**Azubi\_Africa\_Bank\_Term\_Deposit\_Analysis**

**Cracking the Code: How Machine Learning Transforms Bank Marketing Strategies**

In the fiercely competitive banking sector, direct marketing campaigns are pivotal in attracting clients for term deposit subscriptions. This project aims to harness the power of machine learning to predict the likelihood of a client subscribing to a term deposit, using data collected during marketing campaigns. By uncovering patterns in customer behaviour and campaign performance, banks can optimize their strategies and drive higher conversion rates.

The initiative focuses on building a predictive model that forecasts subscription outcomes based on client demographics, financial data, and past interactions. Beyond prediction, the analysis aims to generate actionable insights into the key factors influencing client decisions and provide recommendations to refine future campaigns. These outcomes are intended to empower marketing and sales teams, campaign managers, and data analysts in devising more effective strategies that resonate with target audiences.

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**Links**: [Link to GitHub Repository](https://github.com/Nfayem/bank_term_deposit_prediction.git)

Link to PowerBI Dashboard

Link to Streamlit Application