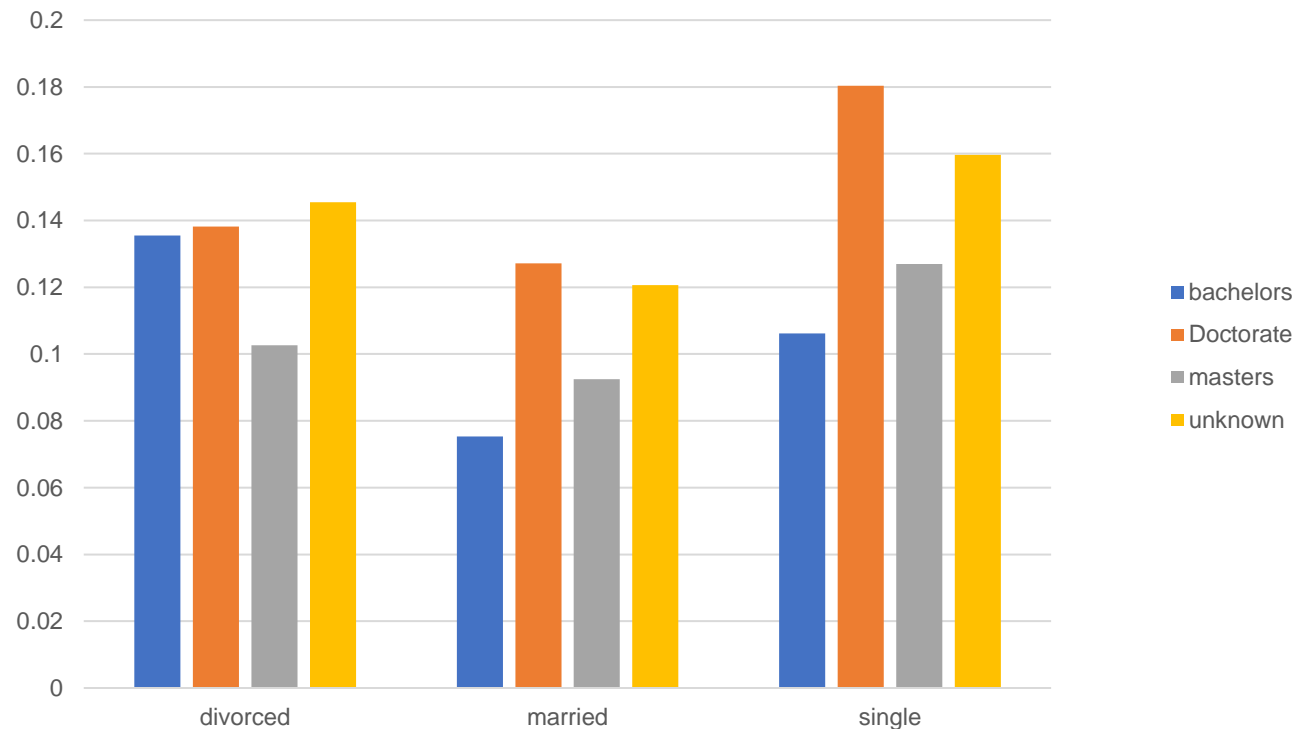
Cellular contact types are more popular and the conversion rate also good.

