



Bank Telemarketing Campaign Analysis

Understanding Customer Behaviour For Improved Marketing Strategies

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Introduction

- ▶ Overview
- ▶ Brief Description of Dataset
- ▶ Objectives of the Analysis

Overview

- ▶ The bank aims to enhance its revenue by conducting a cost-efficient telemarketing campaign for term deposits among existing customers.
- ▶ Term deposits, fixed investments with predetermined interest rates, serve to foster long-term customer relationships.
- ▶ The objective is to conduct an end-to-end Exploratory Data Analysis (EDA) on the campaign dataset, identifying patterns and providing insights to improve the positive response rate.
- ▶ The analysis will involve examining customer demographics, temporal trends, and other factors influencing the success of the campaign, ultimately offering recommendations for targeted improvements in the bank's marketing strategy.

Brief Description of Dataset

- ▶ The presented dataset is combination of customer demographics (age, salary, social status, educational details, bank balance) alongwith the banks' conversion rate in terms of poutcome, response etc.

Objectives of the Analysis

- ▶ Understanding the Dataset
- ▶ Descriptive statistics
- ▶ Univariate analysis
- ▶ Bivariate analysis
- ▶ Categorical Variable Analysis
- ▶ Temporal Analysis
- ▶ Feature Engineering
- ▶ Correlation Analysis
- ▶ Outlier detection & handling