# PART II : Bivariate Analysis

## Marketing Campaign Optimisation

Variables under consideration: **Conversion rate on marital status-education**

- **Doctorate and single** shows higher conversion rate than others



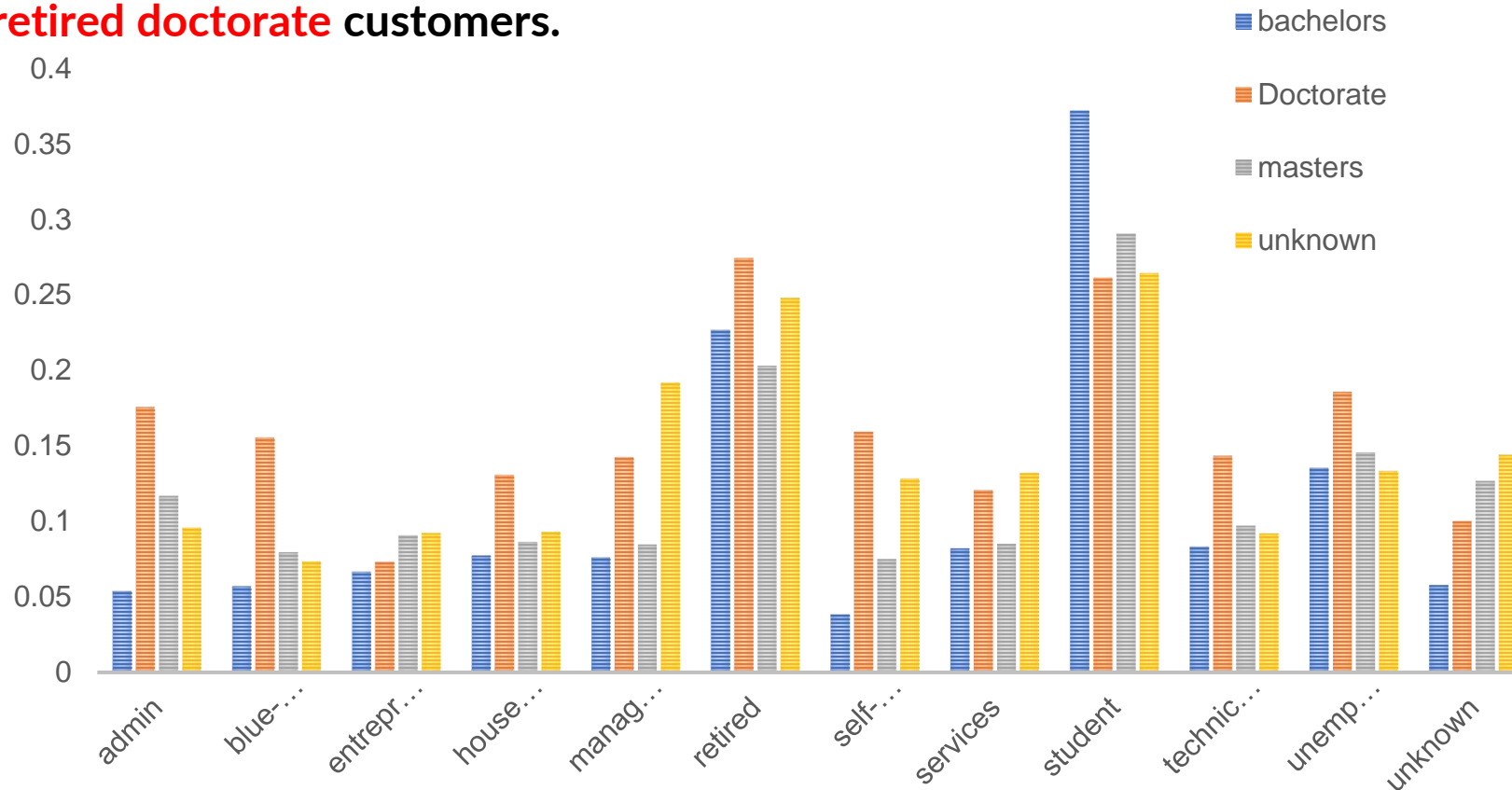
# PART II : Bivariate Analysis

## Marketing Campaign Optimisation

Variables under consideration: **Job and education**

**Student bachelors** are interested in the term deposit:

We can target **retired doctorate** customers.



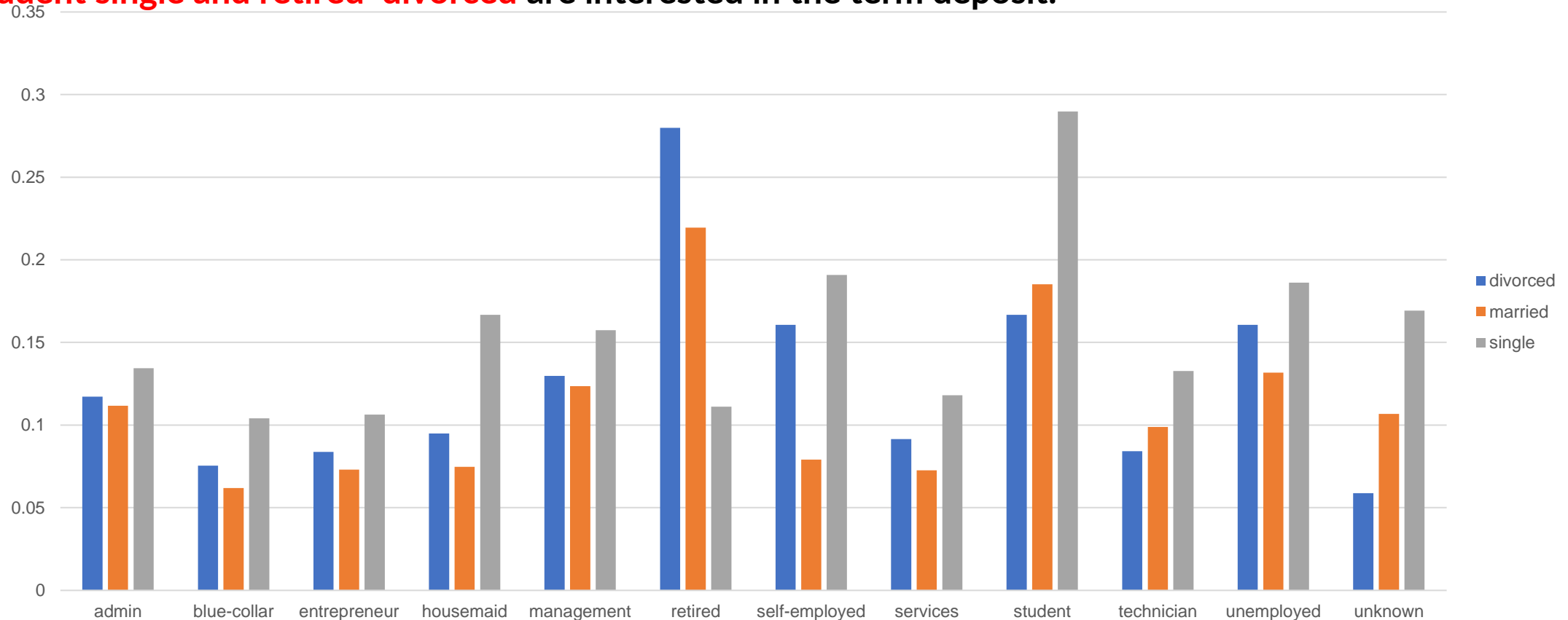


# PART II : Bivariate Analysis

## Marketing Campaign Optimisation

Variables under consideration: **Marital status and Job**

**Student single and retired divorced** are interested in the term deposit:

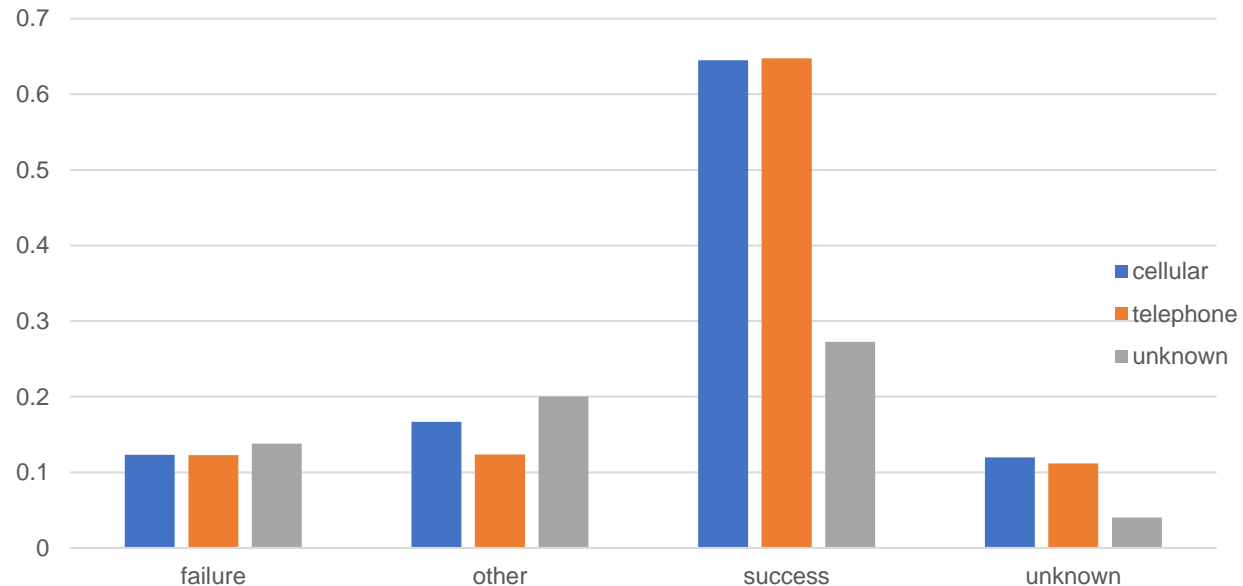


# PART II : Bivariate Analysis

## Marketing Campaign Optimisation

Variables under consideration: **P outcomes & type of contact**

- Conversion rate is more for cellular-success and telephone-success groups



# PART III: Optimisation Results

## Marketing Campaign Optimisation

Maximum number of conversion under the budget of ₹1,50,000 is 461

Customer Segment	Total number of calls	no.of converted calls
Single-Bachelors	50	6
Single-Masters	865	110
Single-Doctorate	386	70
Married-Bachelors	53	4
Married-Masters	53	5
Married-Doctorate	1106	141
Divorced-Bachelors	812	111
Divorced-Masters	51	6
Divorced-Doctorate	51	8
	Maximum conversion	461

# PART IV: Major insights

## Marketing Campaign Optimisation

Following customer segments are identified as the target customers for **the term deposit** from the pool of the bank's existing customers.

1. Single-Masters
2. Married-Doctorate
3. Divorced-Bachelors